


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

- **GREEN WALLET:** With 30-50% less ongoing energy costs, 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

	ENERGY STAR HOME SEALING
	<small>EPA recommends sealing the “envelope” that surrounds your living space:</small> <ul style="list-style-type: none"> • the ceiling • exterior walls • windows • floors
<small>ENERGY STAR is a program of the U.S. Environmental Protection Agency and the U.S. Department of Energy.</small>	<small>To save on your heating and cooling bill and increase the comfort of your home:</small> <ul style="list-style-type: none"> • Add insulation • Seal air leaks • Choose ENERGY STAR qualified windows when replacing windows <p>www.energystar.gov</p>



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energismart
super-efficient foam insulation solutions

Insulating a New Home?

**DON'T
MAKE A
\$30,000
MISTAKE**



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Each year, millions build their dream homes with fiberglass insulation – not realizing HealthySeal™ could've **SAVED THEM THOUSANDS OF DOLLARS** in future heating bills.

HealthySeal™

- Is the most cost-effective insulation option on the market, with dramatic ongoing energy savings year after year over fiberglass.
- Is permanent – it will not shrink, settle, sag, or crack.
- Is applied as a liquid that foams and expands in seconds to fill every void in its path, bringing an end to drafts and convective loops.
- Reduces demand and wear on heating and ventilation equipment – even better, a smaller furnace can be installed in a new home.
- Adds strength to the building frame and can reach R-values of over 22 in a 2”x 4” stud cavity – eliminating the need for expensive 2”x 6” walls.
- Is the greenest, most environmentally-friendly insulation you can buy – bio-based, water blown, with no VOCs, Urea formaldehyde, ozone depleting CFCs or HCFCs, and absolutely no toxic emissions.



HEALTHYSEAL™ BIO-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. Your insulation investment is like 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" – with energy costs increasing an average of 8% per year in the last 15 years, foam insulation can save you 30–50% over fiberglass every day you live in your home.

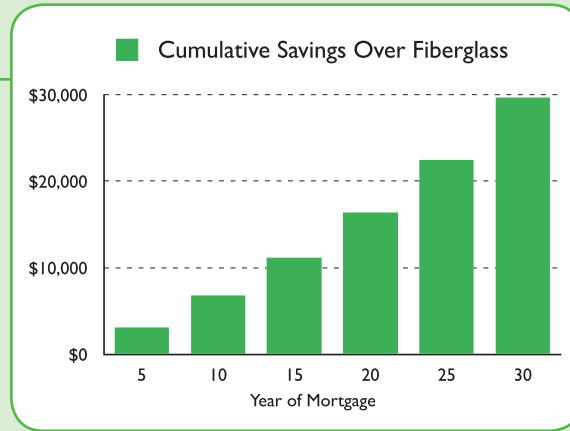
IS THIS A NEW PRODUCT?

NO. Polyurethane foam insulation has been effectively 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 winter, warm air in summer, and moisture 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 meaningless or misleading. For example, R-20 foam will significantly outperform R-38 fiberglass.



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

NOT REALLY. The rare occasion where a home is too tight is easily fixed with additional low-cost ventilation – while a home not sealed tightly enough during construction can never be effectively sealed without costly, major renovation.

IS HEALTHYSEAL™ A FIRE HAZARD?

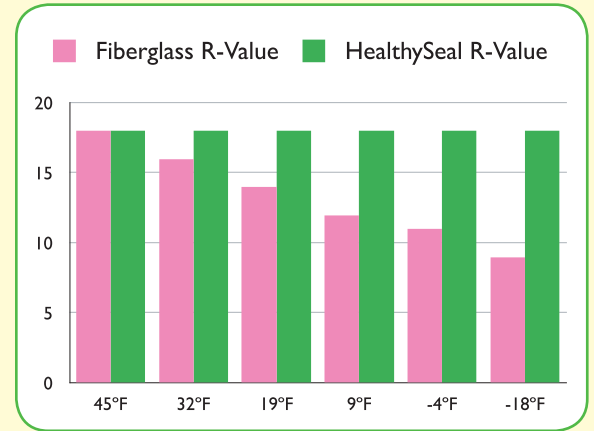
NO. HealthySeal™ fully complies with New York State building code, providing no fuel to a fire – when burned, it gives off fewer toxins than the wood used to build your home.

WHAT ABOUT WATER DAMAGE?

NO. HealthySeal™ is hydrophobic. If it gets wet, it quickly dries off – like a puddle on your driveway. As a wind, moisture, and vapor barrier all in one, 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-built 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 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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