



FOCUS ON... ENERGY STAR® QUALIFIED PRODUCTS

Conserve Energy. Reduce Energy Costs.

As the cost and pressure to conserve energy and natural resources continues to escalate, homebuilders are looking for efficient, economical solutions that will reduce monthly burdens for prospective homeowners and increase home affordability and sustainability. Dow Building Solutions, a business unit of The Dow Chemical Company, a leader in the residential building industry, is demonstrating its commitment to advancing better building systems through on-going builder education and the development of unique, integrated, solutions-based building products that address such critical issues as energy-efficiency, moisture protection and overall performance.

Energized By Dow

Dow created STYROFOAM™ brand insulation over 60 years ago. Since that time, Dow has been in the field

evaluating and analyzing industry needs, building upon the STYROFOAM™ brand insulation flagship and leveraging the extensive research and development infrastructure of The Dow Chemical Company. Dow's comprehensive portfolio of solutions includes STYROFOAM™ extruded polystyrene and polyisocyanurate ENERGY STAR qualified foam insulations, STYROFOAM™ WEATHERMATE™ housewraps, WEATHERMATE™ tapes, flashings and sill pan, GREAT STUFF™ Pro foam sealants and adhesives and STYROFOAM™ spray polyurethane foam insulation. Dow's application-driven products can be used individually or together to make homes and buildings more comfortable, improve moisture management, reduce energy use, and help meet the performance guidelines of ENERGY STAR New

Homes.

Conveying The Benefits Of An Energy-Efficient Home

A recent poll by the American Institute of Architects revealed that 90 percent of respondents would be willing to pay \$4,000 or \$5,000 more for a house that would use less energy.

According to the U.S. Department of Energy, energy-smart building choices improve energy performance, lower energy bills, reduce construction costs and waste, and reduce callbacks. This further demonstrates that building energy-efficient homes can decrease the homeowners' energy costs and give homebuilders a competitive advantage.

Incorporating Dow building envelope solutions can help builders earn energy tax credits and deliver better built homes for Americans that will help them save money and preserve our economy and planet for future generations.

Energize your sales and customer satisfaction with proven, trusted solutions from Dow Building Solutions.

To learn more about Dow's full line of energy and moisture management solutions visit www.insulateyourhome.com, or call 866.583.BLUE (2583).

Circle No. 524 or <http://builder.hotims.com>



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