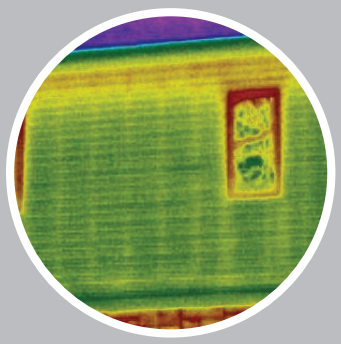
FULLBACK FC

Original Siding Insulation for Fiber Cement

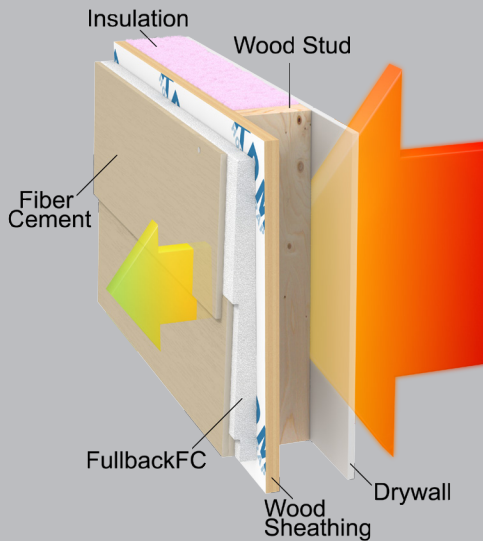


Before Insulation

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 FC	
Thickness	R-value
.874"	R-3.4

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.

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Fullback FC Goes Beyond Energy Savings

Beauty

- Provides additional support to the plank maintaining a perfectly straight appearance over time.

- Gives a consistent, stable base for installation, allowing siding planks to go up smooth and straight.

Durability

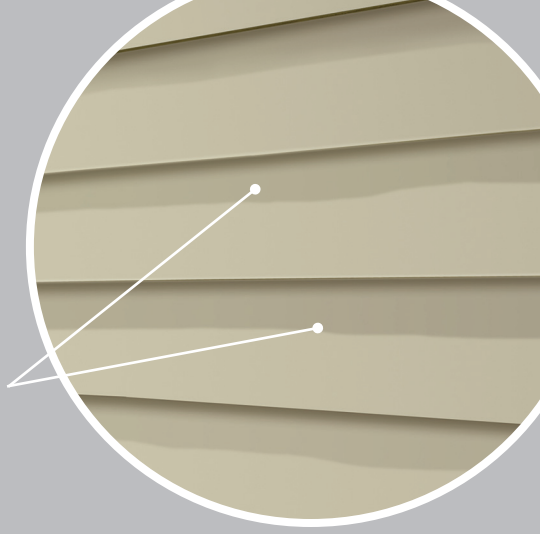
- Improves the durability of fiber cement by serving as a shock absorber against impact.

- 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 5.0, helping protect your home from mold and moisture damage.



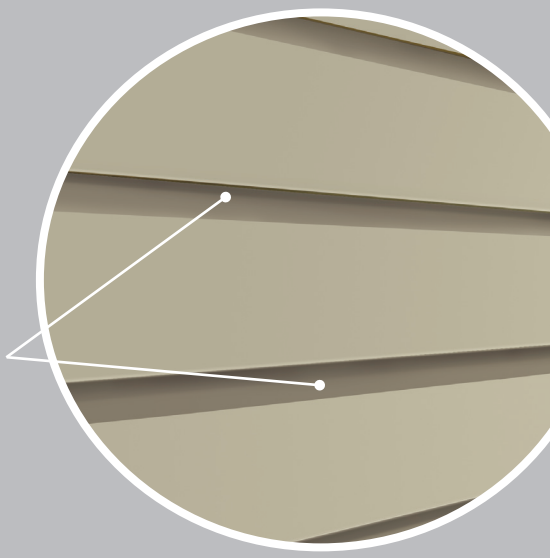
Without Fullback FC

- shadow lines thick and thin
- wall inconsistencies show through

Can you tell which siding job has Fullback FC behind it?

With Fullback FC

- consistent parallel siding lines
- hides wall inconsistencies



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

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6753 Chestnut Ridge Road Beach City, Ohio 44608
1-800-860-3626 www.progressivefoam.com