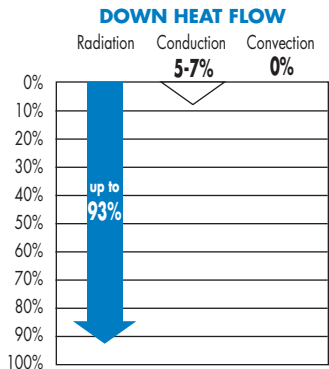


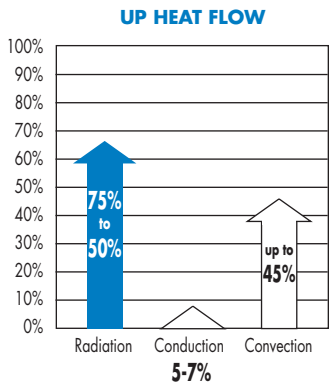
Here's why it is important to block radiant heat



EXAMPLES

SUMMER

Sun's heat through roof.



WINTER

Furnace heat through ceiling.

These charts show how heat loss occurs in buildings. Note that radiation can account for as much as 93% of all the heat transferred through the attic. Your regular insulation just can't stop that much radiant heat.

Mass Insulation Slows Conduction
R+HEATSHIELD Stops Radiation

R+HEATSHIELD®

Reflects 97% of All Radiant Energy

SPECIFICATIONS

R-HEATSHIELD Radiant Barrier

For Use In:

Ceilings and under floors in residential, agricultural and commercial buildings including metal structures.

For Use As:

1. A radiant barrier in attics in addition to regular mass insulation.
2. A radiant barrier under floors and in crawl spaces.
3. A radiant barrier in metal buildings and barrel truss roofs to reduce the effects of radiant heat gain.

Construction:

Reinforced Polymer film sandwiched between two layers of pure aluminum foil.

Fire Rating:

NFPA Class A - UBC Class 1
 meets Federal Specification HH-1252B

Reflectance:

93 - 97% ASTM - E - 408

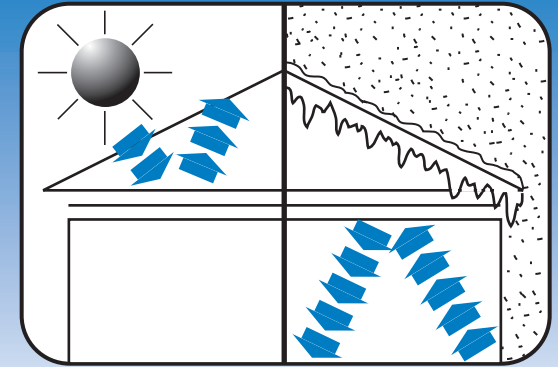
Emittance:

.03 - .05 ASTM - E - 408

Dimensions:

48" wide by 125'..... 500 sq. ft. *perforated*
 48" wide by 250'....1,000 sq. ft. *solid & perforated*

REDUCE ENERGY COSTS SUMMER & WINTER



FINISH THE JOB RIGHT
 with

R+HEATSHIELD®

Radiant Barrier

The radiant energy barrier that makes all insulations work better

WHEN YOU USE R+HEATSHIELD YOU GET THESE SPECIAL ADVANTAGES

- Reduced Energy Cost
- Keeps Buildings Cooler In Summer, Warmer In Winter
- Clean and Safe
- Eliminates Vapor Problems
- Increased Comfort

THE RADIANT ENERGY BARRIER THAT MAKES ALL INSULATIONS WORK BETTER

COMMON QUESTIONS ABOUT **R+HEATSHIELD** RADIANT BARRIER

HOW DOES IT WORK?

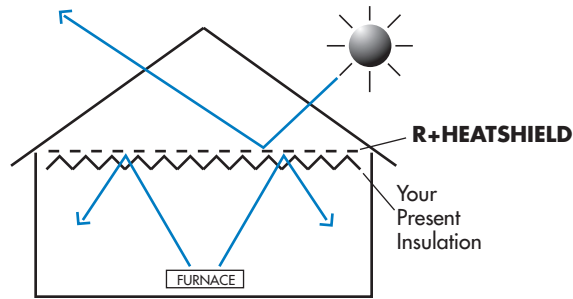
R+HEATSHIELD is a radiant reflector. Unlike mass insulation which slows down heat transfer, R+HEATSHIELD reflects heat. To stop radiant heat, you must reflect it with a radiant barrier like R+HEATSHIELD.

HOW WILL R+HEATSHIELD KEEP ME WARMER IN THE WINTER?

Just like wrapping a baked potato in aluminum foil keeps a potato warm longer by holding the heat in, covering your attic insulation with R+HEATSHIELD holds the heat in the house. Another analogy would be that R+HEATSHIELD in the winter works just like a space blanket, which, although very thin and lightweight holds your body heat in. A thin space blanket can keep you warmer than several heavy blankets.

OKAY, IF R+HEATSHIELD KEEPS HEAT IN IN THE WINTER, HOW CAN IT KEEP IT OUT IN THE SUMMER?

R+HEATSHIELD reflects the sun's heat before it can warm up the insulation in your attic. When the insulation stays cooler, your house stays cooler. It may help to understand how R+HEATSHIELD will work for you if you think of other things that perform in the same way; ASTRONAUTS SPACE SUITS - keep body heat in, and reflect the sun's heat away.



WHERE DO YOU INSTALL R+HEATSHIELD?

R+HEATSHIELD can be laid over your present insulation like a blanket or stapled under rafters and in crawl spaces.

With R+HEATSHIELD, the furnace and sun's heat bounces back - it does not penetrate the reflective surface.

Improve the comfort of your home and save money by making your current insulation more efficient.

R+HEATSHIELD is a space blanket for your attic. It reduces heat transfer in both summer and winter. R+HEATSHIELD works like the astronaut's reflective suit which protects him from both heat and cold.

WILL R+HEATSHIELD MAKE MY ATTIC HOTTER IN THE SUMMER?

No. In fact, research has confirmed that summertime attic temperatures will be much cooler with R+HEATSHIELD in place.

DO I HAVE TO TAKE MY OLD INSULATION OUT BEFORE INSTALLING R+HEATSHIELD?

No. R+HEATSHIELD actually makes your present insulation more effective.

IF I LAY R+HEATSHIELD ON MY REGULAR INSULATION WILL IT CAUSE A MOISTURE PROBLEM?

No. The tiny holes in R+HEATSHIELD allow moisture to escape from your regular insulation.

I ALREADY HAVE PLENTY OF INSULATION IN MY ATTIC. DO I REALLY NEED R+HEATSHIELD?

Regardless of how much insulation you have in your attic, adding R+HEATSHIELD could save on your heating and cooling expense, and keep you much more comfortable. Energy savings in many homes for heating and cooling can range from 8% to 25% depending on a number of factors including climate, building configuration, materials used, site, family size and lifestyle.

HAS R+HEATSHIELD BEEN TESTED BY A QUALIFIED INDEPENDENT LABORATORY OR GOVERNMENT AGENCY?

The Florida Solar Energy Center at Cape Canaveral has tested radiant barriers in both small scale laboratories and in full scale building models. Their results indicate that radiation barriers like R+HEATSHIELD can provide significant resistance to heat transfer. Tests conducted by the Tennessee Valley Authority, Oak Ridge Laboratories in Tennessee, and the University of Mississippi support the findings from the Florida Solar Energy Center. Northeastern Illinois University conducted winter test in residential and commercial structures using infra-red thermograph photography. The photos showed significant resistance to heat transfer over regular insulation.

R+HEATSHIELD is clean, safe & lasts indefinitely