



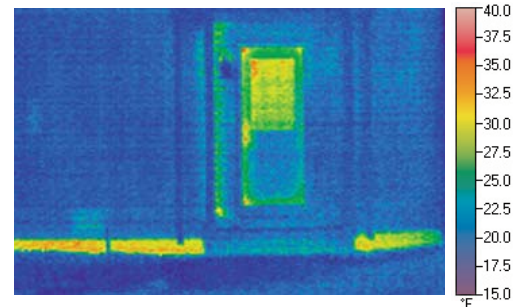
Don't Lose Up To 40% Of Your Homes' Energy



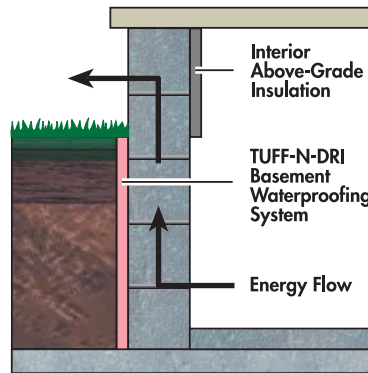
UNINSULATED FOUNDATION WALLS INVITE ENERGY TO ESCAPE

Think windows and doors are energy's favorite escape hatches? Think again.

- Foundation walls can be a source of drastic energy leaks – accounting for up to 40% of a home's total energy loss.
- Concrete is a very inefficient insulator. Even an 8-inch concrete wall has an R-value of only about 1.5.

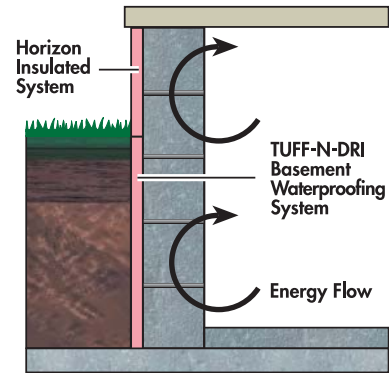


Uninsulated foundation walls are a hot spot for energy leaks – in cold climates, about 15°F warmer than surrounding siding, windows and doors.



Clearly, foundation walls must be insulated to protect against energy loss. But improper insulation techniques can still allow energy to escape.

- With interior draping, concrete walls can continue to conduct energy out of the basement.
- Interior draping can also cause condensation on inside walls, creating damp conditions that may lead to mold.



Insulating foundation walls on the exterior maximizes energy efficiency.

- The concrete can't conduct heat outside, keeping the conditioned air inside the basement.
- Exterior insulation minimizes interior condensation, helping to prevent mold.

Did You Know?



A 4-foot interior insulation drape can cause moisture to condense on inside foundation walls when the temperature outside is as low as 40° F.

Insulate foundation walls the right way to save energy and reduce condensation. See reverse side for more details.



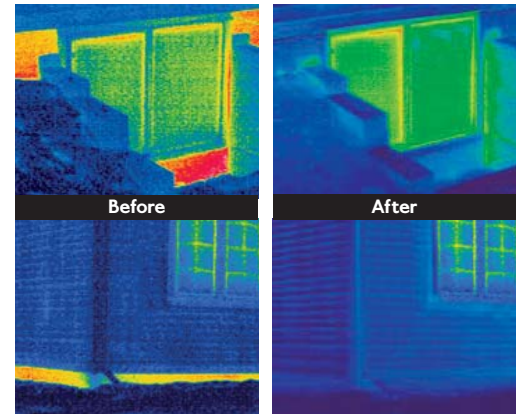
INSULATE FOUNDATIONS ON THE OUTSIDE

Keep Basement Interiors Warmer and Drier

- Insulate foundation walls properly – on the exterior, from footing to sill plate – with TUFF-N-DRI® Full System below-grade and Horizon™ Insulated System above-grade.
- TUFF-N-DRI and Horizon can increase the R-value of foundation walls up to R-10.
- With no interior condensation, basement walls stay warmer and drier, controlling the conditions that can cause mold.
- TUFF-N-DRI and Horizon also waterproof the entire foundation wall, and the system is backed by the only 30-year full-wall performance warranty in the industry.*

*See actual warranty for complete details.

- Horizon TheroPanel™ insulates the exterior wall above-grade while WARM-N-DRI® Foundation Board insulates and drains water below-grade.
- Horizon Coat above-grade includes an attractive topcoat to add curb appeal.



With Horizon Insulated System above-grade and TUFF-N-DRI Full System below-grade, this home's energy efficiency improved significantly.



MORE REWARDS FOR INSULATED FOUNDATIONS

\$2,000 Builder Tax Credit

- Requires 50% energy savings over 2004 IECC.
- At least 20% energy savings must come from the building envelope.
- Foundation insulation a must-have.

ENERGY STAR® Homes

- Homes must be at least 15% more energy efficient than IECC.

- Consumers trust the ENERGY STAR label for better value.

Model Energy Code

- Don't overlook energy efficient foundations to meet code.
- Improve each home's insulation R-value starting in the basement.

For more product information, call 800-DRY-BSMT or visit GuaranteedDryBasements.com.

