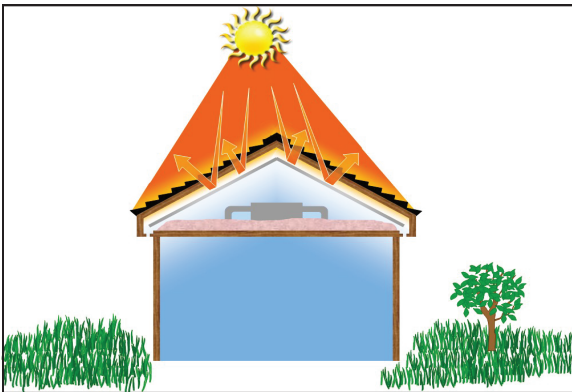




## Radiant Barrier SUMMER APPLICATION



In summer conditions, the hot underside of the roof radiates heat to the ceiling insulation surfaces where it is absorbed and re-radiated to the living space of the home. HVAC systems located in the attic are also impacted by the radiant energy, increasing the load on the system. The installed R-Value of the insulation and the HVAC system performance ratings are compromised by the high radiant load which increases energy costs and decreases comfort.



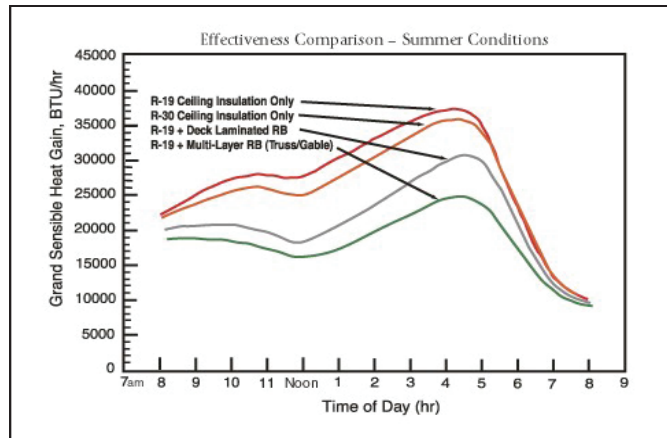
### Silver Shield Radiant Barrier

- ☑ Significantly Reduces Heat Gain & Attic Temperatures
- ☑ Improves the Ceiling Insulation Performance
- ☑ Improves HVAC Ducts and System Performance
- ☑ Reduces heat gain on knee walls
- ☑ Saves Energy <sup>1</sup>

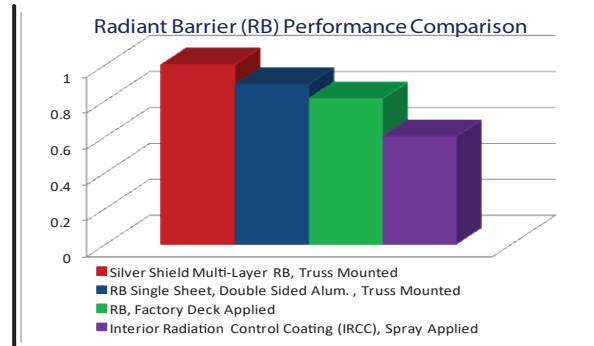


**Silver Shield provides the best performance when you need it the most.**

During the peak summer conditions when the temperature difference between the outside and inside is greatest, Silver Shield is four times more effective than adding additional insulation. <sup>2</sup>



### Best Product & Most Effective Application



1. 11% utility cost savings in summer, "Summary Report on Fi-Foil Radiant Barrier," Russet Southwest Corporation. 12% - 14% reduction in cooling use in summer, "Performance Analysis of Radiant Barriers on Heating and Cooling Loads of Homes in the Southwest and Southeast United States," University of Nevada Las Vegas. 8% - 12% annual cooling cost reduction, "Comparative Summer Attic Thermal Performance of Six Roof Constructions," Florida Solar Energy Center.  
 2. Average energy savings is 9% and peak demand was reduced by 16%. "FPC Residential Monitoring Project: New Technology Development - Radiant Barrier Pilot Project", Florida Solar Energy Center.

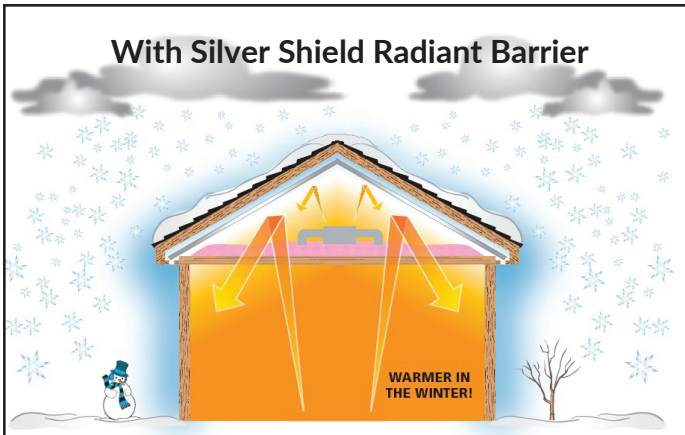


## Radiant Barrier WINTER APPLICATION



Building or Home with Ceiling Insulation Only

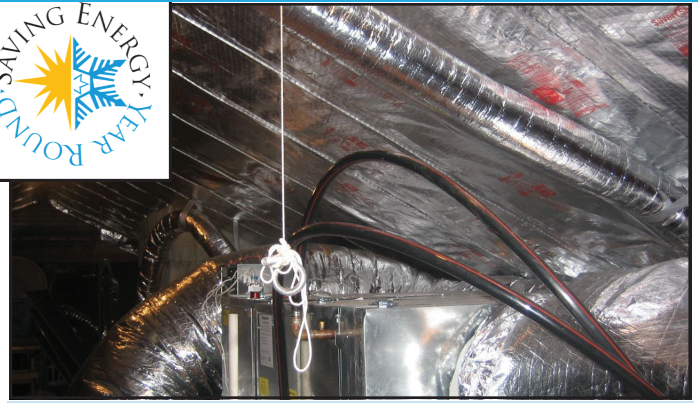
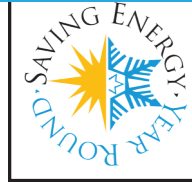
In winter conditions, ceiling insulation and duct system surfaces radiate heat to the cold underside of the roof decking where it is absorbed and re-radiated to the atmosphere. The result is higher energy costs and reduced comfort.



With Silver Shield Radiant Barrier

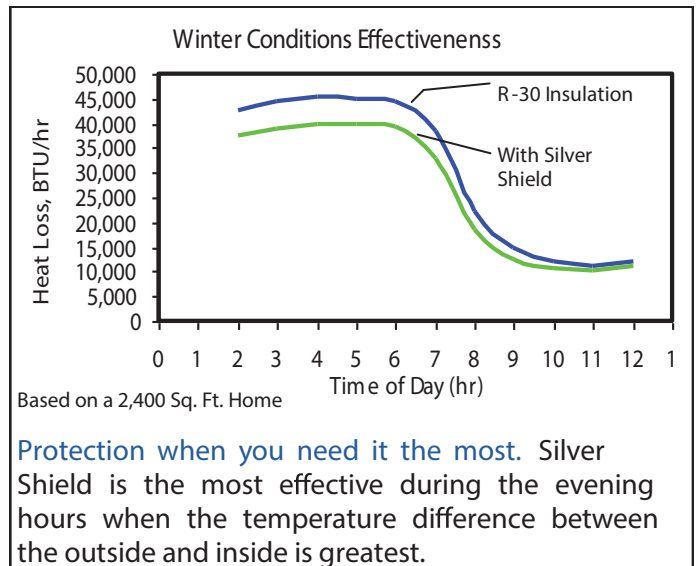
Silver Shield installed at the roof line reduces winter time heat loss by reflecting heat back towards the interior of the home. The HVAC ducts and ceiling insulation “see” a heat reflecting surface vs. a high absorbing cold roof deck.

In the image to the right, Silver Shield was installed over the living area in a Minnesota home. As a test, Silver Shield were installed in a small area above the un-insulated garage. The evidence is visible. Heat loss is occurring in the area where Silver Shield is not installed - there is no snow on the roof!

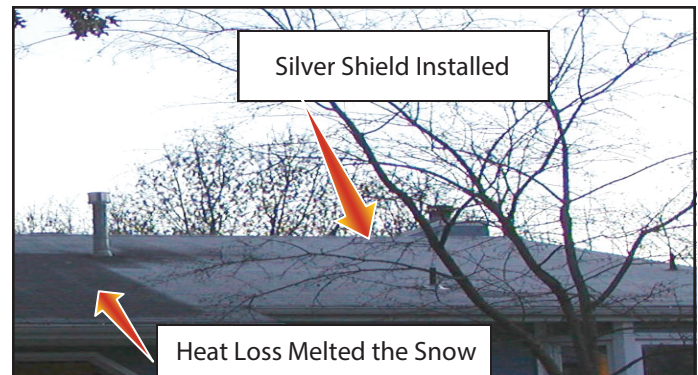


### Silver Shield in the Winter:

- ☑ Performs Better than other Radiant Barrier Products
- ☑ Reduces Heat Loss
- ☑ Improves the Ceiling Insulation Performance
- ☑ Improves HVAC Ducts and System Performance
- ☑ Reduces the Potential for Ice -Damming and Subsequent Roof Damage
- ☑ Saves Energy <sup>3</sup>



Protection when you need it the most. Silver Shield is the most effective during the evening hours when the temperature difference between the outside and inside is greatest.



<sup>3</sup> 3.6% utility cost savings in winter, Summary Report on Fi-Foil Radiant Barrier, Russet Southwest Corporation.  
<sup>4</sup> 4% - 6% reduction in heating use in winter, Performance Analysis of Radiant Barriers on Heating and Cooling Loads of Homes in the Southwest and Southeast United States, University of Nevada LV.