

1. The "super" in superior insulation. Styrofoam® SM brand insulation is an extruded polystyrene foam with an insulation value of R-5 per inch, which is super. And Styrofoam SM retains its high insulation value for years and years and years, which is the real "super" in superior.

2. A real toughie. Unlike many other forms of insulation Styrofoam SM has a high compressive strength, so you can nail it up without worries about splitting. And once it's up, moisture resistant Styrofoam SM insulation stays put, without any worries about mildew, rot, sag or crumble.

3. Measure the savings in dollars and sense. The high insulation value and the high insulation quality of Styrofoam SM will reward you with more than just satisfaction and comfort. Because when installed from roof line to footings, Styrofoam SM brand insulation can save you up to 25% on home heating costs. Make sense? You bet.

4. Nice and easy does it. Styrofoam SM insulation is easy to work with and apply. No special tools are required. The lightweight, rigid boards always cut evenly and go up smoothly, no matter what the application.

5. Nothing covers better. Each Styrofoam SM insulation board covers 16 square feet. And because it cuts so easily, Styrofoam SM can fit around windows and doors or virtually anywhere you need it with no gaps or voids, only a huge reduction in energy loss.

6. The perfect backup for a born-again exterior. Styrofoam SM brand insulation can be installed over old siding and under virtually any type of new siding, by simply nailing it to the old exterior or siding and nailing your new siding right through the Styrofoam SM insulation to the frame. This will significantly reduce heat loss and heat gain through your exterior walls.

7. Add more comfort to your new home or addition. Using Styrofoam SM brand insulation in place of conventional non-insulating sheathing has distinct advantages such as: increased R-Value, total stud wall protection, added value to your home, and the all important "peace of mind".

8. Styrofoam SM in the basement. Interior or exterior basement insulation with Styrofoam SM can prevent up to 20% of your home's heat loss, compared to an uninsulated basement.

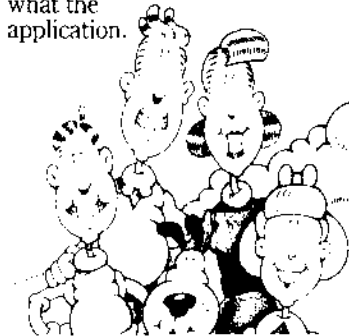
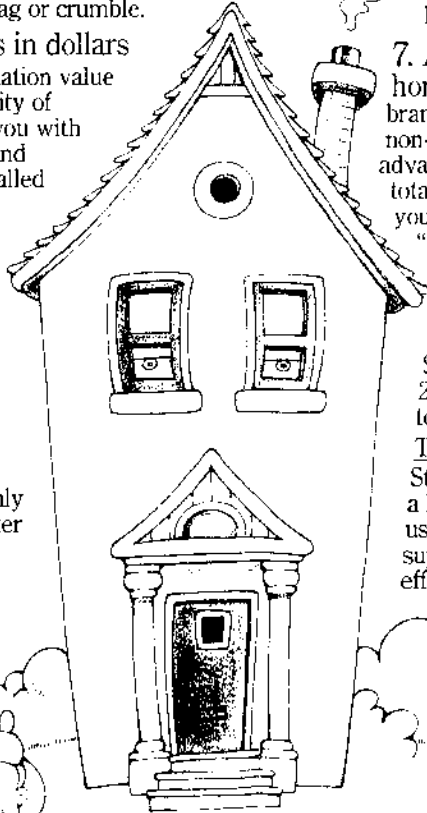
The Outside Story
Styrofoam SM brand insulation makes a highly effective thermal barrier when used outside basement walls. It provides superior protection from the deteriorating effects of ad-freezing forces.

And Styrofoam SM is an excellent way to insulate your basement without any loss of interior space or the need for interior frame wall building.

The Inside Story
Styrofoam SM brand insulation is the perfect interior basement insulation. It goes up easily. Fastens to basement walls in a number of different ways. Minimizes space loss. Additionally, Styrofoam SM is the perfect insulation to use on basement floors, for added warmth or comfort for family or rec rooms.

9. The perfect ceiling sealer. Styrofoam SM is the insulation best suited for those tough to insulate applications such as cathedral and beamed ceilings. Its unique properties provide high insulation value using only minimal space. Styrofoam SM insulation can even be used on exterior roof surfaces when reroofing is performed. In addition, it offers the most efficient alternative to improve the comfort level of rooms located over garages by simply insulating the garage ceiling.

10. The builder's choice. Styrofoam SM insulation is used by many of Canada's leading builders of energy efficient homes. Each year millions of board feet of Styrofoam SM brand insulation are used for new and retrofit construction. Styrofoam SM has also been specified the world over by leading architects and builders more than 40 years. These credentials are hard earned, well deserved and all yours when you choose Styrofoam SM brand insulation from Dow Chemical Canada Inc.



#1 FOR A LOT OF REASONS