



INNOVATIONS FOR LIVING®

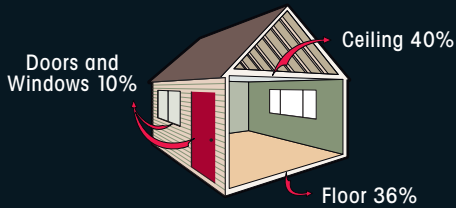
MAKE IT A POINT TO LOWER ENERGY BILLS.
WITHOUT LIFTING A FINGER.



AttiCat®

EXPANDING BLOWN-IN
INSULATION SYSTEM

Where homes leak indoor air



Stop losing money

You may be paying higher energy bills than you should be. Conditioned air leaks out of areas like windows and doors, but mostly through the attic. Not having enough insulation results in major energy loss, costing homeowners more money than they think. It's a huge problem—but don't worry—we have the solution.



Re-insulate your attic

A well-insulated attic can save you up to 20% on your home's heating and cooling energy bills*. Since energy costs are only continuing to increase, it's a smart idea to protect your home against rising expenses. Here are more ways you can benefit by having us re-insulate your attic:

- Increases the comfort of your home year-round
- A well-insulated attic is a big—yet affordable—way to help save the environment
- 84% of homeowners believe energy-efficient homes have a higher resale value**

Maximize your investment

Having proper insulation levels in the attic is one of the easiest and most affordable ways to stop energy loss—and save money. Your heating, ventilation and air conditioning (HVAC) system conditions air and a well-insulated and sealed attic helps keep it from leaking out. Make the most out of your investment by having us conveniently re-insulate your attic at the same time we do the HVAC work.



AttiCat[®]

EXPANDING BLOWN-IN
INSULATION SYSTEM

Trust an industry leader

We chose the AttiCat[®] system not only because Owens Corning has been an industry leader for over 65 years, but also because their brand is preferred seven to one[†]. Plus, the *AttiCat* Expanding Blown-In Insulation Machine is quick and reliable, and delivers results with no mess.

So PINK it's green

Owens Corning PINK FIBERGLAS[™] Insulation contains the highest certified percentage of post-consumer and post-industrial recycled glass (SCS Certified). It's ENERGY STAR[®]-rated for energy efficiency and it's GREENGUARD Indoor Air Quality Certified[®] as meeting current indoor air-quality standards.

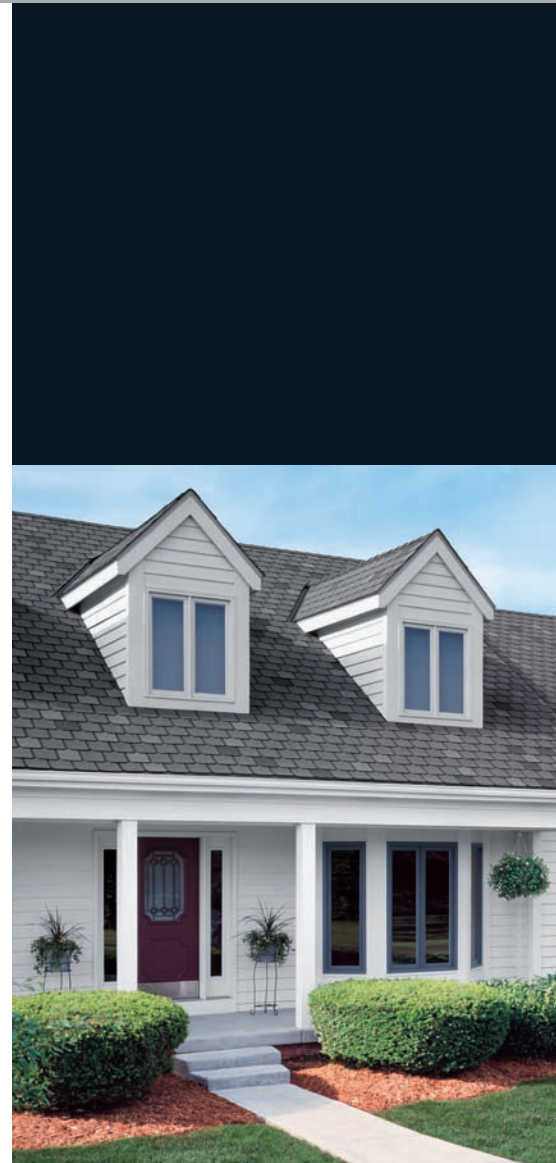
Enjoy a worry-free experience

You'll not only receive reliable insulation and quality work, your attic will be insulated with only the best green product—all backed by a name you can trust. We'll save you time and money, but that's not all. You'll also get:

- Total project management of the insulation installation
- Recommendation on the proper level of insulation for your attic
- Top-quality products that meet or exceed industry standards

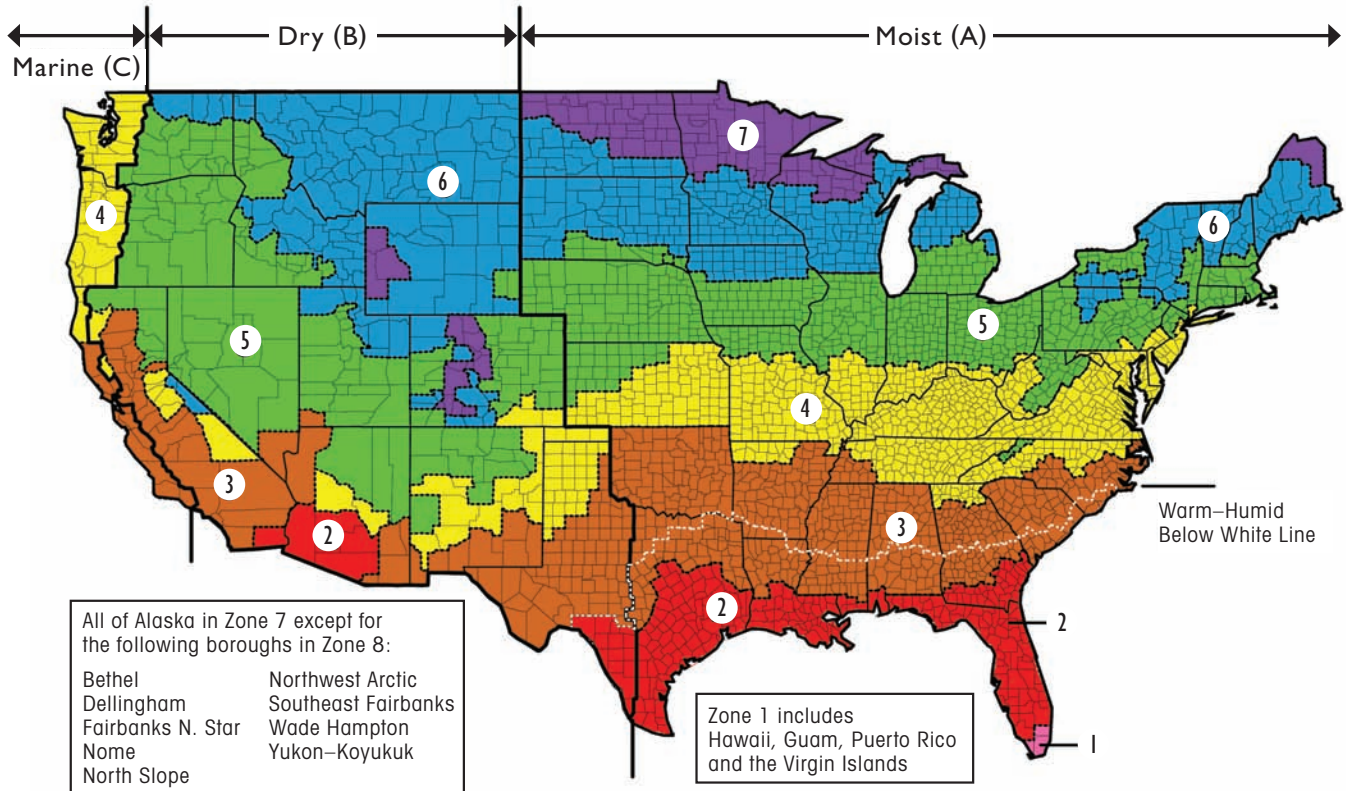
Now is the time to insulate

A well-insulated attic works with your HVAC system to maximize your comfort and save you money. The Owens Corning *AttiCat* Expanding Blown-In Insulation System, combined with our expertise, provide you with a total solution. **Act today and you can start saving tomorrow.**



Does your home measure up?

The U.S. Department of Energy recommends a minimum of R-30 in the attic. Depending on where you live, however, you may need a higher R-value. The chart below illustrates what is recommended for your zone.



The new Department of Energy map recommends a range of R-values up to R-60. The previous recommendation for most zones was up to R-49.

Know your R-value

Insulating performance 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.

| Zone | Add Insulation to Attic | |
|------|-------------------------|-----------------------------------|
| | Uninsulated Attic | Existing 3–4 inches of Insulation |
| 1 | R-30 to R-49 | R-25 to R-30 |
| 2 | R-30 to R-60 | R-25 to R-38 |
| 3 | R-30 to R-60 | R-25 to R-38 |
| 4 | R-38 to R-60 | R-38 |
| 5–8 | R-49 to R-60 | R-38 to R-49 |



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* http://www.energystar.gov/index.cfm?c=home_sealing.hm_improvement_methodology. Savings vary. Find out why in the seller's fact sheet on R-values. Higher R-values mean greater insulating power.

** Homeowner Segmentation Study, Smith-Dahmer, 2005.

† Owens Corning Image and Brand Tracking Study, 2001.

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