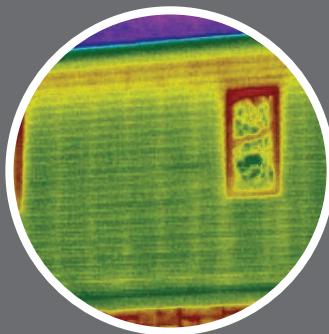


Red Label

Fan-Fold 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.

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



Energy Loss is Robbbing 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 walls are 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.

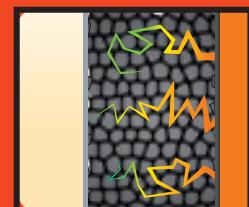
The DOE says, *"Foam Sheathing provides a continuous layer of insulation, which reduces thermal bridging through wood studs, saving energy and improving comfort."* -energy.gov (5/25)

Tap the Power of High-Performance Graphite Polystyrene

Red Label is formulated with Graphite Polystyrene (GPS), delivering incredibly powerful benefits.

GPS fuses the insulating power of air with millions of graphite particles. This unique cellular structure reflects radiant heat

energy hundreds of times as it moves through the insulation to slow heat transfer and increase R-value.



Specifically Designed for use with Plank-Style Cladding Systems

Insulation Performance

Fight thermal bridging and improve energy efficiency. Red Label provides up to R 2.6 performance to help homes perform better and be more comfortable.

Unmatched Moisture Management

The average family of four generates 4-6 gallons of water daily. Adding insulation to a home tightens it to reduce energy loss, but can also create potential moisture problems if water is trapped in the wall.

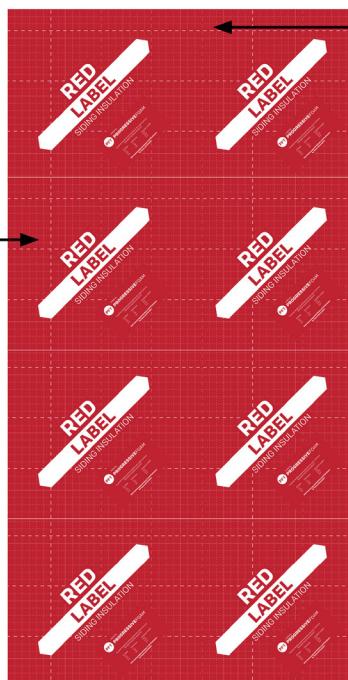
Red Label is made with StayDry Technology®, a proprietary manufacturing process that makes the insulation 3x more breathable than comparable products.

With a perm rating of up to 4.6, Red Label helps protect the home from potential moisture damage, letting water vapor generated inside the home escape.

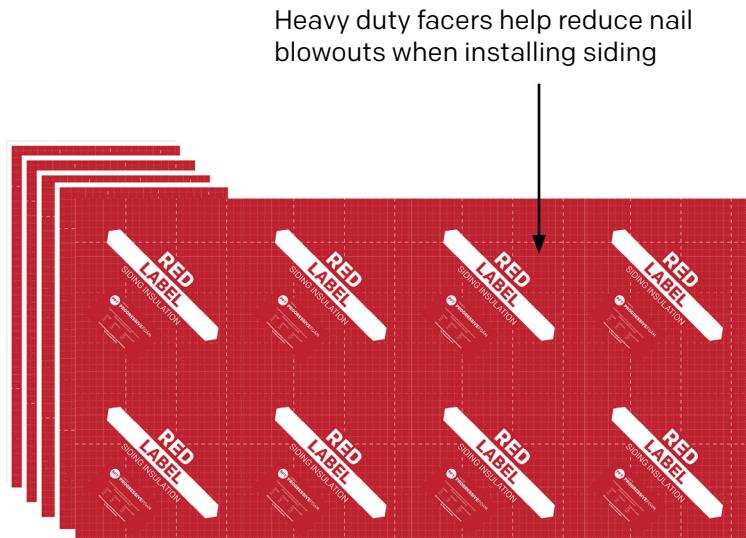


R-value	
1/2"	R - 2.6
3/8"	R - 2.0

Pronounced 7" and 1" gridlines make it easier to install siding



Features stud reference lines every 8"



MADE IN
15 PSI