

ENERGY “Q” VS STANDARD “R” INSULATION

ENERGY “Q” REFLECTIVE INSULATION

- *Designed and developed to block 97% of the radiant heat
- *Heat reflector
- *Year round savings
- *Pays for itself within 1 ½ - 2 ½ years
- *Lasts a lifetime, no more needed
- *Increases the value of your home
- *Maintains awesome comfort level
- *Reduces hot and cold spot
- *Less wear and tear of A/C unit
- *Rodent resistant
- *Prevents home from burning (Self extinguishes fire)
- *Environmentally friendly
- *Maintenance free
- *Impervious to moisture

STANDARD “R” INSULATION

- *Designed to absorb, slow down and transfer radiant heat
- *Heat resistor
- *Minimal savings
- *Never pays for itself
- *Gravity compacts and more needed later
- *No
- *Minimal comfort level
- *Home will have hot and cold spots
- *Standard wear and tear
- *Rodent haven
- *Will burn

- *No
- *Will need to maintain “R” rating, (compacts)
- *1 ½% moisture, effectiveness decreased by 36%
- R-19 + 1 ½% Moisture = R-12
- R-30 + 1 ½% Moisture = R-19
- R-36 + 1 ½% Moisture = R-23
- (HVAC Manual 10.6 : McGraw Hill)