



SAN ANTONIO AREA INSULATION INSTALLER DRIVES BUSINESS WITH NEW PRODUCT

Surge in activity attributed to advanced energy efficiency and cost saving solutions

In today's economy, local insulation installer Troy Cunningham sees customers making choices on the basis of cost as much as on quality. So what could be better than the opportunity to grow his business by offering a new solution that satisfies both requirements?

Homes, even well-built homes, can suffer from too much air infiltration, which can occur in a variety of locations around the house. Not only does air infiltration make the furnace and air conditioning units work harder and increase energy use, but air can carry pollutants, allergens, pests and moisture that can lead to mold growth. Air infiltration also has one of the largest impacts on heating and cooling energy-related bills, and can increase those monthly costs by 25 to 40 percent. Proper sealing can help prevent those issues.

Cunningham, an Owens Corning Certified Energy Professional, recently added EnergyComplete™ with Flexible Seal Technology, a whole home insulation and air sealing system, to his company's menu of insulation solutions. "The EnergyComplete system has several excellent tangible benefits for my customers, as well as for my business," noted Cunningham. "Showing customers the data for each option helps them make an informed decision and the result has had a positive impact on my business. Just in the first two months, my team has installed the EnergyComplete system in a dozen new homes."

When installed during the construction of a new home, the EnergyComplete system reduces air infiltration by up to 70 percent and heating and cooling bills by as much as one-third.* Besides the excellent, energy-efficient properties of the EnergyComplete system, Cunningham knows that it provides an excellent sound barrier: "I show customers Sound Transmission Class (STC) ratings, which prove that this system beats full-cavity spray foam hands down. Since I also know that it puts a higher R-value in the wall, I ask my clients 'why pay more for fewer benefits?'"

In Cunningham's market, the EnergyComplete system is roughly half the price of full-cavity spray foam, an alternative system of air sealing and insulating.

Since there are a lot of under insulated homes in the U.S., Cunningham sees additional opportunity for existing home owners who want to save money on their energy bills. "The current administration definitely has raised awareness of energy efficiency. I find that about half of my homeowner customers who inquire about energy-efficient products are aware of potential tax incentives, while others have no clue about the up-front savings, but want to reduce their energy bills. Cutting-edge products like the EnergyComplete system help me satisfy both requests for folks who want to improve the energy efficiency of an existing home," says Cunningham.

Among his builder clients is Richard Laughlin, president of Laughlin Homes and Restoration, Inc., of Fredericksburg, Texas. Laughlin, a Certified Green Professional™ (CGP), and Certified Graduate Builder (CGB), chose to use the EnergyComplete system for a home he recently completed for his daughter and her family. He realized he could get maximum performance, while helping his daughter save energy and save money, by downsizing the HVAC unit during construction and she then could reap ongoing benefits through lower utility bills for the life of the home.

Laughlin says, "I know that saving money and using quality materials are not mutually exclusive. The EnergyComplete system has the capacity to make my customers' homes and my family's home more airtight and to save energy, while also saving them money."



COST SAVINGS

The installer: Troy Cunningham, owner, T & N Insulation

Cunningham embodies a high standard of service, keeping job sites clean. He sees an expanding market for energy-efficient products and says that introducing the EnergyComplete system has helped his company excel. "The EnergyComplete system offers a great story in terms of its exceptional thermal and energy-efficient properties. When we can talk intelligently about the various options available it heightens our credibility with the customer," says Cunningham.

"In addition, either I or my most senior employee walk each job site and inspect the install before declaring the project complete. The easy-to-use EnergyComplete materials and equipment make it effortless for us to maintain our reputation for keeping a neat job site."

The builder: Richard Laughlin, president, Laughlin Homes and Restoration, Inc.

With work featured in *InStyle*, *Town & Country* and *Southern Home*, and a specialty in building elegant custom homes, Laughlin has developed a reputation for finding products that can improve a home while saving the owner money, both during the build and for the life of the home.

"One of my specialties is retrofitting salvaged material from historic buildings to update and beautify modern spaces," Laughlin says. "But what is behind the walls is as important as the finished look, which is why I aggressively seek beautifully efficient and cost-effective solutions like the EnergyComplete system."



The PINK foam-based air sealing component of the EnergyComplete™ system helps reduce air infiltration by up to 70 percent.



Owens Corning PINK Fiberglass insulation is made of at least 40 percent certified recycled content, the highest amount in North America for fiberglass, making Owens Corning the largest user of recycled glass in North America.



Using proven PINK FIBERGLAS™ blown-in insulation, combined with a PINK foam-based sealant, the EnergyComplete™ system delivers advanced energy efficiency and acoustical performance.

Resources

For interviews, high-resolution images or more information, please call Owens Corning media relations at 503-973-9220 or email OCmediarelations@thinkmh.com.

* The average residential energy use for space heating and cooling is 39%. Buildings Energy Data Book, 2008, U.S. Department of Energy (DOE). Savings vary. To find out more, contact your Owens Corning sales representative. Savings estimates are based on comparison to an average new U.S. home. The savings percentages compare the performance of a new home built to meet minimum insulation code requirements in a particular location to a new home insulated with the EnergyComplete™ System that meets or exceeds the DOE recommended insulation levels. The 1/3 savings on heating and cooling was calculated on a 2-story, 3,100-sq.-ft. new home with a basement in Denver, CO.