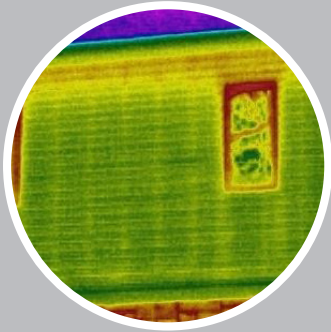


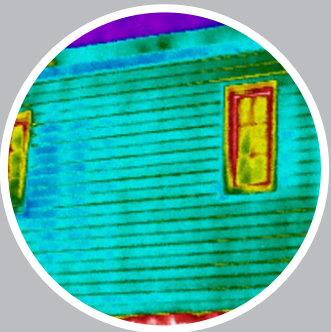
FULLBACK[®]V

Original Siding Insulation for Vinyl



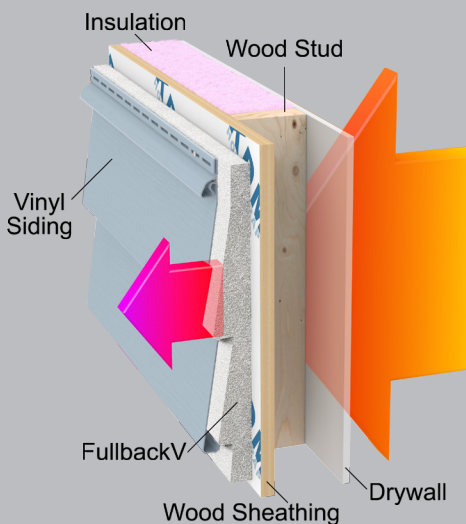
Before Insulation

Thermal imaging reveals two energy leaks: yellow lines where energy escapes through studs, and red at the top of the wall where cavity insulation has settled over time.



After Insulation

Thermal imaging reveals that the wall has turned a cool blue. Energy loss through studs and the top of the wall is no longer visible.



Energy Loss is Robbing You...

Typical Homes Lose Up To:

- 10% through windows
- 15% through doors
- 15% through foundation
- 25% through the roof
- 35% through un-insulated walls!**



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."

Fullback[®]V Premium

R-values from 2.0 - 3.5

*R-value varies based on the profile of the siding it is paired with. The more insulation that fits behind the siding, the higher the R-value.

R-value means the resistance to heat flow. The higher the R-value, the greater the insulating power. Tiny air pockets in the insulation resist the transfer of heat. The thicker the insulation, the more air pockets, and higher the R-value.

Fullback® V Goes Beyond Energy Savings

Beauty

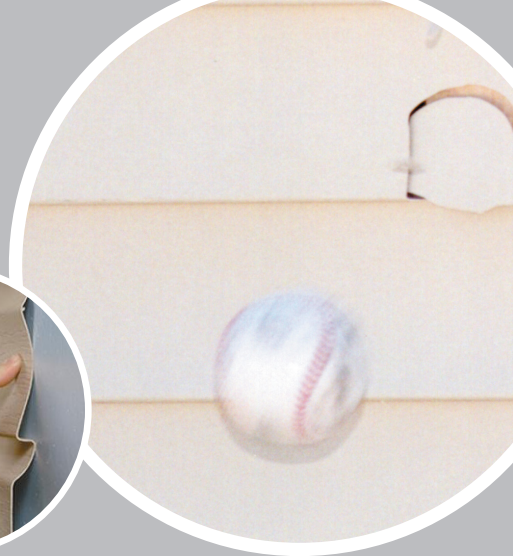
- Provides additional support to the siding panel, maintaining a perfectly straight appearance over time.
- Eliminates waving, sagging, shifting and warping associated with traditional vinyl siding.

Durability

- Significantly improves the durability of vinyl siding by serving as a shock absorber against impact.
- Deters termite infestation with a built-in termite control agent.
- Protected by a Lifetime Transferrable product warranty, one of the strongest in the industry, covering r-value retention, moisture absorption, and structural integrity.

Moisture Management

- Manages moisture with a permeability rating of up to 3.5, helping protect your home from mold and moisture damage.



Without Fullback® V

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

Can you tell which siding job has Fullback® V behind it?

With Fullback® V

- Eliminates the hollow void behind vinyl siding, providing increased support and durability
- Foam insulation acts as a shock absorber for the siding



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