

FOCUS ON INSULATION



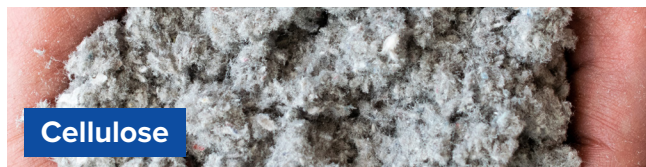
Greater Comfort, Increased Savings

Ensuring your home is sufficiently insulated is a cost-effective way to increase comfort and energy savings. Insulation helps your home stay cool in the summer and warm in the winter so you do not have to crank up your heating or cooling system to the max just to get by. Most older homes—and newer homes, too—can benefit from additional insulation in the attic, exterior walls, overhangs, sill boxes, or the foundation. Insulating your home is one of the most important steps you can take to achieve year-round comfort and lower your energy costs. There are several different types of materials you can use when upgrading your home's insulation. Here are the three most common types of insulation material:



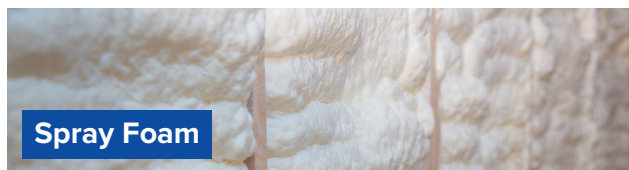
Fiberglass

When people think of insulation, they think of fiberglass because it is the most common type of insulation. It consists of very fine, flexible glass fibers and generally comes in the form of a blanket (also known as batts and rolls) but is also available in loose-fill and rigid boards. Laying fiberglass batts is the easiest method for a DIY job.



Cellulose

Made from recycled paper products, cellulose insulation is an alternative to fiberglass. It comes in loose-fill as well as dense-packed, and is treated with minerals to provide resistance to fire, mold, and insects. It can be installed in new or existing homes and applied dry or damp-sprayed.



Spray Foam

Spray foam's ability to expand makes it a great choice for filling spaces that fiberglass batts cannot reach. There are two types of spray foams:

- **Open-cell** spray foam contains small pockets that are not completely closed, allowing it to remain flexible after it dries, and it can expand a great deal.
- **Closed-cell** spray foam is the most common due to its high R-value (a rating that measures how efficiently a material insulates). The individual pockets are closed and densely packed, which makes it moisture resistant. It dries harder than open-cell foam and is easier to apply additional coats.

For even greater results, insulate and seal air leaks at the same time. It is a strategy that works to prevent wasted energy and money from slipping through the cracks, and it quickly pays for itself in reduced utility bills.

Save With Cash Rebates

FOCUS ON ENERGY® offers cash back for qualified insulation and air sealing upgrades. Learn more and find a Trade Ally contractor at focusonenergy.com/insulation or call **800.762.7077**.



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Rebates are subject to change and cannot exceed project costs. Focus on Energy, Wisconsin utilities' state-wide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources, and financial rebates help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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