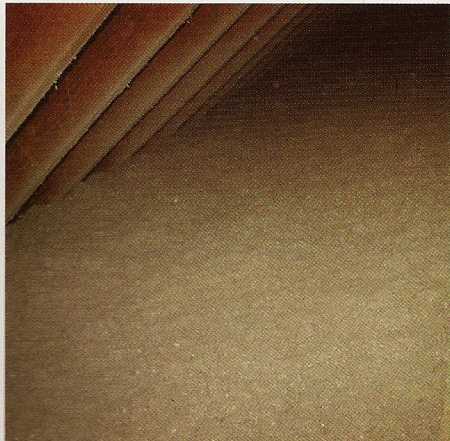


The natural way
to insulate your home.



Energy Control Cellulose Insulation



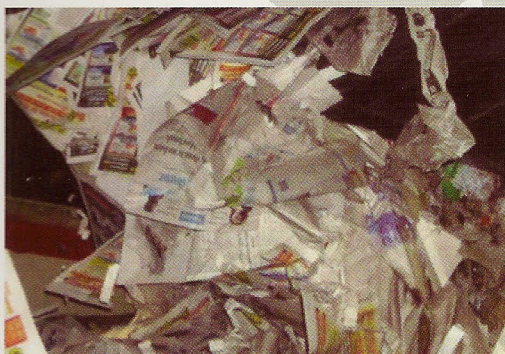
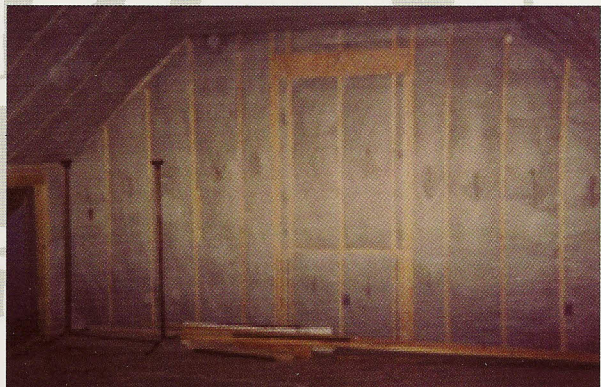
The superior performance of Energy Control Cellulose Insulation provides you with comfort, protection, value and a responsibly “green” choice for your home and the environment.

COMFORT: Energy Control Cellulose tightens up buildings against air infiltration better than fiberglass batts. A study by the University of Colorado School of Architecture and Planning found cellulose at least 35% better than fiberglass batts in stopping air infiltration, the major cause of “drafty” homes. In addition, Energy Control cellulose provides “whisper quiet” walls, making your home even more comfortable with its superior sound deadening qualities.



PROTECTION: Energy Control Cellulose products carry the full nine-point R and D Laboratory seal. This label gives you the assurance that our insulation has passed all government standards and tests for cellulose insulation. Repeated field tests have proven that cellulose increases the fire resistance of walls up to 55% over fiberglass. Energy Control contains no asbestos, formaldehyde, or man-made fibers. And Energy Control Cellulose is guaranteed for as long as you own your home. That all adds up to peace of mind for your family.

VALUE: Insulating your home’s walls and attic with Energy Control Cellulose will reduce your winter heat bills and your summer cooling costs. Energy Control Cellulose is one of the few products you can install in your home that will actually pay for itself. Cellulose fiber insulates three ways. The wood fiber walls are a superior insulator to man-made fibers. In addition, it also traps air spaces between the fibers to buffer the flow of warm air, and also has a hollow fiber that resists the transfer of heat. These three methods give cellulose a real advantage over other products.

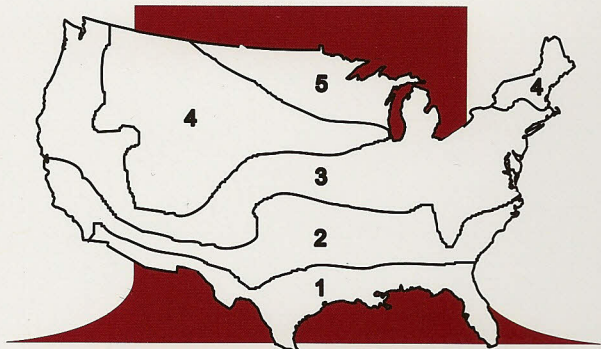


THE GREEN CHOICE: Energy Control Cellulose Insulation is kind to the environment. Our products are manufactured from 100% recycled fibers, reducing the largest single component of the residential waste stream. Cellulose requires much less energy to manufacture than mineral fibers, reducing the strain on our natural resources. Cellulose manufacturing has the lowest carbon footprint of all insulation products made today.



“Superior insulation ... naturally”

The Natural Way To Insulate Your Home



ENERGY CONTROL RECOMMENDED R-VALUES

| Zone | Attic | Side* Walls | Attic Garage |
|------|-------|-------------|--------------|
| 1 | 40 | 21 | 24 |
| 2 | 45 | 21 | 24 |
| 3 | 48 | 21 | 30 |
| 4 | 50 | 21 | 30 |
| 5 | 50 | 21 | 30 |

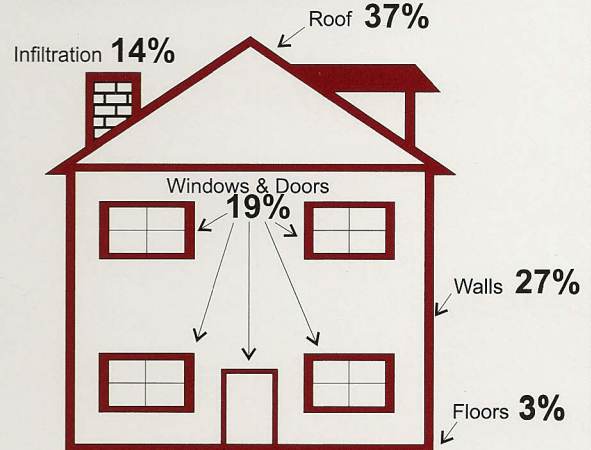
*Assumes 2 x 6 wall

INSULATION "R" VALUES OF WELL-KNOWN PRODUCTS

| Insulation | R-value per inch | R-Value at 6" | R-Value at 12" |
|--------------------------------|------------------|---------------|----------------|
| Energy Control cellulose fiber | 3.8 | 22.8 | 45.6 |
| Standard Cellulose | 3.6 | 21.6 | 43.2 |
| Rockwool | 2.9 | 17.4 | 34.8 |
| Fiberglass (blown) | 2.2 | 13.2 | 26.4 |

The higher "R" Value, the better the resistance to heat flow.

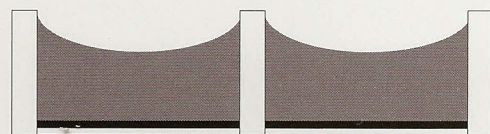
Where energy is lost in the typical two-story home



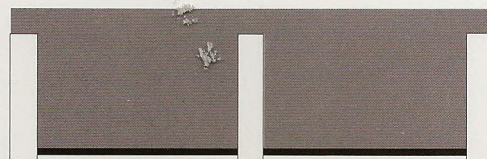
75% OF ENERGY LOSS CAN BE STOPPED:

- 1) Insulate attic with Energy Control Cellulose
- 2) Insulate exterior side walls with Energy Control Cellulose
- 3) Insulate perimeter of crawl space and basement including box sills.
- 4) Caulk and weather-strip areas of air leakage and infiltration

HOW DOES YOUR ATTIC LOOK?



Heat Loss Thru And Around Ceiling Joist



No Heat Loss Thru Ceiling Joist!

Energy Control II Loose-Fill Insulation

CLASSIFIED
LOOSE FILL MATERIAL
CONTENTS NOT OVER 25 lbs.

Classified in accordance with the following ASTM C739-03 Federal Specification HH-1-515D (Dated June 15, 1978) and CPSC interim Safety Standard M6CFR Part 1209 (Dated July 6, 1979) characteristics:

FLAMMABILITY CHARACTERISTICS

Critical Radiant Flux Greater than or equal to 0.12 w/cm
Smoldering Combustion Less than or equal to 15.0 percent

ENVIRONMENTAL CHARACTERISTICS

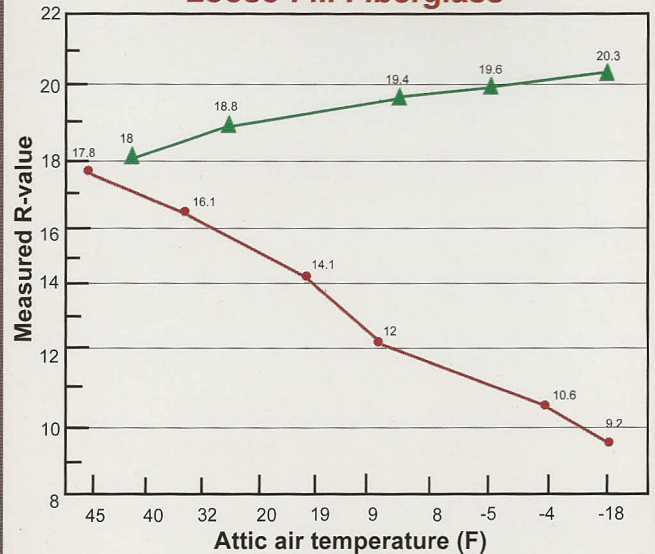
Corrosiveness Acceptable
Fungal Resistance Acceptable

PHYSICAL CHARACTERISTICS

Density (Settled) 1.4 lbs/ft
Thermal Resistance 3.8R/in. (At 4 in. Thickness)
Moisture Absorption Acceptable
Odor Emission Acceptable
Starch Content Negative

Full nine-point R and D Laboratories label on every bag-
-your assurance of quality

▲ Loose-Fill Cellulose vs ● Loose-Fill Fiberglass



Performance test on loose-fill insulation conducted by Oak Ridge National Laboratories as quoted in Energy Design Update, July, 1991

Insulate Your Home By Calling:



Your Professional Energy Control Dealer and Installer

804 W. Mill Street Ossian, IN 46777 (260) 622-7614 (FAX) 260-622-7604