



Profits. Performance. Protection.

By offering *Silver Shield® Radiant Barrier* as a **cost-effective upgrade**, you can increase customer satisfaction and your profitability at the same time. This preferred option **increases energy-efficiency, reduces utility bills** and **improves overall comfort**.

"During the construction of several homes in a subdivision, a builder noted his crew kept taking lunch breaks in the home that had the radiant barrier installed below the roof sheathing...and was told that this was the most comfortable home in the whole development. You'll find a radiant barrier in your home can offer some significant benefits."

Ken Sheinkopf, National Columnist, Florida Solar Energy Center

Silver Shield® Radiant Barrier:

- Highest Performing Radiant Barrier Product and Application
- Saves Energy and Improves Comfort
- Reduces Attic Temperatures Up to 30° F
- Improves Duct and Insulation Performance
- Cools Bonus Rooms and Other Problem Areas
- Helps Homes Qualify for New Energy Policy Act Rebates
- Green Building Material
(8 points towards NAHB Green Guidelines)

FI-FOIL'S BUILDER RADIANT BARRIER PROGRAM

- Profitable, Easy-to-Sell Option
- Onsite Service & Training Program
- Ongoing Sales Support
- Point-of-Purchase Displays Available at No Charge
- Homebuyer Literature & Videos Available
- 20-Year Transferable Warranty
- Knowledgeable Representatives Available

Find out how our solutions can impact your success.
1-800-448-3401 • www.FiFoil.com



OUR SOLUTIONS REFLECT ON YOU!



High-Performance Radiant Barrier System VS. Spray Foam Insulation



The Truth About Foam Insulation:

Higher Cost. Fewer Benefits. Greater Liability.

What's the problem with Foam Insulation Systems?

- Building Codes require a 1-perm or less vapor retarder installed between the shingles and the roof deck. The vapor retarder will get punctured when the shingles are installed. Thus, an expensive self-sealing membrane is required.
- Houses with foam insulation should be subjected to a "Blower Door Test Protocol" with the attic door open to determine the air-tightness of the entire building shell - including the un-vented roof. Otherwise, how can you be assured of an airtight envelope? Small areas not sealed could add up to big problems down the road.

Vented Attic vs. Un-Vented Attic

	FI-FOIL'S SILVER SHIELD® HIGH-PERFORMANCE RADIANT BARRIER	SPRAY FOAM INSULATION SYSTEMS <i>(marketed as Icynene and Demilec insulation)</i>
COST	Radiant Barrier + R-30 Fiberglass Batt Insulation = \$1.25 per square foot installed.	Low density .05 lb. Spray Foam Insulation = \$2.00-\$2.50 per square foot for R-19 value.
ENERGY SAVINGS	12% for vented attic radiant barrier system vs. standard R-19 insulation. Peak demand reductions: 16%.	9% compared to standard R-19 insulation on ceilings as tested by the Florida Solar Energy Center Flexible Roofing Facility, 2000. Peak demand reductions: 5%.
AVAILABILITY	In-stock and ready for shipment through a nationwide network of Distributors & Insulation Contractors.	Only available through licensed dealers and distributors. Limited shelf life.
SERVICE	Fi-Foil field and inside support personnel, along with insulation contractors, readily available to service your needs on a local level.	Must rely on licensed dealers and distributors to service your needs on a local level.
IMPACT ON ROOFING MATERIALS	Peak shingle temperatures increase 2-5 degrees. Shingle warranties are not impacted.	Peak shingle temperatures measure 9-12 degrees hotter than an Attic Radiant Barrier and roof sheathing temperatures are 23 degrees hotter than normal.
WARRANTY	20-Year Transferable Limited Warranty, including labor. The product can be easily replaced by removing and stapling a new section. No registration is required. Transferrable to ALL subsequent building owners.	Lifetime Limited Warranty to the original purchaser if registered with the manufacturer's warranty department within 30 days of occupancy. The manufacturer's sole responsibility is to replace any defective product at material cost only. They are not responsible for labor or any other costs whatsoever.
MARKET TESTED	Radiant Barriers have been market tested for 20+ years.	Still to be determined.
ATTIC VENTILATION	Vented or unvented Vented = greater savings	Unvented – Attic must be completely sealed.
MOISTURE ABSORPTION	No	Yes
ROOF TYPE COMPATIBILITY	All	Limited
FIELD TESTING	Not required	Recommended