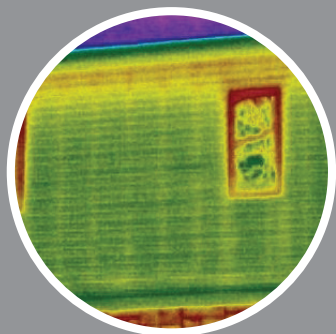


# HALFBACK H20

Premium Universal Siding Insulation



## 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

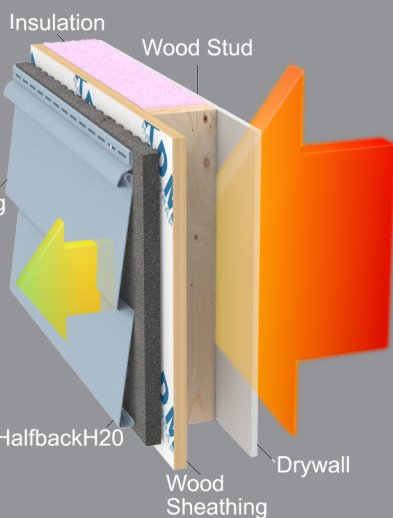
**35% through un-insulated walls!**



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."

Halfback H20 Premium is made from Neopor® which contains high-purity graphite particles. The graphite reflects radiant heat, significantly improving insulation capacity compared to EPS insulation, while giving it a dark gray color.



R-value	
3/4"	R - 3.0
1"	R - 4.2
1-3/16"	R - 5.0

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.

# Halfback H2O Goes Beyond Energy Savings

## Moisture Management

- Manages moisture with a permeability rating of up to 3.5, helping protect your home from mold and moisture damage.
- Grooves on the back side of the insulation channel bulk water that makes its way behind the insulation down and away from the wall.

## Durability

- Levels the wall under new siding, providing a consistent, stable base for siding to be installed smooth and straight.
- 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.



Our Premium Series products have achieved GREENGUARD Certification. GREENGUARD Certified products are certified to GREENGUARD standards for low chemical emissions into indoor air during product usage. For more information, visit [ul.com/gg](http://ul.com/gg).

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