

THIS IS YOUR MOMENT ...



TO MEET THE GREEN CHALLENGE.





## **SEIZE YOUR MOMENT. CHOOSE TO BUILD A BETTER TOMORROW.**

The high costs of energy and global climate change are creating great challenges for builders, homeowners and the building industry. However, the *opportunities* are also great. This is your moment to:

- Build your company identity
- Strengthen your bottom line
- Decrease your environmental impact
- Reduce home ownership costs
- Potentially qualify for tax-based incentives and fast-track permitting and zoning

With the invention of BLUE™ STYROFOAM™ Brand Extruded Polystyrene Foam Insulation more than 60 years ago, Dow began its legacy of sustainability with durable products designed to perform for the life of the home. Together, we can continue to build a brighter, greener future based on the solid history of BLUE™ performance.

®™Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow

™The color BLUE is a trademark of The Dow Chemical Company



## LEADING SOLUTIONS FOR HOME BUILDERS.

**LEED.** Incorporating Dow products into building designs can help your homes obtain LEED certification. LEED for Homes is a rating system developed by the U.S. Green Building Council to promote the design and construction of high-performance green homes. Dow's integrated solutions may help you achieve 25 to 51 points toward LEED certification as detailed in our publication, Tech Solutions 212.0.

**NAHB.** Our products can also help your homes achieve certification from the NAHB Green Building Program. Tech Solutions 213.0 explains how Dow products can help home builders earn 92 to 155 points toward the NAHB certification.

*Dow's Tech Solutions publications are available from your Dow sales representative or online at [www.insulateyourhome.com](http://www.insulateyourhome.com).*

### GOING BEYOND THE CODE PAYS OFF

Comparison Criteria	Code Home	Certified LEED Home	Difference	
			(\$/Month)	(\$/Day)
Sticker Price	\$300,000	\$308,500		
Mortgage Payment	\$1,890	\$1,945	+ \$55	+ \$1.80
Energy Bill	\$150	\$105	- \$45	- \$1.50
Water Bill	\$30	\$20	- \$10	- \$0.30
Net Cost of Ownership	\$2,070	\$2,070	<b>- \$0</b>	<b>- \$0</b>

Calculation approved by U.S. Green Building Council. LEED (Leadership in Energy and Environmental Design) is a trademark of the USGBC.

*An additional investment of \$8,500 for energy-efficiency improvements, such as insulation from Dow, can result in the same net cost of ownership as that of a home built to code only.*

*Energy efficiency is the most quantifiable*

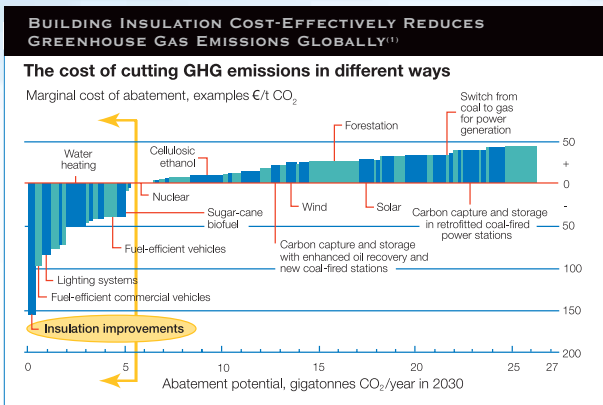


## SMALL CHANGE, BIG IMPACT.

Insulation improvements may seem like a small change, but they are one of the most cost-effective ways to achieve long-term energy efficiency while reducing greenhouse gas (GHG) emissions.


McKinsey & Company studied the costs of implementing various GHG abatement options. As shown below, “insulation improvements” is among the more economical measures at the left of the arrows that provide the fastest payback and should be implemented before doing any of the other measures. And “insulation improvements” is by far the best measure in terms of a negative marginal cost.

**Bottom line: Building insulation is a small investment offering long-reaching benefits, including energy savings for the homeowner, satisfied customers and reduced GHG emissions.**



Source: Study conducted by McKinsey & Company, and Vattenfall

(1) Graph represents only a few of the abatement options researched. For the graph in its entirety, visit [www.mckinseyquarterly.com/A\\_cost\\_curve\\_for\\_greenhouse\\_gas\\_reduction\\_1911](http://www.mckinseyquarterly.com/A_cost_curve_for_greenhouse_gas_reduction_1911).



*Achieving a comfortable, energy-efficient home requires... a whole building approach. This perspective views the house as an integrated system with each component working together to achieve greater energy efficiency and comfort.*

– U.S. Department of Energy, Energy Efficiency and Renewable Energy ([www.eere.energy.gov](http://www.eere.energy.gov))

---

## **THE HOME AS A WHOLE.**

It's important that each part of the building structure works together to achieve maximum energy efficiency. As a seasoned expert in building science, Dow understands how the overall structure performs under various conditions and offers a package of integrated solutions that can work as a whole in many combinations:

- STYROFOAM™ Brand Extruded Polystyrene Foam Insulation
- Dow Polyisocyanurate Insulation
- STYROFOAM™ Brand Spray Polyurethane Foam Insulation\*
- FROTH-PAK™ Foam Insulation kit\* and FROTH-PAK™ Foam Sealant kit
- WEATHERMATE™ Weather Barrier Solutions (housewraps, flashings, construction tape and more)
- GREAT STUFF PRO™ Insulating Foam Sealants and Adhesives



## A PRIME OPPORTUNITY FOR BUILDERS.

According to the National Association of Home Builders (NAHB), 40-50 percent of the homes built in 2010 are expected to be green. Already, more than half of NAHB members are incorporating green practices. Be part of the group that is leading the way.

There are many reasons why it's a good idea to build green for your customers:

- Reduced impact on the environment (less resource consumption, waste and GHG emissions)
- Considerably lower utility costs over the life span of the home
- Higher resale value and lower mortgage rates (certified green homes tend to sell for more and to sell faster)
- More comfortable indoor environment

## A PRIME OPPORTUNITY FOR HOMEOWNERS.

- Considerably lower utility costs
- Higher resale value
- More comfortable indoor environment

NOTICE: No freedom from any patent owned by Dow or others is to be inferred. Because use conditions and applicable laws may differ from one location to another and may change with time, Customer is responsible for determining whether products and the information in this document are appropriate for Customer's use and for ensuring that Customer's workplace and disposal practices are in compliance with applicable laws and other government enactments. Dow assumes no obligation or liability for the information in this document. NO EXPRESS WARRANTIES ARE GIVEN EXCEPT FOR ANY APPLICABLE WRITTEN WARRANTIES SPECIFICALLY PROVIDED BY DOW. ALL IMPLIED WARRANTIES INCLUDING THOSE OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE ARE EXPRESSLY EXCLUDED.

STYROFOAM™ Brand Spray Polyurethane Foam contains isocyanate, hydrofluorocarbon blowing agent and polyol. Read the instructions and Material Safety Data Sheets carefully before use. Wear protective clothing, gloves, goggles and proper respiratory protection. Supplied air or an approved air-purifying respirator equipped with an organic vapor sorbent and a particle filter is required to maintain exposure levels below ACGIH, OSHA, WEEL or other applicable limits. Provide adequate ventilation. Contents under pressure. STYROFOAM™ Brand SPF should be installed by a trained SPF applicator.

FROTH-PAK™ Polyurethane Spray Foam contains isocyanate, hydrofluorocarbon blowing agent and polyol. Read the instructions and Material Safety Data Sheets carefully before use. Wear protective clothing, gloves, goggles or safety glasses, and proper respiratory protection. Supplied air or an approved air-purifying respirator equipped with an organic vapor sorbent and a particle filter may be required to maintain exposure levels below ACGIH, OSHA, WEEL or other applicable limits. Provide adequate ventilation. Contents under pressure.

GREAT STUFF PRO™ Sealants and Adhesives contain isocyanate and a flammable blowing agent. Read the label and Material Safety Data Sheet carefully before use. Eliminate all sources of ignition before use. Wear gloves, and goggles or safety glasses. Provide adequate ventilation or wear proper respiratory protection. Contents under pressure.

Dow Building Solutions • 200 Larkin • Midland, MI 48674  
450 – 1st St. SW • Suite 2100 • Calgary AB T2P 5H1  
[www.insulateyourhome.com](http://www.insulateyourhome.com) • 1-866-583-BLUE (2583)

a proud partner of



®™Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow  
Habitat for Humanity is a registered service mark owned by Habitat for Humanity International