

## Energy Efficiency Tip

### Upgrade attic insulation for big savings

April, 2010

(NC)—April showers bring May flowers and a greener landscape. But this spring, if you're also looking to live greener, there are a number of ways you can make your home more energy-efficient. An easy and cost-effective way to do it is by upgrading your attic insulation.



“To help ensure your home is energy-efficient, start by investigating areas in your house that are susceptible to leaks and drafts,” says David Flood, insulation expert at Owens Corning. “Fixing windows that are not airtight or topping up attic insulation will help you save on heating and cooling costs and keep your home more energy-efficient.”

Here are some tips on what to look for and how to make your home more energy-efficient:

- Inspect your home's windows and doors for drafts to help determine areas of energy inefficiency which can be easily eliminated by weather-stripping, caulking or sealing.
- Install energy-efficient doors and windows to help cut energy costs by reducing the transfer of air between the inside and outside of a home.
- Measure the amount of existing insulation in your attic. Making sure your attic is properly insulated to the recommended standard of R-50 will reduce the amount of air escaping through drafts caused by gaps in your attic.

Topping up your attic insulation up to 15 inches of PINK FIBERGLAS® insulation batts to meet the recommended standard of R-50 will help you save up to 28 per cent\* on your heating and cooling costs. It will also help you protect the environment by engaging in recycling and preventing waste going to landfills, since PINK FIBERGLAS® insulation is made from over 70 per cent\*\* recycled content.

And, government grants available for your energy-efficient home renovation can help you save even more. Some energy utilities and federal and provincial governments offer funding to help make your energy-efficient renovation more affordable.

The short- and long-term benefits of completing your energy-efficient renovation will put more 'green' in your pocket.

For a step-by-step instructional video on how to insulate your attic, visit [www.owenscorning.ca](http://www.owenscorning.ca)

For more information on grants and incentives visit [www.showmethegreen.ca](http://www.showmethegreen.ca)

[www.newscanada.com](http://www.newscanada.com)

*\*Savings vary depending on the original amount of insulation in your home, climate, house size, air leaks and personal energy use and living habits.*

*\*\*Over 70%\* recycled content, based on the average recycled glass content in all Owens Corning fiberglass batts, rolls and unbonded loosefill insulation manufactured in Canada. The*

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*Word Count: 424*

## Attic insulation upgrade prepares home for rainy season

April, 2010

(NC)—Though spring has sprung, it doesn't mean a leak should. As we transition out of winter, it's important to protect your home – and especially your roof – from damage caused by heavy rain and melting snow. Renovating your roof to reverse the wear and tear of winter weather can help protect your house from leaks and create a more energy-efficient home.



“The roof can be a problematic area in the spring and an area that is affected most by the harsh Canadian winter,” says David Flood, insulation expert at Owens Corning. “A well-insulated and well-ventilated attic is essential to protecting the roof, and can help reduce cooling costs in the upcoming summer months.”

Following these simple steps below can help make your home more energy-efficient with a DIY attic renovation:

1. First, start by measuring and assessing your existing attic insulation. To achieve the recommended standard of R-50, install up to 15 inches of PINK FIBERGLAS® batt insulation, or 18 ½ inches of PROPINK® Blown insulation. These simple upgrades will help you save up to 28 per cent\* on your heating and cooling bills and make your home more energy efficient. Using PINK FIBERGLAS® insulation you will also help protect the environment since it is made from over 70 per cent\*\* recycled content.
2. Second, check out the ventilation in your attic. By installing raft-R-mate® attic rafter vents, you can help prevent moisture build-up in the attic.
3. Finally, take advantage of government grants and incentives available to offset your home renovation costs. Some federal and provincial governments offer funding for energy-efficient renovations. More information on this topic can be found online at [www.showmethegreen.ca](http://www.showmethegreen.ca)

More information about how to insulate your attic is available at [www.owenscorning.ca](http://www.owenscorning.ca).  
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## Are you reluctant to renovate your basement?

April, 2010

(NC)—Have you been avoiding your basement lately because you don't like the way it looks and feels? If budget and time restraints are the only things stopping you from renovating, think again. Renovating your basement can be easy, fast and cost-efficient. It can also produce short- and long-term benefits, such as saving\* on energy bills and increasing the overall comfort and resale value of your home.

“A simple project like upgrading your basement insulation will help improve the energy efficiency of your home, increase its overall comfort and create extra living space for you and your family,” says David Flood, insulation expert at Owens Corning.

Most of the heat loss in basements is typically caused by under-insulated walls. Upgrading wall insulation in your basement can help increase the energy efficiency in your home and help you save on your heating and cooling bills. Simply install a layer of 2” INSULPINK® insulation panels and a layer of R-14 PINK FIBERGLAS® insulation batts to produce a value of R-24. Making sure your basement is properly insulated can help reduce your energy consumption yearly. In addition, PINK FIBERGLAS® insulation products are made from over 70 per cent\*\* recycled content, which will help turn waste glass into useable products.

If the winter season has left you with a tighter wallet, government grants and incentives make a basement renovation more affordable. Federal and provincial governments, as well as some energy utilities, offer funding for energy-efficient renovations. More information on grants and incentives can be found online at [www.showmethegreen.ca](http://www.showmethegreen.ca).

For those reluctant renovators out there, renovating your basement with an easy DIY project is not as daunting as it may sound. Don't let the winter wallet woes prevent you from renovating today and start taking advantage of government grants and incentives.

*www.newscanada.com*

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*Word Count: 373*

## Maximize unused space with a basement renovation

April, 2010

(NC)—A good foundation is the key to most things in life, and this statement holds true for your home, too. Many homeowners see their basement as a cold, uninviting place and do not consider it a comfortable living space for the family. But by simply upgrading your basement insulation, this area can be transformed into a warm, comfortable space for everyone to enjoy.



Cheryl West, an insulation expert at Owens Corning, suggests installing insulation up to a value of R-24 for your basement's foundation walls, to make the most of your basement's space and to help you enjoy the overall comfort and warmth in your home.

To achieve this standard for your basement walls, install a layer of 2" INSULPINK® interlocking insulation panels and R-14 PINK FIBERGLAS® insulation batts. INSULPINK® insulation system is easy to install and is lightweight and durable, with exceptional moisture resistance. PINK FIBERGLAS® batts provide outstanding thermal performance and are made from over 70 per cent\*\* recycled content, the highest industry standard in Canada.

Adequate insulation in your basement will not only create an additional living area for your family to enjoy, but will also help save\* on heating and cooling costs all year round. This home renovation project will help transform your dark, dingy basement into a comfortable and inviting space in no time.

Something else that will keep you warm is the thought of all the savings you will make when renovating your home this spring. Federal and provincial governments, as well as some energy utilities, offer funding for energy efficient renovations.

Learn more about how to insulate your basement online at [www.owenscorning.ca](http://www.owenscorning.ca). More information on grants and incentives can be found at [www.showmethegreen.ca](http://www.showmethegreen.ca). What are you waiting for? Start warming up your basement today.

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Word Count: 369

## Eco-friendly homes are pretty in PINK

April, 2010

(NC)—Being an eco-conscious homeowner has never been more in fashion. Recent studies show that the majority of Canadians are interested in renovations that would increase energy efficiency in their homes. However, some homeowners may have put eco-friendly home upgrades on the back burner during the cold winter months. With simple DIY projects, you can achieve the energy-efficient home you have been dreaming of this spring.



“Many homeowners are looking for ways to make their home more energy-efficient,” says David Flood, Insulation Expert at Owens Corning. “A great way to start is by looking at areas in the home that may be due for an upgrade. For example, topping up on attic insulation can help you save up to 28 per cent\* on your energy bills.”

Upgrading the insulation in your home will not only make your home more energy- and cost-efficient, but also help keep waste glass out of landfills and turn it into usable products. Owens Corning’s PINK FIBERGLAS® Insulation Products are made from over 70 per cent\*\* recycled glass content – the highest recycled content for fibreglass insulation in Canada. In addition, each pound of glass fiber insulation annually conserves 12 times the amount more energy than was used to produce it.

Finally, when you top up your attic insulation to the recommended standard of R-50, you can also help reduce up to a half ton\*\*\* of greenhouse gas emissions yearly, year after year.

If you want to incorporate PINK into your home this season, you’ll be happy to know that government grants and incentives make renovation projects even more affordable. Federal and provincial governments as well as some energy utilities offer funding for energy efficient renovations. More information on grants and incentives online at [www.showmethegreen.ca](http://www.showmethegreen.ca).  
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*\*\*\*Based on an average attic size of 1700 SF with existing R19 insulation, averaged over seven cities in Canada.*

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