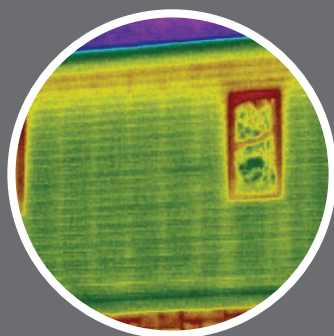


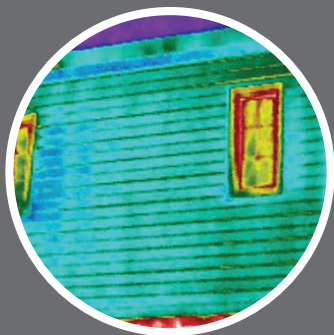
# Red Label

## 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!**



25% of your home's wall is made of studs that typically aren't insulated.

This is like having one entire wall of your home with no insulation.

The U.S. Department of Energy (DOE) says, "When new siding is to be installed, it's a good idea to consider adding insulation under new siding."

Red Label 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.

**Neopor®**  
Innovation in Insulation  
provided by BASF

## Why Insulate Now?

Remodeling Magazine's Cost vs. Value Report 2016 estimates that 77% of a siding replacement cost is recouped in additional home value.

If you don't install insulation, your additional home value is at the maximum you will realize. Making a small additional investment in insulation now can save you money on your utility bills every month, as long as you are in the home. Plus, energy efficient homes are more attractive to potential home buyers.

Energy modeling by the NAHB Research Center shows adding insulation under new siding can save an average of 5-12% on an annual household's utility bills for older homes, depending on factors such as climate zone & construction type.

*What percentage of your utility bill would you rather keep in **your** pocket?*

# So You Want to Add Insulation...

## Why Use Red Label?

### 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 2.5, Red Label helps protect the home from potential moisture damage, letting water vapor generated inside the home escape.



### Durability

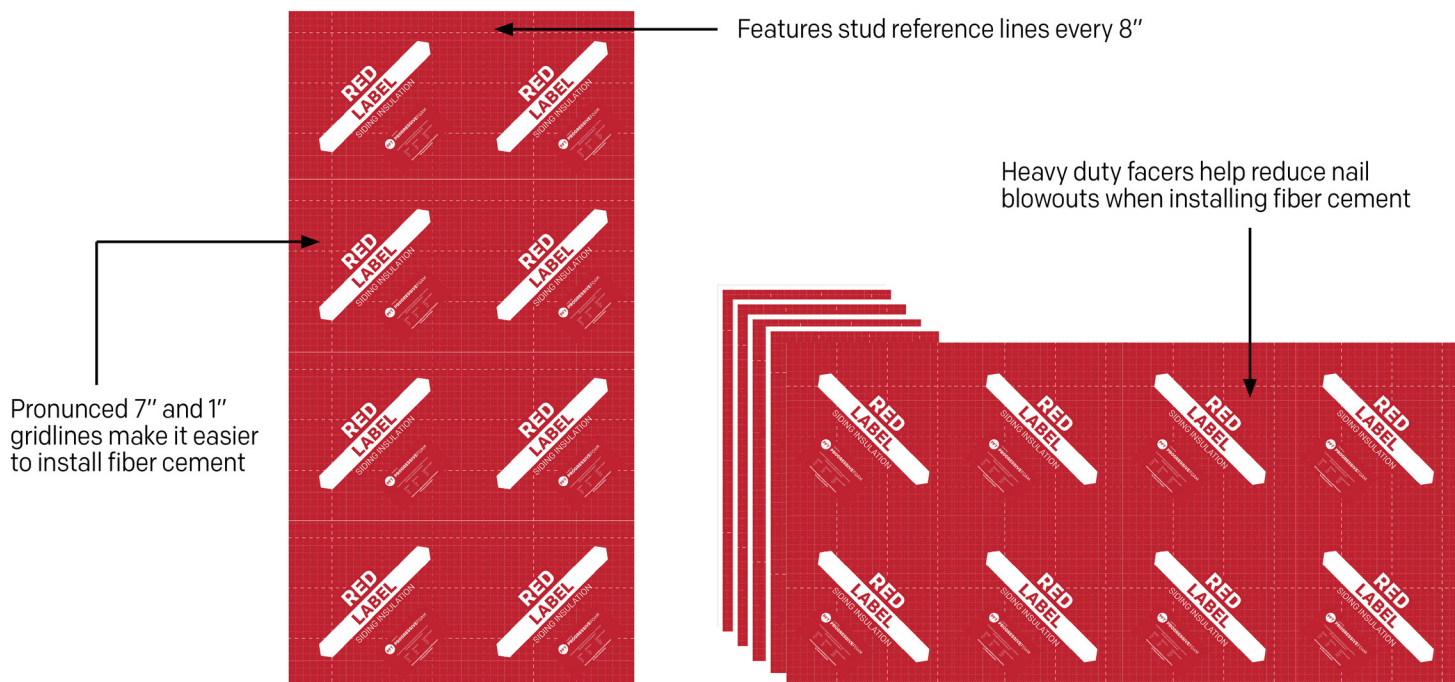
- Heavy-duty facers provide two times more rigidity and strength than traditional EPS insulation.
- Made with Preventol™, a built-in pest control agent that is safe for humans and pets and helps protect against termites

### Appearance

- Rigid insulation helps level the wall under new siding, creating a more flat, consistent base for installation

Product	Thickness	R-Value	Dimensions
Red Label 500	1"	5.0	4'x8' sheathing
Red Label 380	.75"	3.8	4'x8' sheathing
Red Label 250	.5"	2.5	4'x48' fanfold
Red Label 150	.3"	1.5	4'x48' fanfold

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.



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