

# *SPRAY FOAM INSULATION*

## *EXPAND THE COMFORT ZONE*



**PINNACLE**  
WEST INC  
SPRAY FOAM & PROTECTIVE COATINGS  
Since 1998



## Lower The Operational Costs of a Home

The primary reason why many home builders balk at spray foam is the difference in price from conventional fiberglass. While the initial cost for spray foam is higher than fiberglass, the savings provided by having the home insulated with spray foam along with the many additional benefits make it a feature many home buyers are willing to invest in.

Lets take a look at the impact it has on the operational costs of a home. There is almost no other product that a home builder can use that provides the return on investment for the home buyer when compared to spray foam insulation. The following is an example of how your customers will save money with foam.

### Case in point:

A homeowner buys a \$300,000 home. Let's assume that to insulate with fiberglass is going to cost \$6,000, and to insulate with spray foam will cost \$15,000. In the example these costs have been added to the mortgage to show the monthly difference in payments.

With fiberglass insulation the \$306,000 mortgage at 6% for 30 years the payments would be \$1,834.62 with the monthly energy costs estimated at \$300.

When the same home has been insulated with spray foam their mortgage would have increased to \$315,000. At the same 6% for 30 years the payments would be \$1,888.58 but energy costs have dropped to \$180 (In this example we are assuming a conservative 40% energy reduction by using spray foam over fiberglass).

This means that insulating with spray foam reduces the total home operation cost by \$65.94 a month or \$23,738.40 over the life of a 30 year loan.

## Single Largest Advancement in Insulation Technology

The housing market has been tough the last few years. With low prices and high inventory levels, builders can be seemingly stuck trying to differentiate their homes in the marketplace. Recent studies though have revealed that home buyers are willing to invest in energy efficient technology that will reduce their monthly utility bills.

With this knowledge, it is no wonder that home buyers are demanding more energy efficient features than ever before. Whether it is LED lighting, high efficiency furnaces, heat pumps or tank-less water heaters, home buyers seemingly can't get enough energy saving technology.

One of the best technologies that a builder can use to dramatically reduce the homes energy consumption is to insulate with spray foam insulation. Spray foam insulation products allow a home to consume a lot less energy (40% to 50% less in most cases) than a conventionally constructed home.

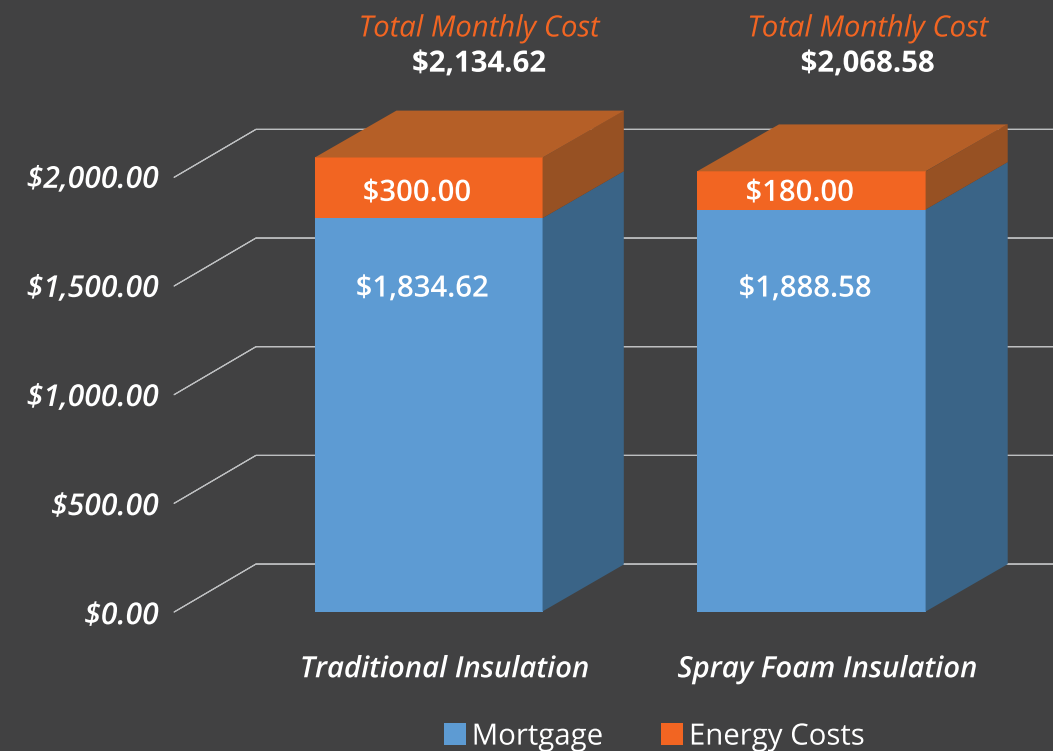
It is true that building with spray foam can cost slightly more but when home buyers see the value that it adds to a home, and the comfort and savings it will provide for years to come, why wouldn't you insulate with spray foam?

**According to the Appraisal Journal, every \$1 decrease in energy costs results in a \$10 to \$25 increase in a homes value. Reducing utility bills by \$1,200 per year translates into a \$12,000 - \$30,000 increase in the homes price.**

## Insulate for Maximum Energy Savings and Value

Installing closed cell spray foam in between studs will meet most R-value, air barrier and water vapor permanence requirements. A spray foam system also reduces the requirements of an HVAC system, allowing smaller systems to be used and it's often possible to size studs and rafters based on structural loads rather than the amount of space needed for insulation.

Extensive testing has been performed to evaluate the structural value of foam. Tests showed that when walls are insulated with spray foam the racking strength is doubled or tripled when compared to walls filled with fiberglass batts and with the restriction in air movement and moisture accumulation, the possibility of mold growth is extremely unlikely.



## The most effective way to insulate any type of building

Our line of spray foam insulation products are the most effective way to insulate any type of building. Whether using a half pound open cell foam or a two pound closed cell foam, spray foam creates an unsurpassed air barrier insulation system.

This air barrier not only delivers thermal resistance against conduction (R-value) that surpasses batt and cellulose, but it also dramatically reduces energy loss through convection. The Department of Energy estimates that building with spray foam can reduce energy costs by 40% or more by properly insulating against both conduction and convection.

We offer a complete range of spray foam insulation solutions that are code certified and CCMC evaluated in Canada. Using code rated/evaluated products helps to ensure that buildings and homes are built to high safety standards. Building contractors should always insist on code approved products.

- ✓ *Add Value and Energy Savings*
- ✓ *Simplified Construction*
- ✓ *HVAC Equipment Cost Saving*
- ✓ *Flexibility in Framing*
- ✓ *Enhanced Durability*
- ✓ *Wide range of applications*
- ✓ *Code certified and CCMC evaluated*
- ✓ *Helps prevent mold and moisture*
- ✓ *Highest R-Value per inch*
- ✓ *Does not shrink, settle or sag*
- ✓ *Installed by a certified applicator*
- ✓ *Conforms to CAN/ULC standards*

### AUTHORIZED APPLICATOR

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Each dealer is independently owned and operated.

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