

INSULATING YOUR HOME



IN THE U.S.:

- For Technical Information: **1-866-583-BLUE (2583)**
- For Sales Information: **1-800-232-2436**

THE DOW CHEMICAL COMPANY

- Dow Building Solutions • 200 Larkin • Midland, MI 48674
- www.sprayfoamatdow.com

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COMBUSTIBLE: Protect from high heat sources. Local building codes may require a protective or thermal barrier. For more information, consult MSDS, call Dow at 1-866-583-BLUE (2583) or contact your local building inspector. In an emergency, call 1-989-636-4400.

STYROFOAM™ Brand SPF Insulation should be installed by a trained SPF applicator wearing protective clothing, gloves, goggles or safety glasses, and proper respiratory protection. Consult the instructions and Material Safety Data Sheet carefully before use.

Building and/or construction practices unrelated to building materials could greatly affect moisture and the potential for mold formation. No material supplier including Dow can give assurance that mold will not develop in any specific system.

a proud partner of



Expand the Comfort Zone

STYROFOAM™ BRAND
SPF INSULATION PROVIDES
IMPROVED COMFORT, ENERGY
EFFICIENCY AND DURABILITY



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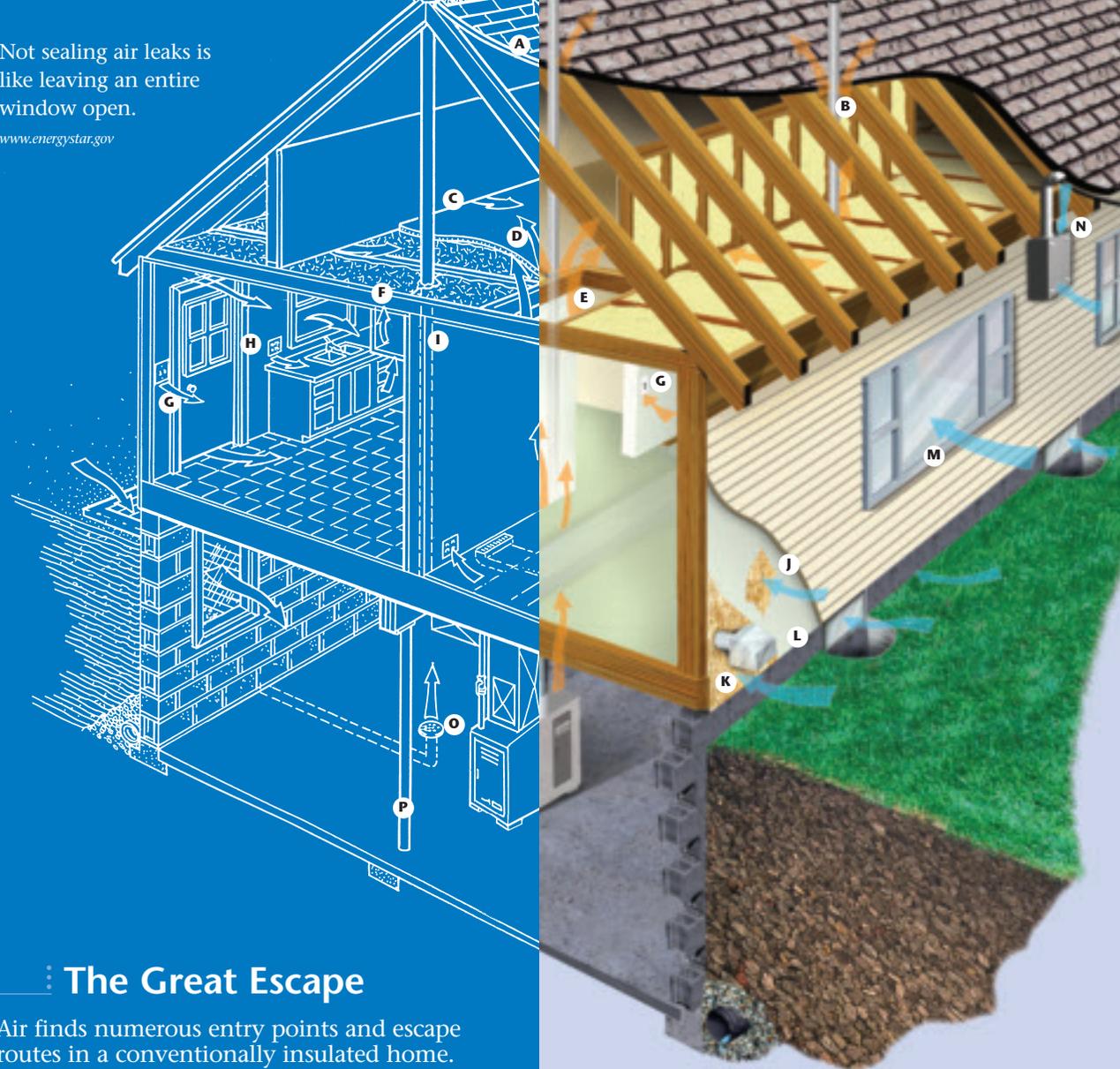
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Not sealing air leaks is like leaving an entire window open.

www.energystar.gov



The Great Escape

Air finds numerous entry points and escape routes in a conventionally insulated home.

- A** Chimney penetration through roof
- B** Plumbing stack penetrations/around plumbing stack
- C** Interior partitions
- D** Chimney penetrations through ceiling
- E** Attic hatches
- F** Chases/soffits/drop ceilings
- G** Electrical outlets
- H** Gaps/cracks around doors
- I** Wall-ceiling joints
- J** Holes and tears in housewrap/vapor barrier
- K** Dryer vent
- L** Sill plate
- M** Gaps/cracks around windows
- N** Entry points for electrical service, cable TV and telephone
- O** Floor drain/weeping tile
- P** Posts and columns

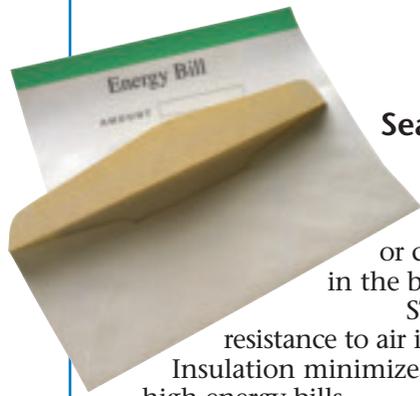
Dow Chemistry Goes a Long Way

Sixty years ago, Dow invented STYROFOAM™ Brand Extruded Polystyrene Insulation – the BLUE™ rigid foam recognized by builders and homeowners worldwide for quality, long-term performance and value. Dow has expanded its innovative chemistry to develop STYROFOAM™ Brand Spray Polyurethane Foam (SPF) Insulation – RS, for seamless protection against air and moisture infiltration around the building envelope.

STYROFOAM™ Brand SPF Insulation is a professionally installed two-component insulation system. The spray-applied liquid expands during installation and cures to a rigid foam that, when properly applied, completely seals and insulates cavities, cracks and penetrations throughout the building envelope.* STYROFOAM™ Brand SPF Insulation helps:

- reduce drafts and moisture intrusion for a more comfortable home
- save energy – reducing monthly heating/cooling bills by up to 50 percent
- provide a quieter indoor environment by minimizing airborne sounds
- increase rigidity of the wall assembly, providing added durability
- maximize home resale value

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 *For attic and crawl space applications, Dow recommends using a fire-retardant coating, plywood or thermal barrier. Contact Dow at 1-866-583-BLUE (2583) for more information.



Seal the Envelope Against High Energy Bills

Air infiltration accounts for up to 40 percent of energy loss in a typical home.** An effective air barrier is critical to help keep conditioned (heated or cooled) air in your home from escaping through gaps in the building envelope and being replaced by outside air.

STYROFOAM™ Brand SPF Insulation provides superior insulation and resistance to air infiltration. By effectively sealing your home, STYROFOAM™ Brand SPF Insulation minimizes the drafts and random air leakage that contribute to discomfort ... and high energy bills.

A typical 2,500 ft² home has over 1/2 mile of cracks and crevices.

Air Barrier Association of America

Insulate for Maximum Energy Savings and Value



When comparing rated R-values of different insulation options, be sure you have all the facts. In order to achieve the ratings claimed by fiberglass batt manufacturers in their literature and on their packaging, batt insulation must maintain its full loft. And that's not easily achieved.

To insulate is to reduce the transfer of heat. The more effective a material is at reducing heat transfer, the higher its R-value. (R means resistance to heat flow. The higher the R-value, the greater the insulating power.)

STYROFOAM™ Brand SPF Insulation features one of the highest insulation values available, for maximum energy savings (R-value as high as 6.5 per inch initial† – almost 60 percent higher than that of fiberglass). Homeowners who have chosen spray foam insulation typically see impressive reductions in their heating and cooling bills – up to 50 percent savings over similar homes insulated with fiberglass.††

Improving energy efficiency with an up-front investment in spray foam can add significant value to your home, increasing resale value by approximately \$20 for every \$1 reduction in annual utility bills.§

STYROFOAM™ Brand SPF Insulation bonds to studs and sheathing, providing continuous protection against air and moisture infiltration.

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**Source: www.energystar.gov

†After installation, STYROFOAM™ Brand SPF Insulation delivers a long-term, stable R-value of 5.1.

††Source: Honeywell

§Source: The Appraisal Journal

Control Moisture

Moisture is the **number 1** enemy of most building materials and is the leading cause of building failure. The most significant source of moisture in buildings is air infiltration and air movement within the walls. This can contribute to condensation and create optimal conditions for mold and mildew growth.

STYROFOAM™ Brand SPF Insulation fills gaps and cracks, halting the majority of airborne moisture movement. The closed-cell foam will not wick or hold moisture, and is not a known nutrient source for mold and mildew.



It takes only a small amount of consistent moisture to create big problems in a wall.



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Reinforce Wall Strength

The walls of your home serve a vital structural purpose. That's why building codes require wall designs to meet minimum standards to withstand various loads from above (such as a snow-covered roof), as well as wind loads.

STYROFOAM™ Brand SPF Insulation is a premium solution that provides exceptional insulation value and exceeds code requirements for wall strength. §§

According to studies conducted by the National Association of Home Builders' research center, a wall insulated with closed-cell spray foam is two to three times stronger than a wall constructed with conventional cavity insulation.

And, by effectively blocking air leakage, STYROFOAM™ Brand SPF Insulation helps keep temperature and moisture levels constant, minimizing the expansion and contraction of wood frame walls that can reduce structural integrity.



Insist on STYROFOAM™ Brand SPF Insulation

- Increased comfort
- Improved durability
- Enhanced quality

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§§STYROFOAM™ Brand SPF Insulation provides structural enhancement only.

Use in conjunction with approved structural components and framing members consistent with local building code requirements.