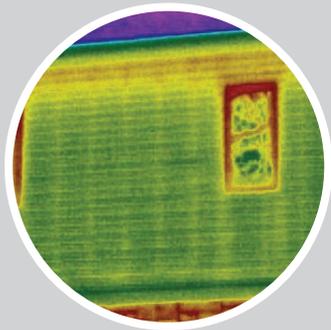


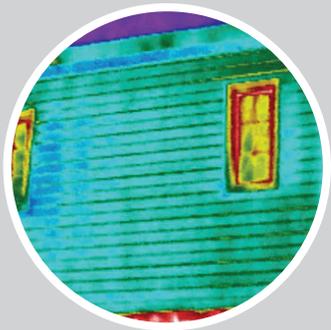
HALFBACK H20

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!**

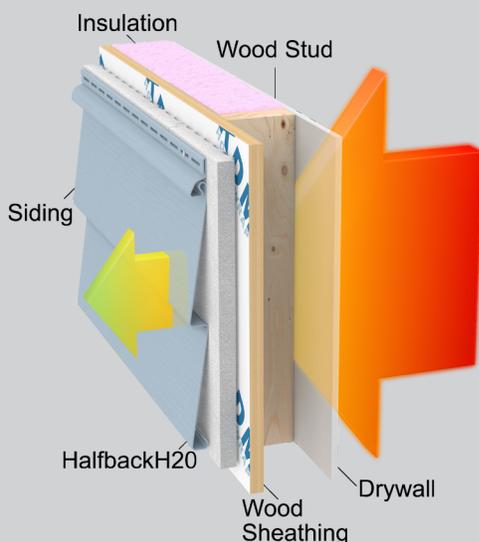


Nearly 25% of your home's wall is made up of studs that typically are not insulated, so it's like having one entire wall of your home with no insulation. Adding insulation to your home's exterior under new siding can help your home meet U.S. Department of Energy (DOE) insulation recommendations, as well 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."

R-value	
3/4"	R - 2.0
1"	R - 3.0

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.



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