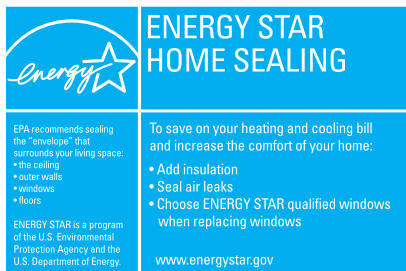


ENERGSMART serves all of New York state as the exclusive distributors of HealthySeal™ – a “triple green” line of soy-based foam insulation products for both residential and commercial use:

- **GREEN WALLET:** With 30-50% less ongoing energy costs and available low interest loans, it pays for itself in just a few years – immediately with a mortgage or home equity loan.
- **GREEN HOME:** A green product made from soybean and other bio-based extracts, as opposed to petroleum-based products.
- **GREEN ENVIRONMENT:** 30-50% year round energy savings – compared to fiberglass batts – for a healthier environment and preservation of limited natural resources.

For more information, call (716) 775-8035 or go online to www.energismart.com



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super-efficient foam insulation solutions

Do You Own a Home?

**LOWER
YOUR
ENERGY
BILLS**



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An **OLDER HOME'S INSULATION** (if there IS any insulation) will continue to **BREAK DOWN** and **DEGRADE OVER TIME**. As such a homeowner with an older home will experience higher utility bills with each passing season. **HEALTHYSEAL™** will immediately and dramatically **LOWER YOUR ENERGY BILLS!**



- Is applied in existing homes to attics, basement rim joists, and other unfinished areas.
- Will fully and permanently insulate and seal these areas – the primary sources of significant cold air infiltration and substantial heat loss.
- Is the most cost-effective insulation option on the market, with dramatic ongoing energy savings year after year over a home insulated with fiberglass.
- Is permanent – it will not shrink, settle, or sag.
- Is applied as a liquid that foams and expands in seconds to fill every void in its path, bringing an end to drafts.
- Is the greenest, most environmentally-friendly insulation you can buy – soy oil based, water blown, with no VOCs, Urea formaldehyde, ozone depleting CFCs or HCFCs, and absolutely no toxic emissions.



HEALTHYSEAL™ SOY-BASED POLYURETHANE FOAM INSULATION – INSTALLED LOCALLY BY OUR PROFESSIONALS – IS SIMPLY THE MOST COST-EFFECTIVE, COMFORTABLE HOME INSULATION AVAILABLE TODAY.

**CALL TODAY FOR A
FREE ESTIMATE!
(716) 775-8035**

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Frequently Asked Questions About Foam

ISN'T FIBERGLASS CHEAPER?

NO. Think of your insulation investment as an iceberg – the visible tip is the much smaller, initial cost of installing it, while your ongoing heating and cooling bills are the massive, hidden costs you'll pay month after month, year after year. While fiberglass is the cheapest to install, that's just the "tip of the iceberg" – foam insulation will typically save you 30-50% over fiberglass on the "hidden" energy bills every day you live in your home.

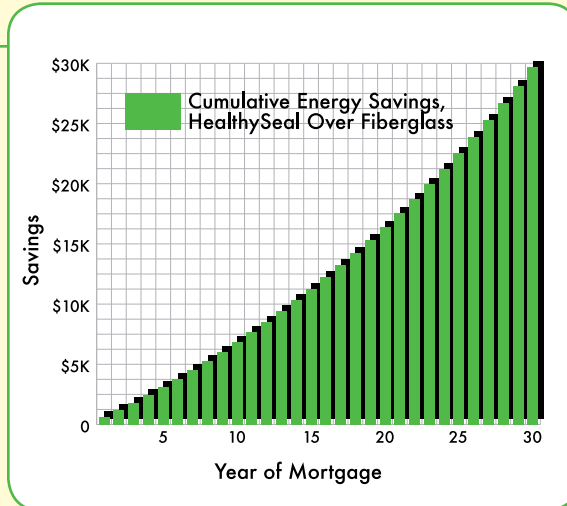
IS THIS A NEW PRODUCT?

NO. Polyurethane foam insulation has been used for over 25 years in millions of homes all over the country.

IS R-VALUE THE MOST IMPORTANT FACTOR IN SELECTING INSULATION?

NO. R-value, a material's resistance to heat flow, is measured in a lab at 75°F with 50% humidity and no wind. Hardly "real world" conditions. The most important factor is the insulation's ability to block cold air in the winter, warm air in the summer, and moisture all year round. Comparing R-values within a single class of insulation – foam vs. foam, fiberglass vs. fiberglass – can be useful.

But comparing one class to another – foam vs. fiberglass – can be anything from meaningless to misleading. For example, R-20 of foam will significantly outperform R-38 of fiberglass.



I'VE HEARD THAT A HOME CAN BE INSULATED TOO TIGHT – IS THIS TRUE?

NOT REALLY. HealthySeal™ provides a super-efficient solution that is a much better and more affordable alternative to "fixing" an underinsulated home.

IS HEALTHYSEAL™ A FIRE HAZARD?

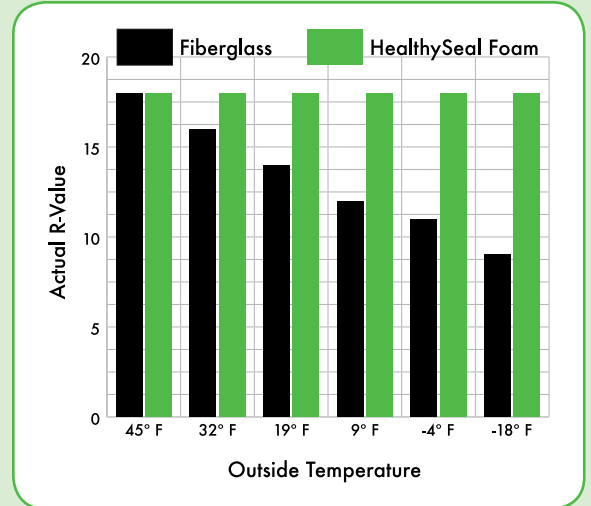
NO. It provides no fuel to a fire – when burned, it gives off fewer toxins than the wood used to build your home!

WHAT ABOUT WATER DAMAGE?

NO. HealthySeal™ is a hydrophobic plastic. If it gets wet, it quickly dries off – like a puddle on your driveway. Due to its high efficiency, the air in your home will never reach the dewpoint – thus condensation building up on its surface is not an issue.

Why is Fiberglass such a bad insulator?

- **IT ISN'T A WIND BARRIER.** If you were to blow through a piece of fiberglass, you would feel your breath on the other side. Some fiberglass batts do have a vapor barrier, but they are attached with staples or nothing at all – making it all too easy for wind and moisture to enter your home.
- **WATER DESTROYS IT.** For fiberglass to work it must allow air to move through its hundreds of layers. If it gets wet it becomes permanently damaged.
- **CONTORTING ITS SHAPE DESTROYS ITS INSULATING CAPABILITIES.** There are dozens, even hundreds, of electrical outlets, switches, wires, windows, doors, small wall cavities, and joist areas in your new home that are either completely uninsulated by fiberglass or insulated by fiberglass so squeezed, jammed, and jerry-rigged as to be practically useless.
- **FIBERGLASS WILL COMPRESS UNDER ITS WEIGHT, ESPECIALLY ON HORIZONTAL SURFACES.** 12" of fiberglass in your attic could be half that height in 10-15 years. Its air space constricted, its insulating ability drops tremendously.
- **IT IS A LIKELY CARCINOGEN.** The National Toxicology Program, part of the U.S. Department of Health and Human Services (ntp-server.niehs.nih.gov) has declared to Congress that fiberglass is a likely carcinogen.



IN EXTREME TEMPERATURES, IT LOSES R-VALUE. The Oak Ridge National Laboratory (www.ornl.gov), an independent organization sponsored primarily by the U.S. Department of Energy, has proven that convective loops form within fiberglass layers at extreme temperatures. At 120°F (your attic in the summer) and at 10°F (the outside of your house during winter), fiberglass performs at less than half of its rated R-value. That's with no wind – add typical winter winds around here, and fiberglass' actual R-value plummets even further.

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