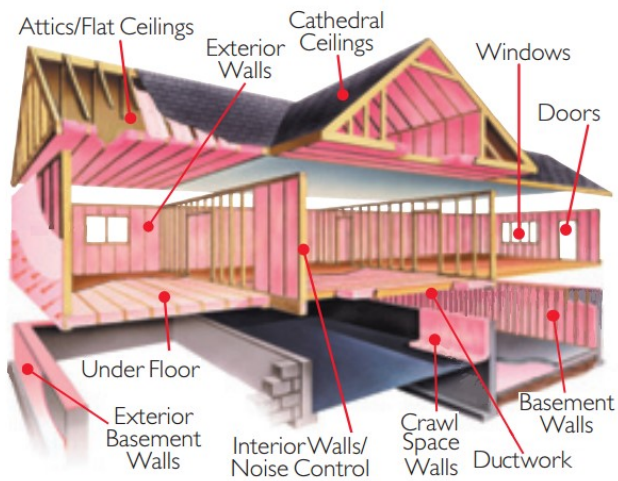


## AREAS OF YOUR HOUSE TO INSULATE



Ice dams along the roofline are not a winter wonderland but a telltale sign of costly air leakage. What about tarnished door handles, paint-chipped window frames, and faded siding? These conditions not only lower curb appeal and the home's value. They may also indicate costly air leaks that keep utility bills higher than necessary. By the time door hardware shows signs of age, weather stripping is worn and gaps have compromised thermal performance. Chipped paint allows moisture to penetrate windows and freeze, warping the frame and making them difficult to operate. When faded or buckled siding shows the exterior has suffered from prolonged exposure to extreme weather, what is the condition of the insulation underneath—is it even insulated?

Small signs of wear can indicate larger issues. The amount of solar radiation entering a house as heat is called Solar Heat Gain Coefficient or SHGC. The lower the number, the better a product is at maintaining the temperature of living space. U-factor represents the heat flow rate through a window expressed in BTU under winter conditions of 0°F outside and 70°F inside. Energy Star products are performance tested and only those meeting or exceeding energy efficiency standards qualify. The roof, siding, windows, doors, and insulation are systems designed to protect your house from the elements and are available with the Energy Star designation. You can trust that every system bearing the Energy Star label will maximize performance and savings. Choosing Energy Star means you don't have to worry about the parts you can't see.

### Air Leaks Cost You Money

