



# AttiCat<sup>®</sup>

**EXPANDING BLOWN-IN**  
INSULATION SYSTEM



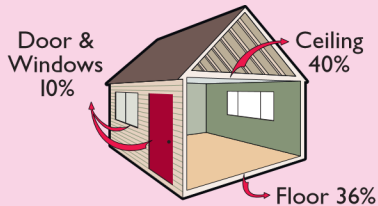
**Save up to 15% on  
cooling energy costs  
affordable\***



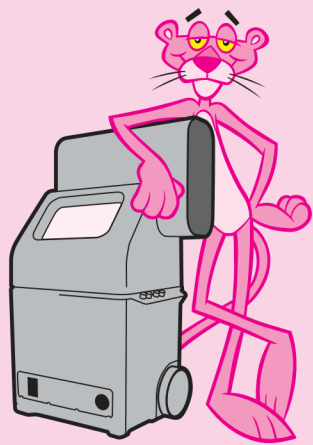


# AttiCat®

## EXPANDING BLOW-IN INSULATION SYSTEM



**40% of a home's energy loss escapes through the attic.**



**Adding Owens Corning® AttiCat® Expanding Blown-in Insulation to your attic is a fast, easy and affordable way to save on energy.**

## ENERGY COSTS CONTINUE TO RISE. IT'S TIME TO TAKE ACTION.

If your home is 10–15 years old, there's a good chance it's not as well insulated as it should be. Not having enough insulation results in major energy loss and, whether you realize it or not, your home is constantly leaking energy—especially out of the attic.

Since energy costs are only continuing to rise, it's a smart idea to protect your home against these rising expenses. A well-insulated home can significantly reduce the cost of utility bills throughout the year. We want to help you save money, not throw it away. That's why we install insulation using the Owens Corning® AttiCat® Expanding Blown-in Insulation System. It's one of the fastest, easiest and most affordable ways to save on energy.

## ACT TODAY. START SAVING TOMORROW.

The insulating performance of all insulation products is measured by a common standard referred to as the R-value. R-value measures resistance to heat flow and is usually determined by the thickness of the insulation. The higher the R-value, the greater the insulating power. By adding insulation to your attic, you can:

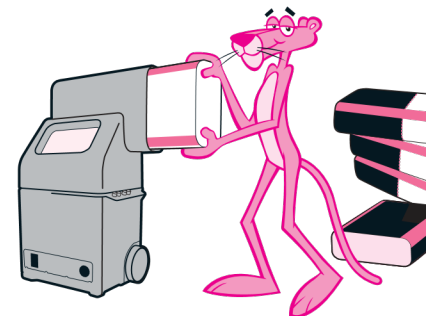
- Save up to 15% on your home's heating and cooling energy costs by insulating and air sealing\*
- Increase the comfort of your home, especially during the extreme heat of summer and the bitter cold of winter
- Increase your home's resale value†

## LESS HASSLE. MORE COMFORT.

We've partnered with Owens Corning—the insulation and energy-efficiency experts—to help get the job done quickly and effectively. The use of their proprietary AttiCat® Expanding Blown-in Insulation System makes installation:

## QUICK AND EASY

- Covers entire attic in less than 1.5 hours (1000-sq.-ft. attic with R-30)
- Puts AttiCat® Expanding Blown-in PINK® Fiberglas™ Insulation where you need it, providing optimum insulating R-value for your climate zone
- Provides complete coverage, even around pipes, wires and outlets



## **MESS-FREE**

- AttiCat® Expanding PINK® Fiberglas™ Insulation releases and expands completely inside the machine
- Low-dust system

## **NO SETTLING**

- AttiCat® Expanding PINK® Fiberglas™ Insulation will not settle
- AttiCat® Expanding PINK® Fiberglas™ Insulation maintains its insulating power over time

## **SAFE AND RELIABLE**

- Reliable system ensures safe installation in your home
- AttiCat® Expanding PINK® Fiberglas™ Insulation is noncombustible



**GIVE US A CALL TODAY!**

**Ethical Exteriors Inc.**

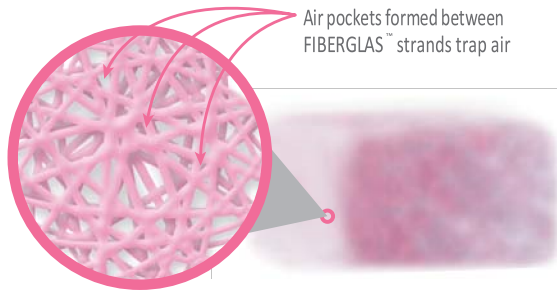
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The AttiCat® Expanding Blown-in Insulation System uses Owens Corning® AttiCat® Expanding Blown-in PINK® Fiberglas™ Insulation, which is moldresistant,<sup>††</sup> noncorrosive and does not absorb moisture. It's the best choice over alternative loosefill materials. Here's why:

AttiCat® Expanding PINK® Fiberglas™ Insulation works on the principle of trapped air pockets. Tiny air pockets trapped in the insulation resist the passage of heat flow—heat loss in winter and heat gain in summer. Generally, the thicker the insulation, the more air pockets and the greater the insulating power.



**AttiCat® Expanding Blown-in Insulation Machine breaks up and conditions the AttiCat® Expanding Blown-in PINK® Fiberglas™ Insulation throughout the length of the hose to increase insulating power.**

## **ENJOY A WORRY-FREE EXPERIENCE. LEAVE THE INSTALLATION TO US.**

Go with us and you'll receive guaranteed reliable insulation and quality work, all backed by a name you can trust. But that's not all. We also offer:

- Total project management of the insulation installation
- Recommendation on the proper levels of insulation for your attic
- Installation of top-quality products that meet and exceed industry standards
- A worry-free experience



\* Savings will vary depending on your location and weather conditions. Calculations of energy savings based on a 1700-sq.-ft., single-story home, with base case insulation and air leakage levels equivalent to the average home built in 1965. Reference data sources include the U.S. Department of Commerce and the Lawrence Berkeley National Laboratory (LBL) "Energy Savers Program." A summary of the calculation details is available upon request.

† Homeowner Segmentation Study, Smith-Dahmer, 2005.

†† As manufactured, fiber glass insulation is resistant to mold growth. However, mold growth can occur on building materials, including insulation, when it becomes contaminated with organic material and when water is present. To avoid mold growth on fiber glass insulation, remove any water that has accumulated and correct or repair the source of that water as soon as possible. Insulation that has become wet should be inspected for evidence of residual moisture and contamination, and any insulation that is contaminated should be promptly removed and replaced.



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