

FULLBACK[®]V

SIDING INSULATION FOR VINYL



FULLBACK[®]V SIDING INSULATION

THE RIGHT WAY TO INSTALL NEW SIDING

Congratulations on your interest in having new vinyl siding installed on your home! Siding is a great investment that can drastically improve your home's appearance while also increasing its value.

NEW SIDING IS A RENOVATION YOU MAY DO ONCE IN A LIFETIME

Selecting vinyl siding with Fullback[®]V siding insulation ensures you will get the most from your new siding, including benefits not available with standard vinyl siding, including a premium appearance, improved durability, and energy savings.

THE MOST COST-EFFECTIVE TIME TO ADD INSULATION TO YOUR HOME'S EXTERIOR IS WHEN YOU RESIDE.

Don't miss your opportunity to do it right the first time, and enjoy the benefits for years to come.



GET THE BEST APPEARANCE FROM YOUR NEW SIDING WITH FULLBACK®V

While vinyl siding offers many options to make your home more beautiful, adding contoured Fullback®V insulation provides additional value and options that were never before possible with traditional vinyl:

FULLBACK® FILLS THE GAP BETWEEN THE SIDING AND THE WALL

- Provides additional support to the siding panel
- Gives your home the look and feel of real wood
- Eliminates waving, sagging, shifting and warping
- Curb appeal and close up appeal

ENSURE YOUR NEW SIDING WILL RETAIN ITS VALUE BY BACKING IT UP WITH FULLBACK®V

Vinyl siding improves the value of your home, in addition to its appearance. However, if your siding does not stand up to the elements and maintain its "like new" appearance over time, you will not be able to recoup as much of your investment.

Fully supporting your new siding panel with Fullback®V will help it maintain its shape over time and protect it from impact damage.



Siding supported with contoured insulation (left) maintains straight lines like real wood, while unsupported vinyl siding (right) can appear curved.



MAKE YOUR HOME MORE ENERGY EFFICIENT WITH FULLBACK[®]V SIDING INSULATION!

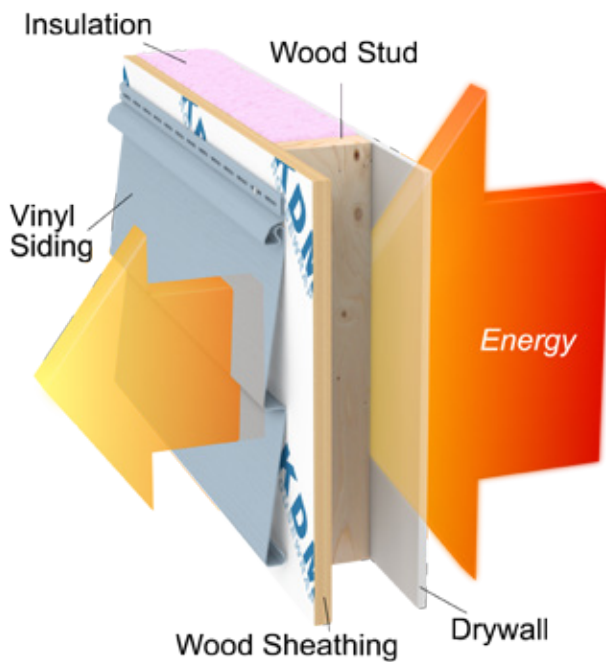
There may be an energy leak in your walls that is costing you money every day! The culprits are the wood studs in your walls: heat bypasses the insulation in your wall cavity and transfers through the studs, allowing energy to leak through your walls. This process is called thermal bridging.

Nearly 25% of your home's wall is made up of studs that typically are not insulated, so it's like having one entire wall of your home with no insulation.

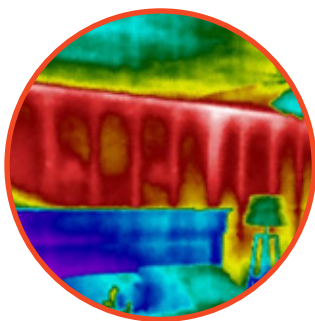
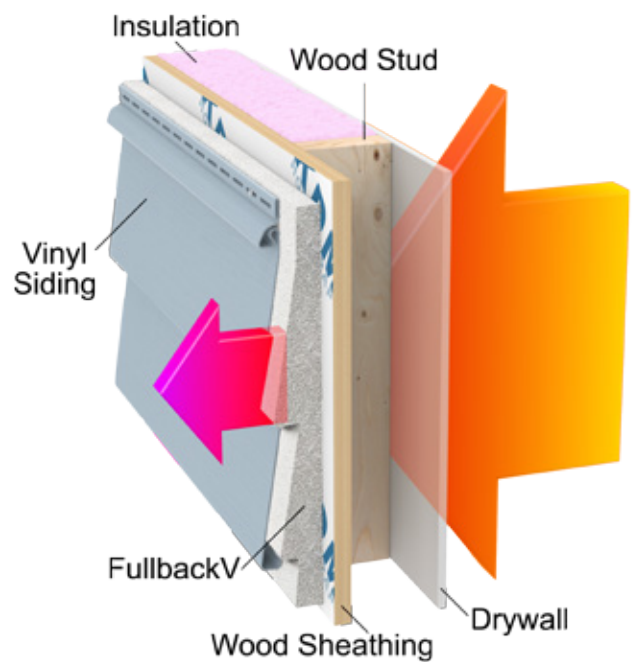
Adding insulation to your home's exterior under new siding can help your home meet U.S. Department of Energy (DOE) insulation recommendations, as well as state and local codes. The DOE says, "When new siding is to be installed, it's a good idea to consider adding insulation under new siding."*

- Adds R-2.0 - 3.5 to your wall system, depending on the profile of the siding it is paired with. The more insulation that fits behind the siding, the higher the R-value.
- Provides real energy savings by keeping heat where it belongs, inside in the winter, outside in the summer, and money in the bank all year!
- Recognized as a thermal bridge reducer in Energy Star for Homes Version 3.0.
- Reduces air infiltration.

BEFORE FULLBACK[®]V

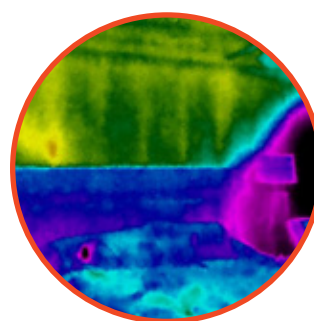


AFTER FULLBACK[®]V



Before (Summer)

Thermal imaging from inside a home reveals where outdoor heat is infiltrating the air-conditioned interior. Bright red vertical lines reveal the location of wooden studs in the wall.



After (Summer)

Thermal imaging reveals that the wall is a significantly cooler green with the addition of FullbackV insulation to the exterior.

*Source: Department of Energy and Oak Ridge National Laboratory, Insulation Fact Sheet 2008

*R-value is the recognized numerical measure of the ability of an insulation product to restrict the flow of heat and, therefore, to reduce energy costs. R-values may be expressed per unit of thickness (e.g., one inch) or for the total thickness of a particular insulation product or installation. The higher the R-value, the better the product's insulating ability. Visit <http://www.ftc.gov/os/1999/08/rvaluefr.htm> for full information regarding R-value.

BEAUTY, DURABILITY, AND ENERGY SAVINGS



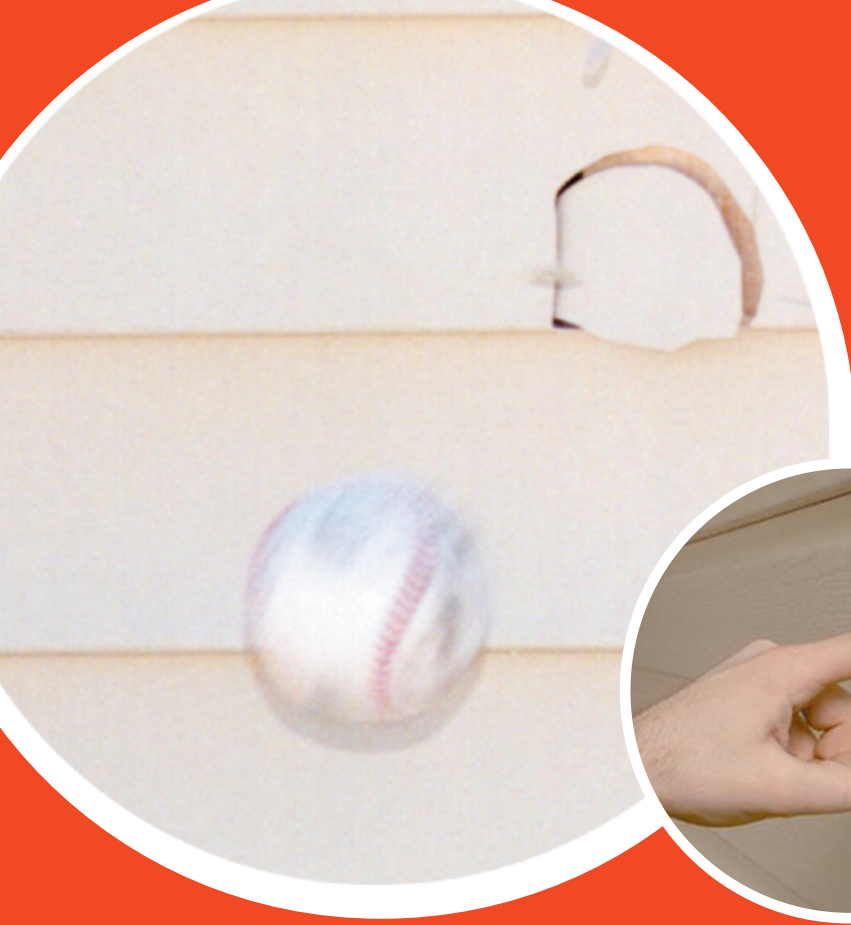
Before (Winter)

Yellow stud lines and red at the top of the wall where cavity insulation has settled is revealed with thermal imaging.



After (Winter)

After FullbackV, the wall has turned a uniform blue & energy loss through studs and the top of the wall is no longer visible.



WITHOUT FULLBACK®V SIDING INSULATION

- Hollow void between the wall and the siding leaves it susceptible to damage



FULLBACK®V PROVIDES GREATER DURABILITY & IMPACT RESISTANCE THAN TRADITIONAL VINYL SIDING!



WITH FULLBACK®V SIDING INSULATION

- Eliminates the hollow void behind vinyl siding
- Foam insulation acts as a shock absorber
- Reduces cracking, denting and breakage

Fullback®V with vinyl siding is durable enough to meet requirements for wind load in restrictive coastal zones, and has even sustained Category 5 Hurricane Winds!



FULLBACK®V WORKS TO PROTECT YOUR HOME, HEALTH, & COMFORT

As homeowners strive to better seal and insulate their homes, they may be causing issues like mold and mildew growth, which can generate serious health threats. The average family of four produces 4-6 gallons of water vapor a day in the home, and that moisture must be able to escape.

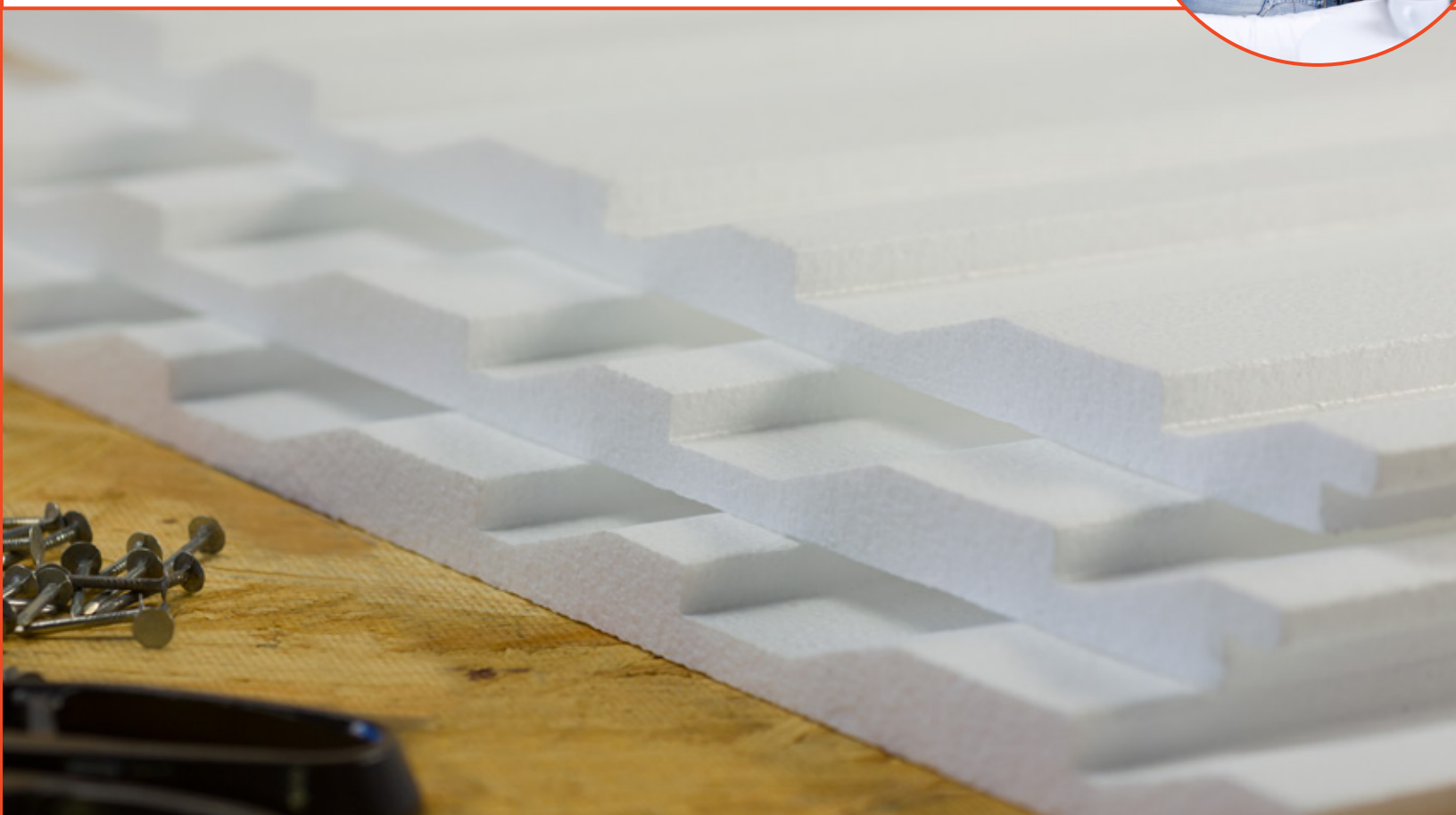
Fullback®V siding insulation is designed to shed water and allow the wall to dry completely with a permeability rating up to 5.0, reducing the chance for mold and mildew growth in the walls.

Additionally, Fullback®V is treated with PREVENTOL®TM EPS, a systemic insecticide which protects it from termites. The active ingredient is safe for homeowners and installers, and is commonly used as a topical treatment for pet flea and tick control at higher concentrations.

ENJOY A MORE COMFORTABLE HOME

Not only can you reduce your utility bills by wrapping your home in an energy-saving blanket of insulation, you can enjoy more consistent indoor temperatures from room to room. In addition, a thick layer of Fullback®V insulation can also dampen exterior sounds, making your indoor home environment more quiet and comfortable.

"We are so pleased with our how project turned out. Our home used to be drafty in the winter, and in the summer, we had some rooms that were too warm to even enjoy. We've already noticed a difference in the comfort level of our home." - Kathy, Ohio, USA



INSULATED ACCESSORIES ARE AVAILABLE TO COMPLETE YOUR SIDING JOB!

- EasyPost corner post inserts complete the blanket of insulation around your home.
- Contoured foam completely fills in the corner post, eliminating potential for impact damage or spaces for pests to nest



POSITIVE ENVIRONMENTAL IMPACT

- Recognized as a thermal bridge reducer in Energy Star for Homes Version 3.0
- Will remain in place without significant degradation for 50+ years
- Saves as much carbon as it takes to manufacture the foam in 2.6 years or less!
- Saves as much energy as it takes to manufacture the foam in 50 days or less!

IT'S ALL SUPPORTED BY A STRAIGHT-FORWARD LIFETIME LIMITED WARRANTY

Our warranty stands on top of the siding manufacturer's warranty, giving you an extra layer of protection. It is a down-to-earth demonstration of the confidence we have in our product, and what we will do to make it right in the unlikely event that something would ever go wrong.



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