



Lock In Energy Savings For Life



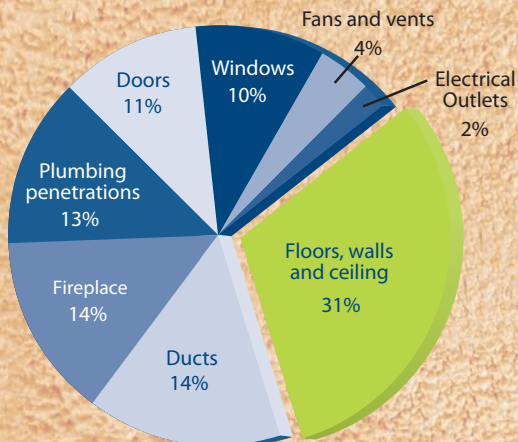
What is an AirTight Home?

Building an AirTight Home is a professional approach to identify building envelope performance improvements that add value through reduced life cycle costs and improved sustainability. Adding an advanced insulation system is necessary to achieve optimal building performance objectives.

Insulation should add value to energy savings, sustainability, air quality, safety, durability and comfort. Creating an "airtight" building through the installation of spray foam insulation and caulking is the fastest way to reduce energy consumption, improve indoor air quality and maintain a comfortable indoor environment.



Areas of Air Movement



Source: Department of Energy:
www.eere.energy.gov/consumer/tips/air_leaks.html

In 2004, 40% of the US total emissions of greenhouse gases was from electricity generation, and 35% of this was from residential use

Source: www.lowimpactliving.com/pages/your-impacts/electricity1



AirTight™ Closed Cell Spray Foam Insulation contains a meaningful level of Post Consumer Recycled Content (recycled plastic bottles), bringing added value to the consumer and environment.

Did you know that insulation should contribute to the durability, energy-efficiency, comfort, health, and safety of a building?

“ Did you know the average U.S. family spends about \$1900.00 a year on home utility bills? Each year, energy generated for a single home by fossil fuels puts more carbon monoxide into the air than two average cars.”

http://www.energysavers.gov/pdfs/energy_savers.pdf

With the rising cost of energy, and focus on health and environmental issues, architects and builders are recommending insulation materials that add significant performance value to construction projects. Spray foam is at the top of the recommended product list.



Builders and Home Buyers

Why should you choose the AirTight Program?

We have the expertise and experience to provide the best insulation systems.

AirTight Licensed Applicators promote and install better building solutions. Solutions that are achieved through the application of spray foam insulation. They are committed to the highest quality installation standards and demonstrate an aptitude of understanding building science.

AirTight Licensed Applicators value a collaborative approach to build and deliver AirTight Homes.

Building a Better Way of Life

Provided by AirTight Licensed Applicators

- Spray Foam Insulation Package
- Complete Caulking
- Create Conditioned Space for Duct Work

Other AirTight Home Recommendations

- Double-pane, low-E windows
- Doors made of core wood/fiberglass or steel with polycore foam
- Fans with built-in humidistat
- Recessed Lighting: Halo Model with 30 WAT. air tight trip ring
- GEO-Thermal HVAC systems
- Hot Water Heater: High-efficiency tankless hot water systems

About the AirTight Program

Building an AirTight Home is done systematically through a team effort that includes the home buyer, builder, HVAC contractor and AirTight Licensed Applicator.

Home buyers want to build a better way of life. They want lower energy bills, better indoor air quality, and a sound home that will last for generations. Builders want to deliver high-performance homes that meet the growing demands of energy-conscious consumers. The AirTight Program unites builders and home buyers/homeowners with AirTight Licensed Applicators that are equipped to offer solutions that achieve green building initiatives.

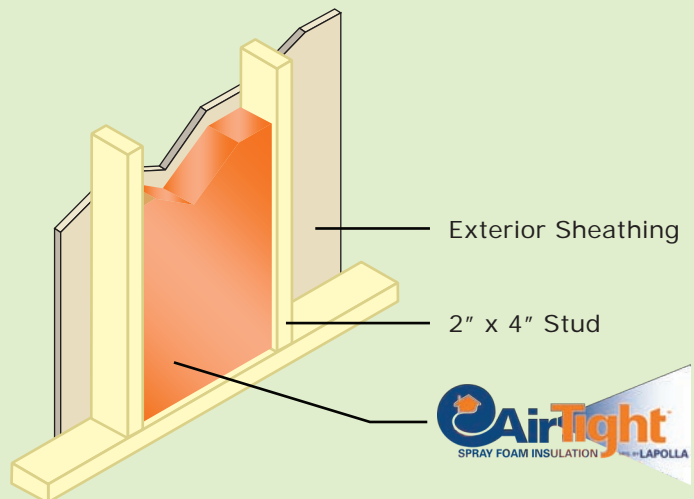
Construction Benefits for Builders

Differentiate yourself from the competition by offering a spray foam insulation package that delivers energy savings of up to 50%. AirTight spray foam insulation adds structural stability, allows for consistent indoor ambient temperatures and improves indoor air quality.

- **Simplified Construction:** Installing spray foam in between your studs will meet most R-Value, air barrier, and water vapor retarder requirements.
- **HVAC Equipment Cost Saving:** Tightening the building envelope can lead to energy savings of up to 50% and may also allow cost reductions from smaller HVAC systems. Moving the attic thermal boundary to the underside of the roof deck creates a conditioned space for air handling units and ductwork to operate more efficiently.
- **Flexibility in Framing:** High aged R-Value of over 6 per inch, permits studs and rafter size reduction to increase living space.
- **Enhanced Durability:** Wall racking strength is up to three times stronger than conventional insulation in framed walls.
- **Skilled Applicators:** AirTight Licensed Applicators invest in materials that have multiple characteristics in one finished product, allowing you to confirm several requirements at one time.
- **Wind Uplift Resistance:** The installation of Closed Cell Spray Foam to the underside of the roof sheathing increases the wind uplift resistance by over 100%

Sealing and insulating the “envelope” or “shell” of your home — its outer walls, ceiling, windows, doors, and floors — is often the most cost effective way to improve energy efficiency and comfort.

Source: www.energystar.gov/index.cfm?c=home_sealing.hm_improvement_sealing





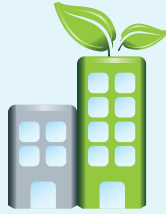
SUSTAINABLE
BUILDING
ENVELOPE



ELIMINATES AIR
INFILTRATION



ELECTRIC
ENERGY
SAVINGS



REDUCES
ENERGY
CONSUMPTION



BETTER
AIR
QUALITY



ENVIRONMENTALLY
FRIENDLY



HEALTHIER LIVING
ENVIRONMENT

Insulation Energy Cost Comparison

EAST COAST Atlantic City, NJ

Seasonal Climate – 2,600 s.f. home, facing West

Average Heating and Cooling Costs per Month

Conventionally Insulated Home:	\$257	
HVAC Equipment Required:		5.5 Tons
AirTight Insulated Home:	\$114	
HVAC Equipment Required:		3.5 Tons
Net Monthly Savings with AirTight Insulation Package:	\$143	

GULF COAST Baton Rouge, LA

High Humidity – 2,600 square foot home, facing West

Average Heating and Cooling Costs per Month

Conventionally Insulated Home:	\$164	
HVAC Equipment Required:		5.5 Tons
AirTight Insulated Home:	\$67	
HVAC Equipment Required:		3.5 Tons
Net Monthly Savings with AirTight Insulation Package:	\$97	

ROCKY MOUNTAINS Breckenridge, CO

High Altitude, Colder Climate – 2,600 square foot home, facing West

Average Heating and Cooling Costs per Month

Conventionally Insulated Home:	\$267	
HVAC Equipment Required:		5 Tons
AirTight Insulated Home:	\$133	
HVAC Equipment Required:		3 Tons
Net Monthly Savings with AirTight Insulation Package:	\$134	

WEST COAST San Francisco, CA

Seasonal Climate – 2,600 square foot home, facing West

Average Heating and Cooling Costs per Month

Conventionally Insulated Home:	\$251	
HVAC Equipment Required:		5 Tons
AirTight Insulated Home:	\$81	
HVAC Equipment Required:		2 Tons
Net Monthly Savings with AirTight Insulation Package:	\$170	

Monthly HVAC Energy Consumption Using:

Conventional Construction Specifications:

- 16 SEER Electric Heat Pump
- 16 SEER A/C with a 90% AFUE Gas Furnace
- R-8 Ductwork in a Non-Conditioned Attic
- R-38 Fiberglass Attic Insulation (flat ceiling)
- R-13 Fiberglass Batts in the Exterior Walls
- R-13 Fiberglass Batts in the Common Walls
- 2-Pane, Low-E, Vinyl Windows
- Metal French and Solid-Core Doors
- Slab Floor (No Insulation)
- Normal Caulk and Seal Package

AirTight Construction Specifications:

- 16 SEER Electric Heat Pump
- 16 SEER A/C with a 90% AFUE Gas Furnace
- R-8 Ductwork in Conditioned Space
- 6" AirTight OC Open-Cell Sprayed Foam Roof Deck Insulation
- 3 1/2" AirTight OC Open-Cell Sprayed Foam 2"x 4" Exterior Walls or 2" AirTight CC Closed-Cell Sprayed Foam 2"x 4" Exterior Walls
- 3 1/2" AirTight OC Open-Cell Sprayed Foam 2"x 4" Common Walls or 2" AirTight CC Closed-Cell Sprayed Foam 2"x 4" Common Walls
- 2-Pane, Low-E, Vinyl Windows
- Slab Floor (No Insulation)
- The AirTight Air-infiltration Package

Energy cost calculated at:

\$0.090 per kwh electricity – winter
\$0.090 per kwh electricity – summer
\$0.850 cubic feet of natural gas

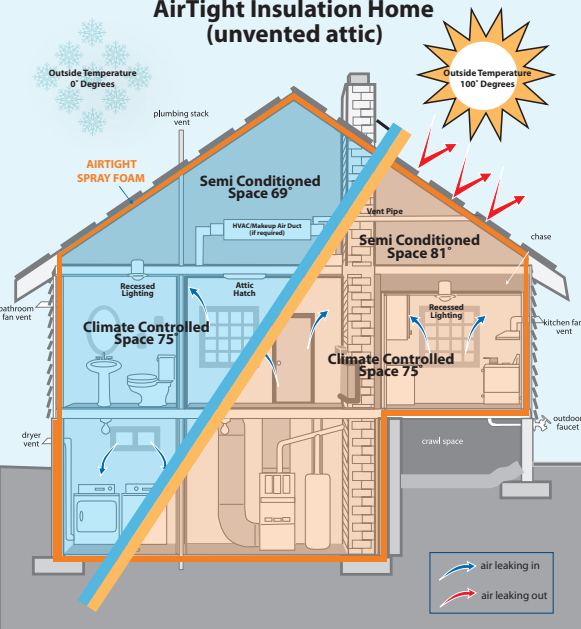
Energy evaluations performed by Mechanical Engineer using proprietary software on 3/1/11. Energy cost savings are estimated and not guaranteed and subject to construction and energy cost variables.

AirTight Spray Foam Insulation— A Moisture Management System

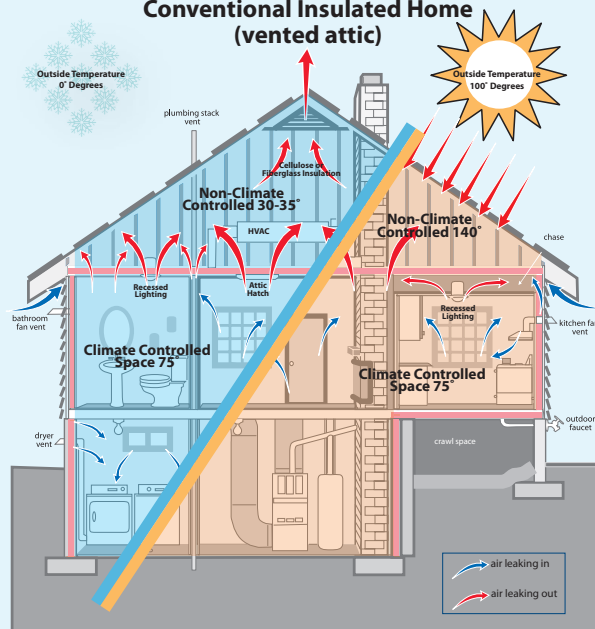
An environmentally friendly home is a great benefit for you, your family and the environment. Take an active role in helping reduce greenhouse gases, thus slowing the effects of global warming. By properly sealing your home you reduce the amount of oil that is needed to produce electricity and the carbon emitted into the environment.

AirTight spray insulation is an important component in the moisture management system. Air infiltration and exfiltration, within a home, contributes to almost 99% of moisture migration. Restricting air movement stops moisture accumulation so that mold growth is less likely to occur. Combined with a properly sized HVAC system, spray foam insulation helps stabilize the indoor humidity levels to minimize moisture and condensation. Reducing moisture and controlling humidity can also add years to the life expectancy of a home.

**AirTight Insulation Home
(unvented attic)**



**Conventional Insulated Home
(vented attic)**



Increased resale value is just one more benefit of an AirTight Home

The economic value of spray foam insulation lasts over the lifetime of a building to maintain the environmental needs of future generations.

When shopping for a home, families and individuals are trying to find the best possible investment and comfort in their new home. During the sale of your home, be sure to advertise the benefits of having an AirTight Home.

AirTight Spray Foam Benefits:

- Lower Utilities
- Structurally Sound
- Better Air Quality
- Comfort
- HVAC System Longevity

**Last time you will
EVER insulate!**



**Electricity
generation
is the largest
source of
greenhouse
gas emissions
in the United
States**

Source: <http://epa.gov/climatechange/>



Build an AirTight Home Today

Here's how to get started.

To learn about the AirTight Program
or find an AirTight Licensed Applicator,
visit: www.AirTightInsulation.com
or call (888) 4-LAPOLLA