



The Importance of Insulating a Home

The U.S. Environmental Protection Agency estimates that homeowners can typically save up to 20% of heating and cooling costs (or up to 10% of total energy costs) by air sealing their homes and adding insulation in attics, floors over crawl spaces, and accessible basement rim joists. A home that has not been insulated loses energy from all angles – 31% of all energy loss occurs in the floors, walls, and ceilings.*

While many people know that insulating is beneficial, for most homeowners, the notion of doing an insulation project is just too itchy, dusty, and troublesome. But SAFETOUGH™ Fiberglass-Free Insulation was specifically designed for the DIYer. It's so easy to use that just about anyone can create a more comfortable and energy efficient home.

The fall season is a perfect time to undertake an insulation project. It isn't too warm to be in the attic and the winter energy bills are quickly approaching. Homeowners can offset the cost of SAFETOUGH™ by installing it themselves, by applying to receive up to a 30% tax rebate on the purchase of SAFETOUGH™, and by enjoying the energy cost savings of a more efficient home.

The Dow Chemical Company offers a complete line of insulation and air-sealing products that can be used throughout a home to help increase energy efficiency:

SAFETOUGH™ Fiberglass-Free Insulation

- Exterior Stud Walls
- Sound Deadening Interior Walls
- Floors, Ceilings and Crawl Spaces
- Basement Walls
- Attic Ceiling

GREAT STUFF™ Insulating Foam Sealant

- Pipe and wire penetrations
- Gaps in the structure where two building materials meet
- Any hole that allows air to enter or leave the house

* U.S. Department of Energy. "Energy Savers: Tips on Saving Energy & Money at Home." http://www1.eere.energy.gov/consumer/tips/air_leaks.html

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