

REFLECTIVE INSULATION: NOT JUST FOR COLD WEATHER



When homeowners discuss insulation, they usually address the challenge of keeping a house warm in cold temperatures. But, just as is the case with a thermos bottle, insulation should work to keep “cool stuff cool” as well as “warm stuff warm.”

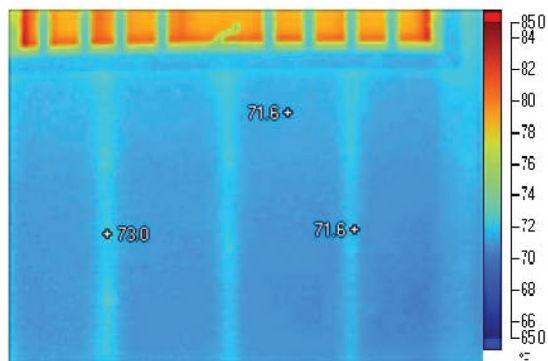
A few years ago, ESP Low-E conducted an experiment to show just how effective reflective insulation could be in keeping a home comfortable in warm weather.

Two neighbors in Springfield, Illinois agreed to take part in the experiment. They lived in houses that were each approximately 1,900 square feet, built within two months of one another by the same company and set just 50 yards apart. The main difference: One house was built using ESP Low-E® as a house wrap and insulation, and the other wasn't.

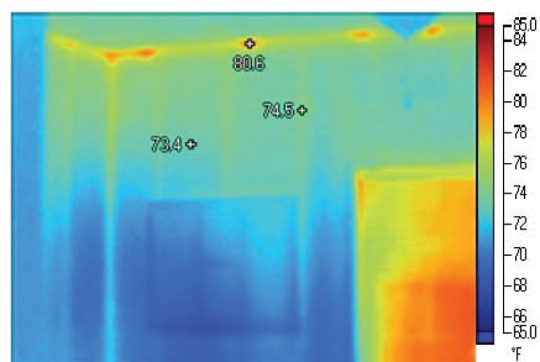
A picture is worth a thousand words

Thermal photography clearly shows the superior performance of the ESP Low-E® home on an 85-degree day. Low-E helped the home on the left maintain temperatures nearly ten degrees cooler than its neighbor.

HOME WITH LOW-E

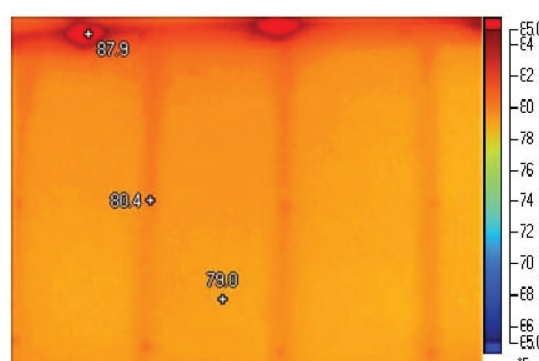
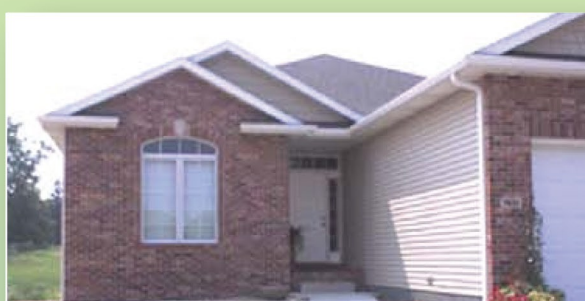


Low-E House Facing South 8/2/2007 4:17:22 PM

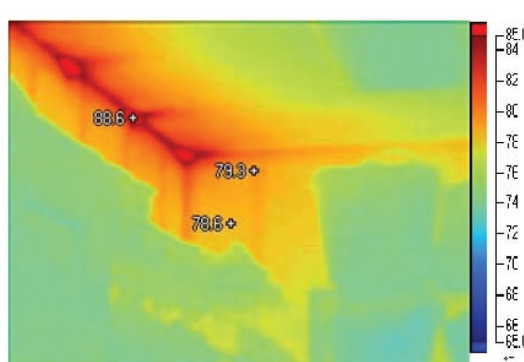


Low-E House Facing Southwest 8/2/2007 4:16:35 PM

HOME WITHOUT LOW-E



Non Low-E House Facing South 8/2/2007 4:27:42 PM



Non Low-E House Facing Southwest 8/2/2007 4:25:10 PM

Not only does this result show a difference in a home's comfort, but it also translates into cost savings for the home owner, as a lowered need to run an air conditioning unit can add up to substantial savings over the life of a home.

“For almost 20 years, ESP Low-E has been improving energy efficiency,” says Cory Groft, CEO of Environmentally Safe Products (ESP), ESP Low-E®'s manufacturer. With these thermal images, people can see for themselves just how much ESP Low-E® also benefits homeowners by lowering utility costs while increasing indoor comfort.”

ESP Low-E® can be used in all facets of construction where conventional insulations are used, such as house wrap, underslab, under roof, around water heaters or around ductwork. For more information about ESP Low-E housewrap and other Low-E products, call 1.800.560.5693.