



The Keys to Success





Credibility

The Key To Selling Success

Whatever the size of your company, its success is based on the credibility of the people who represent it.

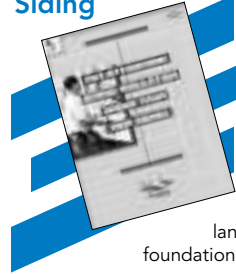
Credibility means your prospects believe in your judgment and expertise. They trust you to help them make sound decisions by providing accurate information about the products and services you represent.

Let the quality products of The Dow Chemical Company help you gain credibility in the home. We've put together a sales support kit that works as hard as you do to establish your credibility and, consequently, close the sale.

Hard-Working, Hard-Hitting Support Kit Makes Selling Easy

Your sales support kit for STYROFOAM* Brand Insulation contains everything you need to effectively sell insulation in a convenient, easy-to-use folder. And, to give you an edge in your customers' homes, we've put together a homeowners package chock-full of literature designed to support your total sales effort. Take advantage of the complete kit and make your job easier.

Homeowner Brochure: Put STYROFOAM Brand Insulation Under Your New Siding



A strong case for the real savings — in both energy and dollars — that STYROFOAM Brand Insulation can deliver. Explains the whys and hows of insulation and insulation performance in plain language. Make this piece the foundation of your pitch for insulation.

Form No. 179-6313

Canvasser Leave Behind: Facts You Should Know About Insulation

Compact, undersized brochure, introduces your prospects to the idea of residing and the advantages of adding STYROFOAM Brand Insulation when they decide to reside. Encourages the homeowner to call you.

Form No. 179-6282



Door Hanger



Increase selling efficiency with this unique door hanger. Promotes your whole residing business, including STYROFOAM Brand Insulation. Summarizes the important advantages of residing and adding insulation. Distribute in neighborhoods where you have a job under way.

Form No. 179-6161

Certificate Of Installation

Impressive-looking document for you to fill out and present to your customer after you've installed STYROFOAM Brand Insulation. Remind them to put this certificate in a safe place — it could help convince a potential homebuyer, if they decided to sell.



Form No. 179-6279

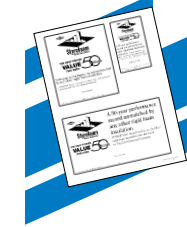
15-Year Limited Thermal Warranty

Most plastic foam insulation products lose a portion of their R-value after a period of time. STYROFOAM Brand Insulation is backed by a 15-year limited thermal performance warranty. Some sheathing products depend on a foil facing or other impermeable barrier to retain some of their R-value — a barrier that can tear or break down. Other sheathings absorb moisture, insulation's number-one enemy. STYROFOAM Brand Insulation is unique. What you see is what you get. It does not rely on surface treatments to help retain its R-value. Compare Dow's warranty to those of competitive products and sell the competitive edge.



Form No. 179-6331

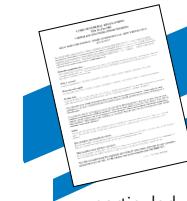
Ad Slicks



Use these ready-made ads — or build your own with furnished elements. Personalize with your business information. Ads and elements are reproduced in standard newspaper column widths, or they can be enlarged or reduced.

Form No. 179-6351

Code of Federal Regulations

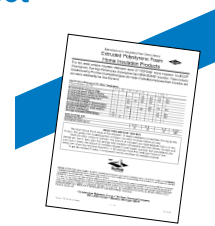


This document is important to you and, especially, to your customer. It's the wording of the law that requires installers to show customers insulation fact sheets. Show your customers this and put them on your side. It enhances your professionalism and builds credibility, particularly if you're competing with someone who hasn't shown an insulation fact sheet.

Form No. 179-6286

Insulation Fact Sheet

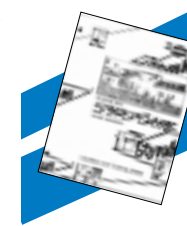
After you show the law, show your customers the fact sheet. It gives the R-values — the measure of insulating power — for various thicknesses of STYROFOAM Brand Insulation. Turn energy savings into a plus for you.



Form No. 179-7335

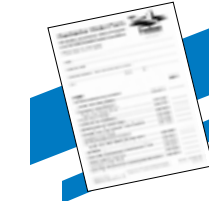
Installation And Trim Details Brochure

Great ideas, excellent tips for a professional job on trim details. Lots of photos and step-by-step instructions to help you determine the best treatment for windows, doors, corners, and sills when you install STYROFOAM Brand Insulation under siding. Keep this book handy and order extra copies for your installers.



Form No. 179-6308

Order Form



Use this handy order form to order copies of literature items in the kit.

Form No. 179-6283

DOW High Performance Underlayments— Full Line Brochure

Full-size brochure describes the complete line of DOW HPU products available and details the features and benefits of DOW High Performance Underlayment. The brochure explains that DOW HPU products provide a rigid, level surface on which to hang replacement siding, in addition to providing the insulation and reduced air infiltration properties needed for an energy efficient home.



Form No. 179-6428

The excellent reputation of both STYROFOAM Brand Insulation and The Dow Chemical Company will reflect well on you.



For sales information
1-800-232-2436

For technical information
1-800-441-4369

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The Dow Chemical Company
Building Materials
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1605 Joseph Drive
Midland, MI 48674
www.styrofoam.com



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Profitability

The Key To Growing Your Business

The key to increasing your company's profits is closing more jobs and earning more money on each job. But in today's competitive residing market, how do you close the sale and generate the greatest profits? By building your reputation on quality.

The decision to reside a home is a major financial consideration for homeowners. Consequently, homeowners are looking for a contractor who can provide quality products that will not only improve the appearance of their home but will also offer value for years to come.

Providing your customers with quality products and sales tools that demonstrate the value of adding insulation and showing them how they can reduce their heating and cooling bills will help you increase your closing ratio and earn more money on each job. Ultimately resulting in greater PROFITABILITY.

Demonstrate to Your Customers The Value of Putting STYROFOAM Brand Insulation Under Their Siding

Don't take our word for it. Use this Energy Savings Chart to demonstrate to your customers how putting STYROFOAM® Brand Insulation under their siding will not only reduce their heating and cooling costs but, the money they save will help pay for the residing job.

Calculating the savings is easy.

1. Locate your city or the one closest to you on the Yearly Energy Savings Chart. (pages 3-6)
2. Then go across and determine:
 1. whether existing insulation is **low** or **moderate**
 2. whether heating/cooling source is **gas** or **electric**
 3. the thickness of STYROFOAM Brand Insulation being used

In Example #1 — Evansville, IN, electric heat, 1/2" STYROFOAM Brand Insulation and low existing insulation — the estimated savings per year would be \$418.00.

Use this figure to determine savings over 5, 10 or 15 years.

Is Your Home Underinsulated?

If Your House Was Built—	It Probably Has This Much Insulation in the Walls	Approximate R-Value	1/2" STYROFOAM Brand Insulation Will Increase the Thermal Resistance (R-Value) of Your Walls by About
Before 1960	None	0	Over 100%
1960-1970	1 1/2"-2" Thin Batt	5-6	Over 50%
1970-1980	2 1/2"-3 1/2" Thick Batt	8-11	Over 40%
1980-1990	3 1/2"-3 3/4" Thick Batt	11-13	Over 35%

Yearly Energy Savings Estimate with STYROFOAM® Brand Insulation

Location & Climate	Existing Insulation	Heating/Cooling Source		Heating/Cooling Source		Heating/Cooling Source	
		Gas	Electric	Gas	Electric	Gas	Electric
Birmingham, AL 2882 HDD, 1825 CDD	Low Moderate	\$166 \$55	\$301 \$100	\$191 \$66	\$347 \$121	\$215 \$78	\$390 \$141
Montgomery, AL 2261 HDD, 2116 CDD	Low Moderate	\$157 \$52	\$262 \$88	\$181 \$63	\$303 \$105	\$203 \$73	\$341 \$123
Anchorage, AK 10540 HDD, 0 CDD	Low Moderate	\$347 \$116	\$840 \$281	\$400 \$139	\$969 \$337	\$450 \$163	\$1,091 \$394
Phoenix, AZ 1382 HDD, 3647 CDD	Low Moderate	\$187 \$63	\$252 \$84	\$215 \$76	\$290 \$101	\$243 \$88	\$327 \$118
Tucson, AZ 1601 HDD, 2769 CDD	Low Moderate	\$160 \$54	\$235 \$79	\$185 \$64	\$271 \$94	\$208 \$74	\$305 \$110
Fort Smith, AR 3394 HDD, 2077 CDD	Low Moderate	\$192 \$64	\$351 \$117	\$222 \$77	\$405 \$141	\$250 \$90	\$456 \$165
Little Rock, AR 3091 HDD, 2055 CDD	Low Moderate	\$181 \$61	\$326 \$109	\$209 \$73	\$376 \$131	\$236 \$85	\$424 \$153
Los Angeles, CA 1494 HDD, 472 CDD	Low Moderate	\$67 \$23	\$137 \$46	\$78 \$27	\$158 \$55	\$98 \$32	\$178 \$64
San Diego, CA 1275 HDD, 662 CDD	Low Moderate	\$68 \$23	\$127 \$43	\$78 \$27	\$147 \$51	\$88 \$32	\$165 \$60
San Francisco, CA 3238 HDD, 73 CDD	Low Moderate	\$109 \$37	\$261 \$87	\$126 \$44	\$301 \$105	\$142 \$51	\$339 \$122
Colorado Springs, CO 5996 HDD, 491 CDD	Low Moderate	\$216 \$72	\$497 \$166	\$249 \$87	\$573 \$199	\$281 \$101	\$645 \$233
Denver, CO 6083 HDD, 567 CDD	Low Moderate	\$222 \$74	\$507 \$169	\$256 \$89	\$584 \$203	\$288 \$104	\$658 \$238
Grand Junction, CO 5701 HDD, 1221 CDD	Low Moderate	\$235 \$79	\$502 \$168	\$271 \$94	\$579 \$201	\$305 \$110	\$652 \$235
Hartford, CT 6277 HDD, 706 CDD	Low Moderate	\$234 \$78	\$528 \$176	\$270 \$94	\$609 \$212	\$304 \$110	\$685 \$247
Wilmington, DE 5084 HDD, 1078 CDD	Low Moderate	\$209 \$70	\$447 \$149	\$241 \$84	\$516 \$179	\$271 \$98	\$581 \$210
Washington, D. C. 4828 HDD, 1083 CDD	Low Moderate	\$201 \$67	\$427 \$143	\$232 \$81	\$492 \$171	\$261 \$94	\$554 \$205
Jacksonville, FL 1357 HDD, 2721 CDD	Low Moderate	\$150 \$50	\$214 \$71	\$173 \$60	\$247 \$86	\$195 \$71	\$278 \$100
Miami, FL 185 HDD, 4045 CDD	Low Moderate	\$163 \$55	\$172 \$57	\$188 \$65	\$198 \$69	\$212 \$77	\$223 \$81
Tampa, FL 575 HDD, 3047 CDD	Low Moderate	\$137 \$46	\$164 \$55	\$158 \$55	\$189 \$66	\$178 \$64	\$213 \$77
Atlanta, GA 3070 HDD, 1566 CDD	Low Moderate	\$162 \$54	\$305 \$102	\$187 \$65	\$352 \$123	\$210 \$76	\$397 \$143
Savannah, GA 1967 HDD, 2194 CDD	Low Moderate	\$150 \$50	\$242 \$81	\$173 \$60	\$279 \$97	\$219 \$70	\$314 \$114
Boise, ID 5667 HDD, 744 CDD	Low Moderate	\$215 \$72	\$480 \$161	\$248 \$86	\$554 \$193	\$279 \$101	\$624 \$225
Chicago, IL 6151 HDD, 1015 CDD	Low Moderate	\$242 \$81	\$530 \$177	\$279 \$97	\$611 \$212	\$314 \$113	\$688 \$248
Springfield, IL 5448 HDD, 1158 CDD	Low Moderate	\$224 \$75	\$479 \$160	\$258 \$90	\$553 \$192	\$291 \$105	\$622 \$225
EVANSVILLE, IN 4625 HDD, 1265 CDD	Low Moderate	\$201 \$67	\$418 \$140	\$232 \$81	\$482 \$168	\$261 \$94	\$542 \$196
Indianapolis, IN 5620 HDD, 951 CDD	Low Moderate	\$222 \$74	\$485 \$162	\$256 \$89	\$559 \$194	\$288 \$104	\$630 \$227
South Bend, IN 6280 HDD, 684 CDD	Low Moderate	\$233 \$78	\$527 \$176	\$269 \$93	\$608 \$211	\$303 \$109	\$684 \$247
Des Moines, IA 6447 HDD, 812 CDD	Low Moderate	\$243 \$81	\$545 \$182	\$298 \$98	\$629 \$219	\$316 \$114	\$708 \$256
Topoka, KS 5201, HDD, 1388 CDD	Low Moderate	\$225 \$75	\$468 \$157	\$258 \$90	\$540 \$188	\$292 \$105	\$668 \$220
Lexington, KY 4648 HDD, 1157 CDD	Low Moderate	\$198 \$66	\$415 \$139	\$228 \$79	\$479 \$167	\$257 \$93	\$540 \$195
Louisville, KY 4539 HDD, 1357 CDD	Low Moderate	\$202 \$68	\$414 \$139	\$233 \$81	\$478 \$166	\$262 \$95	\$538 \$194
Baton Rouge, LA 1573 HDD, 2543 CDD	Low Moderate	\$151 \$50	\$224 \$75	\$174 \$60	\$259 \$90	\$195 \$71	\$291 \$105
New Orleans, LA 1932 HDD, 2578 CDD	Low Moderate	\$146 \$49	\$211 \$71	\$188 \$59	\$243 \$85	\$190 \$68	\$274 \$99
Shreveport, LA 2265 HDD, 2365 CDD	Low Moderate	\$166 \$56	\$272 \$91	\$192 \$67	\$314 \$109	\$216 \$78	\$354 \$128
Bangor, ME 7998 HDD, 243 CDD	Low Moderate	\$272 \$91	\$647 \$216	\$314 \$109	\$746 \$259	\$354 \$128	\$840 \$303
Portland, ME 7305 HDD, 245 CDD	Low Moderate	\$250 \$83	\$592 \$198	\$288 \$100	\$682 \$237	\$324 \$117	\$768 \$278
Baltimore, MD 4946 HDD, 1134 CDD	Low Moderate	\$207 \$69	\$438 \$146	\$238 \$83	\$505 \$176	\$268 \$97	\$569 \$206
Cumberland, MD 4002 HDD, 1289 CDD	Low Moderate	\$182 \$61	\$369 \$123	\$209 \$73	\$426 \$148	\$236 \$85	\$479 \$173
Boston, MA 6775 HDD, 695 CDD	Low Moderate	\$217 \$72	\$487 \$163	\$250 \$87	\$562 \$195	\$292 \$102	\$633 \$229
Detroit, MI 5997 HDD, 922 CDD	Low Moderate	\$233 \$78	\$514 \$172	\$269 \$93	\$592 \$206	\$303 \$109	\$667 \$241
Grand Rapids, MI 6777 HDD, 590 CDD	Low Moderate	\$246 \$82	\$563 \$188	\$283 \$99	\$649 \$226	\$319 \$115	\$731 \$264
St. St. Marie, MI 9282 HDD, 119 CDD	Low Moderate	\$310 \$104	\$744 \$249	\$379 \$124	\$858 \$299	\$482 \$145	\$967 \$349

The Money You Save From Reduced Energy Costs Stays In Your Pocket and Will Help Pay For Your Residing Job.

Calculate Your Cumulative Estimated Savings:

_____ x 5 = _____ 5 Year Savings
(estimated yearly savings)

_____ x 15 = _____ 15 Year Savings
(estimated yearly savings)

Example: 5 Year Estimated Savings:

\$418.00 x 5 = \$2,090.00 5 Year Estimated Savings
Based on a home in Evansville, Indiana with electric heat, low existing insulation and 1/2" STYROFOAM Brand Insulation

Yearly Energy Savings Estimate with STYROFOAM® Brand Insulation (cont.)

Location & Climate	Existing Insulation	1/2" STYROFOAM Brand Insulation R-value = 2.8		1/2" STYROFOAM Brand Insulation R-value = 3.8		1" STYROFOAM Brand Insulation R-value = 5	
		Gas	Electric	Gas	Electric	Gas	Electric
Duluth, MN 9918 HDD, 157 CDD	Low Moderate	\$332 \$111	\$796 \$266	\$383 \$133	\$919 \$319	\$431 \$156	\$1,034 \$374
Minneapolis, MN 8060 HDD, 773 CDD	Low Moderate	\$295 \$99	\$672 \$225	\$340 \$118	\$775 \$270	\$383 \$138	\$873 \$315
Rochester, MN 8100 HDD, 442 CDD	Low Moderate	\$283 \$95	\$663 \$221	\$327 \$114	\$764 \$266	\$368 \$133	\$861 \$311
Jackson, MS 2424 HDD, 2330 CDD	Low Moderate	\$170 \$57	\$284 \$95	\$196 \$68	\$327 \$114	\$221 \$80	\$368 \$133
St. Louis, MO 4860 HDD, 1467 CDD	Low Moderate	\$217 \$72	\$444 \$149	\$250 \$87	\$512 \$178	\$282 \$102	\$577 \$208
Springfield, MO 4509 HDD, 1311 CDD	Low Moderate	\$199 \$67	\$410 \$137	\$230 \$80	\$473 \$165	\$259 \$93	\$533 \$192
Great Falls, MT 7454 HDD, 450 CDD	Low Moderate	\$263 \$88	\$611 \$204	\$303 \$105	\$705 \$245	\$341 \$123	\$794 \$287
Helena, MT 7817 HDD, 328 CDD	Low Moderate	\$270 \$90	\$536 \$182	\$311 \$108	\$733 \$255	\$350 \$127	\$826 \$298
Omaha, NE 5968 HDD, 1130 CDD	Low Moderate	\$240 \$80	\$519 \$174	\$277 \$96	\$599 \$208	\$312 \$113	\$675 \$244
Las Vegas, NV 2399 HDD, 3043 CDD	Low Moderate	\$197 \$66	\$309 \$103	\$227 \$79	\$357 \$124	\$256 \$92	\$402 \$145
Concord, NH 7425 HDD, 463 CDD	Low Moderate	\$262 \$88	\$510 \$170	\$302 \$105	\$703 \$245	\$340 \$123	\$792 \$286
Newark, NJ 4956 HDD, 1009 CDD	Low Moderate	\$202 \$68	\$434 \$145	\$233 \$81	\$501 \$174	\$263 \$95	\$564 \$204
Albuquerque, NM 4423 HDD, 1257 CDD	Low Moderate	\$194 \$65	\$401 \$131	\$224 \$78	\$463 \$163	\$252 \$91	\$521 \$188
Roswell, NM 3486 HDD, 1539 CDD	Low Moderate	\$174 \$58	\$338 \$113	\$201 \$70	\$389 \$135	\$226 \$82	\$438 \$158
Albany, NY 6770 HDD, 619 CDD	Low Moderate	\$247 \$82	\$564 \$198	\$284 \$99	\$650 \$226	\$320 \$116	\$732 \$264
Buffalo, NY 6721 HDD, 509 CDD	Low Moderate	\$241 \$80	\$555 \$186	\$278 \$97	\$640 \$223	\$313 \$113	\$721 \$260
New York, NY 5022 HDD, 834 CDD	Low Moderate	\$198 \$66	\$433 \$145	\$228 \$79	\$499 \$174	\$256 \$93	\$562 \$203
Ashville, NC 4203 HDD, 763 CDD	Low Moderate	\$168 \$56	\$365 \$122	\$194 \$67	\$420 \$146	\$218 \$79	\$473 \$171
Charlotte, NC 3412 HDD, 1934 CDD	Low Moderate	\$172 \$58	\$332 \$111	\$199 \$69	\$383 \$133	\$224 \$81	\$431 \$156
Bismarck, ND 8992 HDD, 496 CDD	Low Moderate	\$315 \$105	\$736 \$246	\$363 \$126	\$849 \$285	\$409 \$148	\$956 \$345
Columbus, OH 5493 HDD, 789 CDD	Low Moderate	\$211 \$71	\$468 \$157	\$244 \$85	\$540 \$188	\$274 \$99	\$608 \$220
Oklahoma City, OK 3825 HDD, 1834 CDD	Low Moderate	\$197 \$66	\$376 \$126	\$227 \$79	\$434 \$151	\$256 \$92	\$488 \$176
Tulsa, OK 3732 HDD, 2072 CDD	Low Moderate	\$203 \$68	\$378 \$126	\$234 \$81	\$452 \$153	\$264 \$95	\$491 \$177
Portland, OR 4577 HDD, 272 CDD	Low Moderate	\$161 \$54	\$375 \$125	\$186 \$65	\$433 \$151	\$209 \$76	\$487 \$176
Philadelphia, PA 4923 HDD, 1065 CDD	Low Moderate	\$203 \$68	\$434 \$145	\$234 \$82	\$500 \$174	\$264 \$95	\$563 \$203
Pittsburgh, PA 5907 HDD, 648 HDD	Low Moderate	\$219 \$73	\$496 \$166	\$253 \$88	\$572 \$199	\$285 \$103	\$644 \$233
Providence, RI 6022 HDD, 693 CDD	Low Moderate	\$225 \$75	\$507 \$169	\$259 \$90	\$584 \$203	\$292 \$105	\$658 \$238
Charleston, SC 2194 HDD, 2005 CDD	Low Moderate	\$150 \$50	\$253 \$84	\$173 \$60	\$291 \$101	\$195 \$70	\$328 \$119
Columbia, SC 2666 HDD, 2110 CDD	Low Moderate	\$170 \$57	\$294 \$98	\$196 \$68	\$340 \$118	\$220 \$80	\$382 \$138
Greenville, SC 3220 HDD, 1400 CDD	Low Moderate	\$160 \$54	\$311 \$104	\$185 \$64	\$359 \$125	\$208 \$75	\$404 \$146
Pierre, SD 7358 HDD, 934 CDD	Low Moderate	\$278 \$93	\$623 \$208	\$321 \$112	\$718 \$250	\$361 \$130	\$809 \$292
Knoxville, TN 3818 HDD, 1514 CDD	Low Moderate	\$184 \$62	\$363 \$121	\$213 \$74	\$419 \$146	\$239 \$86	\$472 \$170
Memphis, TN 3259 HDD, 2069 CDD	Low Moderate	\$188 \$63	\$340 \$116	\$216 \$75	\$392 \$136	\$244 \$88	\$442 \$160
Nashville, TN 3609 HDD, 1552 CDD	Low Moderate	\$179 \$60	\$348 \$116	\$206 \$72	\$401 \$140	\$232 \$84	\$452 \$163
Amarillo, TX 4331 HDD, 1377 CDD	Low Moderate	\$196 \$65	\$399 \$133	\$226 \$79	\$460 \$160	\$254 \$92	\$518 \$187
Houston, TX 1346 HDD, 2891 CDD	Low Moderate	\$157 \$52	\$270 \$93	\$181 \$63	\$353 \$128	\$203 \$73	\$285 \$103
Salt Lake City, UT 5975 HDD, 941 CDD	Low Moderate	\$233 \$78	\$513 \$173	\$269 \$93	\$591 \$209	\$303 \$109	\$666 \$240
Burlington, VT 7932 HDD, 365 CDD	Low Moderate	\$275 \$92	\$646 \$216	\$317 \$110	\$745 \$259	\$357 \$129	\$839 \$303
Norfolk, VA 3609 HDD, 1586 CDD	Low Moderate	\$180 \$60	\$349 \$117	\$208 \$72	\$403 \$140	\$234 \$85	\$454 \$164
Richmond, VA 3895 HDD, 1323 CDD	Low Moderate	\$179 \$60	\$362 \$121	\$207 \$72	\$417 \$145	\$233 \$84	\$470 \$170
Ro							



For sales information
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For technical information
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The Dow Chemical Company
Building Materials
200 Larkin Center
Midland, MI 48674
www.styrofoam.com



Contractor Order Form

Residing Contractor Sales Program
For STYROFOAM* Brand Insulation

Please type or print legibly



NAME _____

COMPANY NAME _____

SHIPPING ADDRESS (Sorry, we cannot ship to P.O. Box) _____

CITY _____

STATE _____

ZIP _____

ITEM

QTY[†]

STYROFOAM Brand Insulation

Under Your New Siding.....179-6313 _____

Canvasser Leave-Behind

“Facts You Should Know”.....179-6282 _____

Pocket Door Hanger.....179-6161 _____

Certificate of Installation.....179-6279 _____

15-Year Thermal Warranty.....179-6331 _____

Ad Slicks (max. 1).....179-6351 _____

Code of Federal Regulations.....179-6286 _____

Insulation Fact Sheet (max. 1).....179-7335 _____

Installation & Trim Details Brochure179-6308 _____

DOW High Performance Underlayments –

Full Line Brochure179-6428 _____

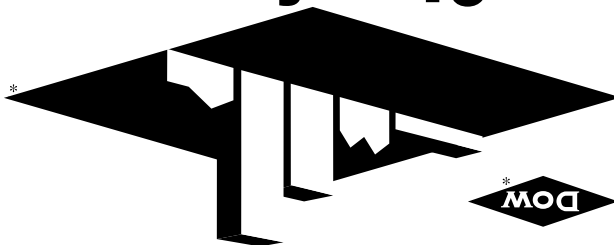
Energy Payback Wheel (max. 1).....179-6453 _____

Contractor Order Form.....179-6283 _____

Energy Payback Form (max. 1).....179-6404 _____

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Styrofoam[®] Brand Insulation



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