

# HOME IMPROVEMENT

## Insulation Reason in the Home-Improvement Season

With fall just around the corner, many people are reminded about the beauty of the season. As for the rest, they are reminded about the "home-improvement" season. Those cool, crisp autumn breezes soon will be howling at their doors and windows. So, now is the time to realize the value of quality insulation:

- Statistics from the U.S. Department of Energy show that up to 25 percent of energy loss within the home results from easy-to-repair cracks and crevices.

- Current homeowners are improving their home's energy efficiency by remodeling, weatherizing and insulating without replacing existing heating and cooling systems.

- Fuel expenses largely determine the sale of homes as the costs of heating and cooling continue to rise.

- Insulation awareness reduces the depletion of natural resources like gas and oil.

Remember, by investing in energy-efficient materials now, consumers can recover the initial cost through the resulting energy savings in about 5 to 10 years. So, the first step in evaluating a home's insulating needs is to determine its energy efficiency by conducting an "Air Infiltration Audit." This audit was developed by Convenience Products, an industry leader in polyurethane foam insulation technology and the maker of Touch 'n Foam® Insulating Sealants.

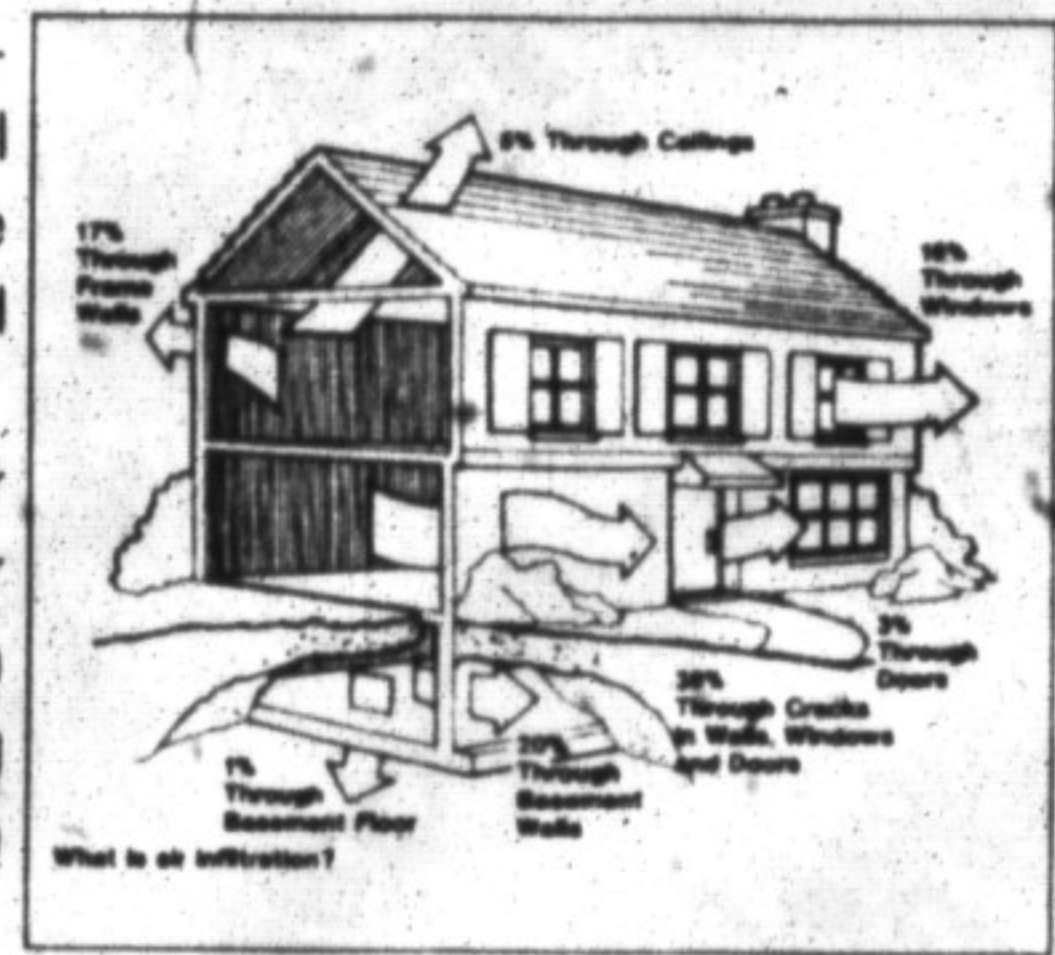
The Air Infiltration Audit consists of 10 common building components found in the home that are most likely to be guilty of unwanted air infiltration. These building components include windows, doors, wall and electrical outlets, attic floor, heating system and water heater, fireplace or wood stove, ductwork and floor, vent, basement, and an evaluation of a family's particular lifestyle. With the help of audit aids (detailed descriptions of conditions to look for with each component), consumers can find and rate their home's insulation needs. And, most will find that the majority of air infiltration can be corrected with little time, effort and money that could result in energy savings of about 20 percent.

Instead of insulating with scraps of insulation material (called

chinking) that takes time and is a loose fit at best, Convenience Products suggests using the more economical polyurethane foam insulation, like Touch 'n Foam®. The advantages of using polyurethane foam over other traditional insulating methods is its ability to expand into hard-to-reach openings and provide an airtight insulation. Polyurethane is the strongest adhesive available and adheres to most surfaces. Therefore, it never pulls away from material to which it is bonded. And, Touch 'n Foam® Insulating Sealants have an R-value up to 5.0 per inch, whereas caulk has no thermal insulating value whatsoever. With the inception of All-Direction Dispensing, Touch 'n Foam® is easy to use, costs less than other insulating products and is

available in three formulations based on individual insulating needs, like expansion degrees and drying times.

To obtain an Air Infiltration Audit sheet or for more information on Touch 'n Foam® Insulating Sealants, consumers can call 1-800-325-6180.



# PEACE OF MIND COULD COST LESS THAN YOU THINK...

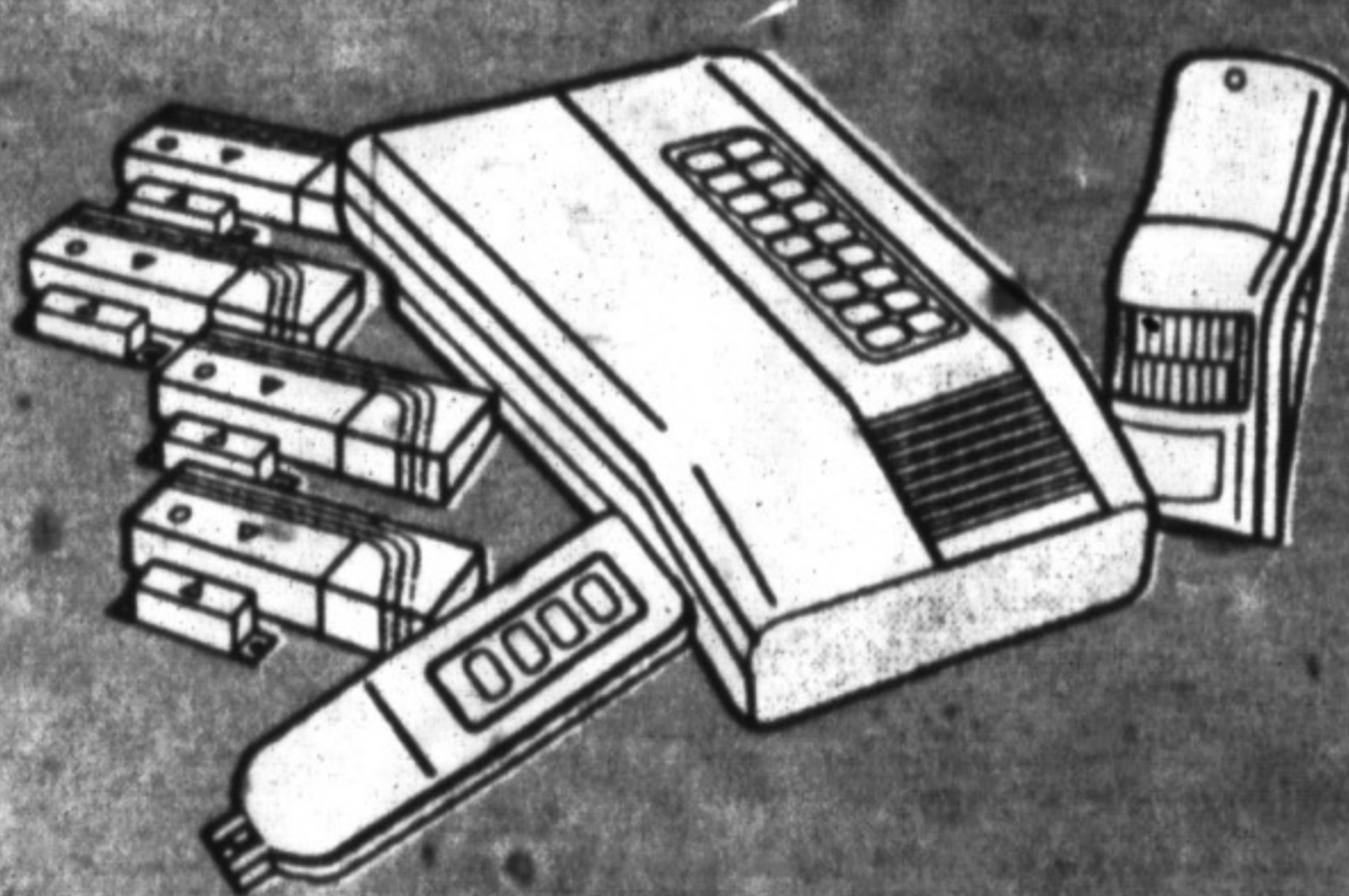
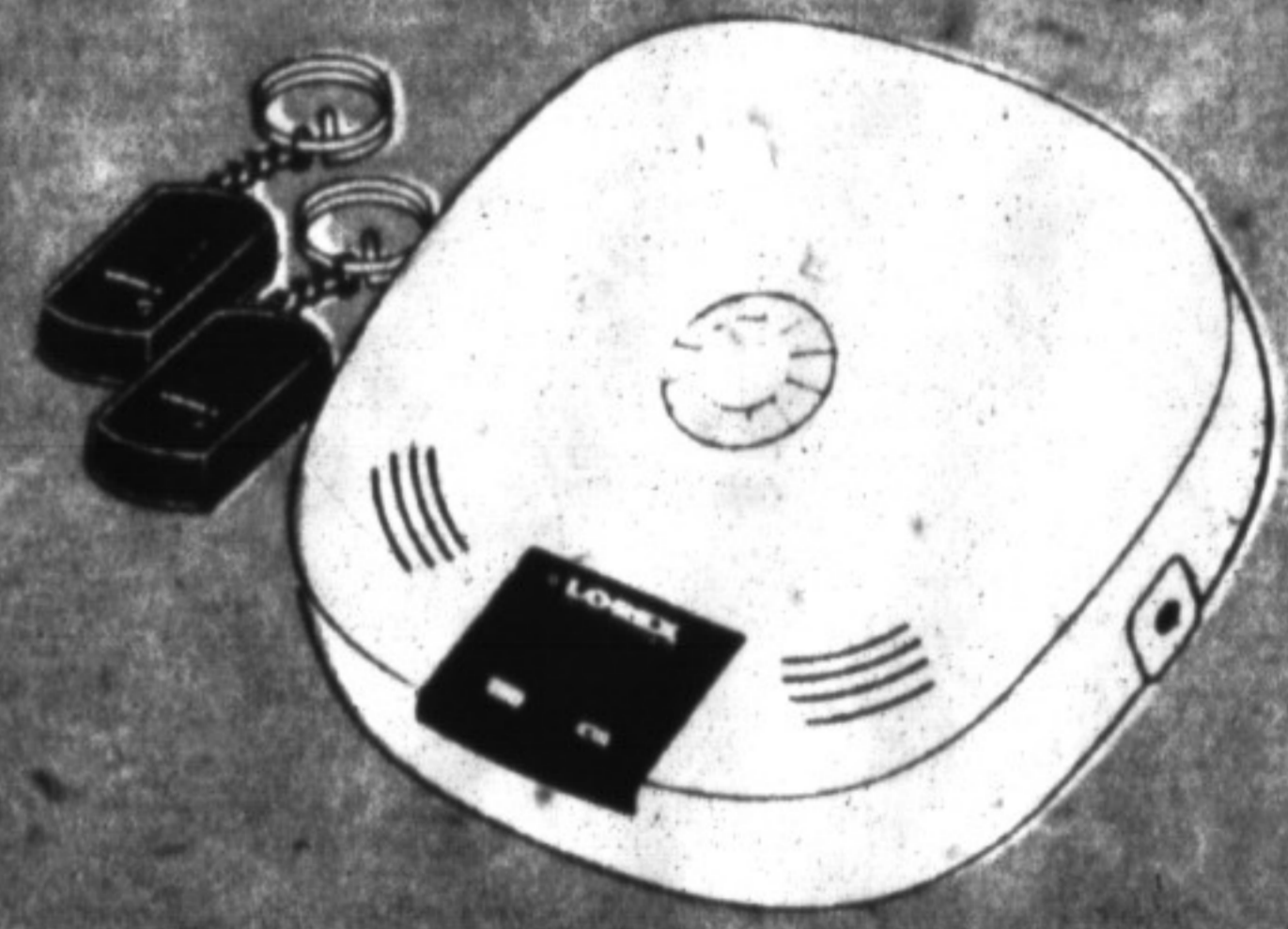
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