

HALFBACK[®]H20

UNIVERSAL SIDING INSULATION



HALFBACK[®]H2O

SIDING INSULATION

THE RIGHT WAY TO INSTALL NEW SIDING

Congratulations on your interest in having new siding installed on your home! Siding is a great investment that can drastically improve your home's appearance while also increasing its value.

NEW SIDING IS A RENOVATION YOU MAY ONLY DO ONCE IN A LIFETIME

Selecting siding with Halfback[®]H2O siding insulation ensures you will get the most from your new siding, including benefits not available with standard siding, a premium appearance, improved durability, and energy savings.

THE MOST COST-EFFECTIVE TIME TO ADD INSULATION TO YOUR HOME'S EXTERIOR IS WHEN YOU RESIDE.

Don't miss your opportunity to do it right the first time, and enjoy the benefits for years to come.

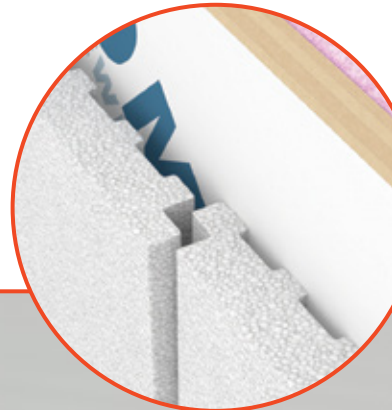


SAVING ENERGY IS ONLY HALF THE STORY. YOUR HOME CAN BREATHE EASIER WITH HALFBACK®H2O

As homeowners strive to better seal and insulate their homes, they may be causing issues like mold and mildew growth, which can generate serious health threats. The average family of four produces 4-6 gallons of water vapor a day in the home, and that moisture must be able to escape.

Halfback®H2O siding insulation helps to manage moisture in two ways: First, Halfback®H2O is a highly permeable two-way street for moisture. Halfback® is designed to not only save energy, but also to let water vapor pass through very efficiently. With a permeability rating up to 3.5, Halfback®H2O allows moisture from inside your home to move freely to the outside.

In addition, the grooves on the back side of the insulation panels channel any condensed moisture or bulk rain water safely down and out the bottom of the wall. This ensures your wall system can effectively dry out, eliminating the potential for moisture damage.



MAKE YOUR HOME MORE ENERGY EFFICIENT WITH HALFBACK®H2O SIDING INSULATION!

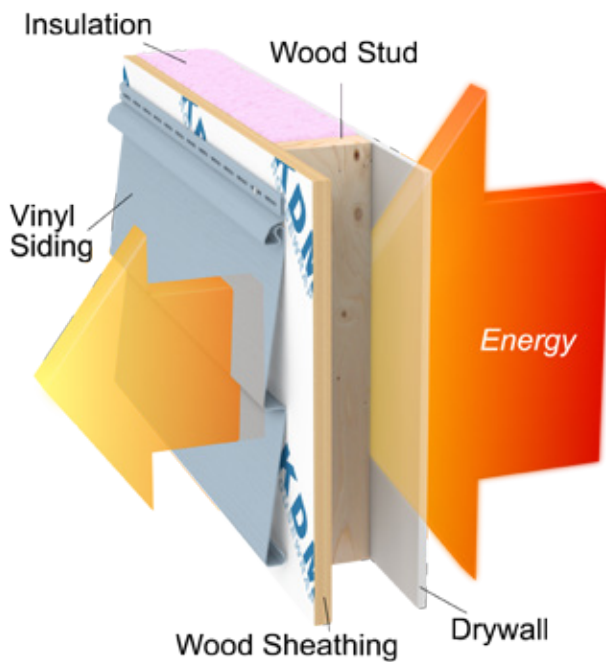
There may be an energy leak in your walls that is costing you money every day! The culprits are the wood studs in your walls: heat bypasses the insulation in your wall cavity and transfers through the studs, allowing energy to leak through your walls. This process is called thermal bridging.

Nearly 25% of your home's wall is made up of studs that typically are not insulated, so it's like having one entire wall of your home with no insulation.

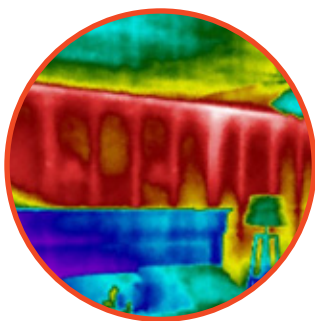
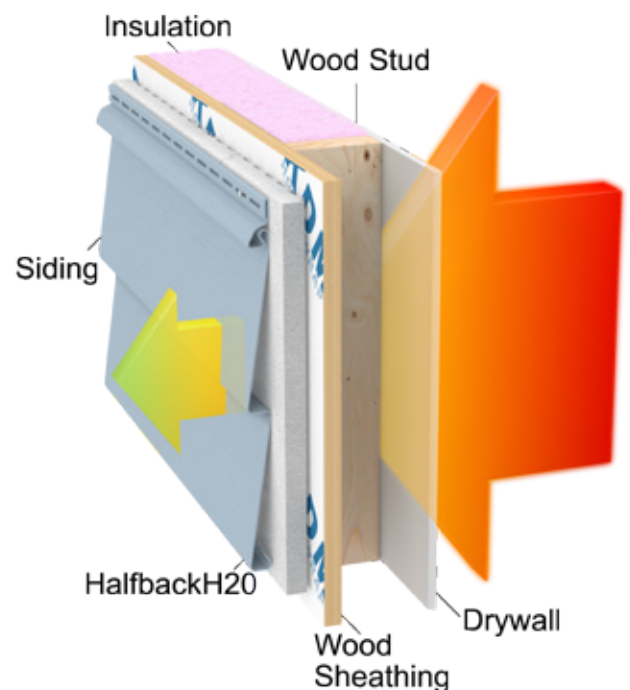
Adding insulation to your home's exterior under new siding can help your home meet U.S. Department of Energy (DOE) insulation recommendations, as well as state and local codes. The DOE says, "When new siding is to be installed, it's a good idea to consider adding insulation under new siding."*

- Adds R-3.3 to your wall system.
- Provides real energy savings by keeping heat where it belongs, inside in the winter, outside in the summer, and money in the bank all year!
- Recognized as a thermal bridge reducer in Energy Star for Homes Version 3.0.
- Reduces air infiltration.

BEFORE HALFBACK®H2O

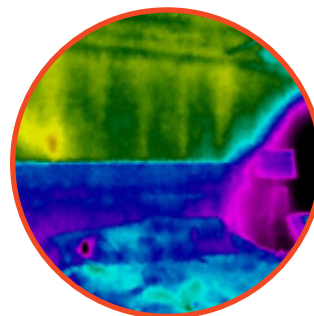


AFTER HALFBACK®H2O



Before Insulation (Summer)

Thermal imaging from inside a home reveals where outdoor heat is infiltrating the air-conditioned interior. Bright red vertical lines reveal the location of wooden studs in the wall.



After Insulation (Summer)

Thermal imaging reveals that the wall is a significantly cooler green with the addition of insulation to the exterior.

*Source: Department of Energy and Oak Ridge National Laboratory, Insulation Fact Sheet 2008

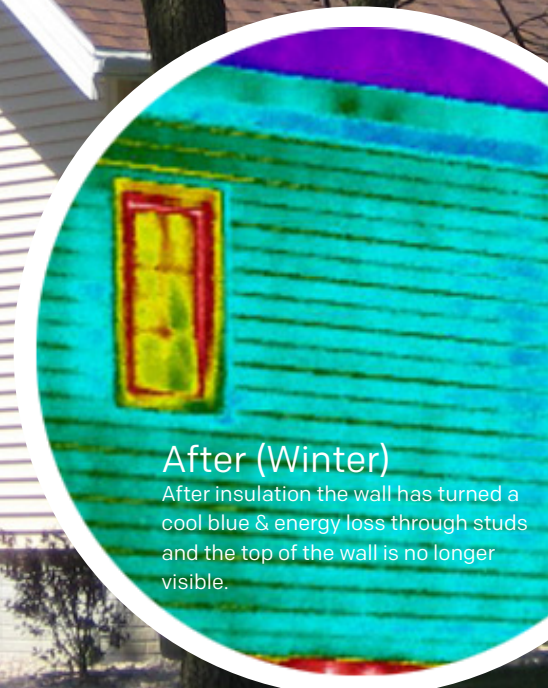
*R-value is the recognized numerical measure of the ability of an insulation product to restrict the flow of heat and, therefore, to reduce energy costs. R-values may be expressed per unit of thickness (e.g., one inch) or for the total thickness of a particular insulation product or installation. The higher the R-value, the better the product's insulating ability. Visit <http://www.ftc.gov/os/1999/08/rvaluefr.htm> for full information regarding R-value.

BEAUTY AND ENERGY SAVINGS



Before (Winter)

Yellow stud lines and red at the top of the wall where cavity insulation has settled is revealed with thermal imaging.



After (Winter)

After insulation the wall has turned a cool blue & energy loss through studs and the top of the wall is no longer visible.



ENJOY A MORE COMFORTABLE HOME

Not only can you reduce your utility bills by wrapping your home in an energy-saving blanket of insulation, you can enjoy more consistent indoor temperatures from room to room. In addition, a thick layer of Halfback®H2O insulation can also dampen exterior sounds, making your indoor home environment more quiet and comfortable.



SIDING INSULATION CAN NO LONGER BE CONSIDERED AN OPTION OR AN UPGRADE.

HALFBACK®H2O SIDING INSULATION GOES BEYOND PROVIDING A NECESSARY THERMAL BRIDGE REDUCER

- Halfback®H₂O deters termite infestation with a built-in termite control agent called Preventol®
- Levels the wall under new siding, providing a consistent, stable base for siding to be installed smooth and straight.
- Features 4" reference lines so installers can easily find studs when installing new siding.



IT'S ALL SUPPORTED BY A STRAIGHT-FORWARD LIFETIME LIMITED WARRANTY

Our warranty stands on top of the siding manufacturer's warranty, giving you an extra layer of protection. It is a down-to-earth demonstration of the confidence we have in our product, and what we will do to make it right in the unlikely event that something would ever go wrong.

