



Reflective **Optimizing** Insulation

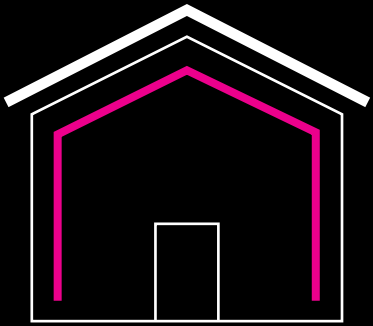
America has always
been a country of
INNOVATION.

In 1932, Dale Kreist,
an engineer, discovered
a way to create long
fibers of glass.

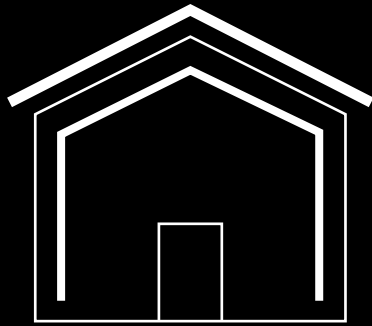
Kreist teamed up with
Corning Glass Works
to found, what is
known today as,
fiberglass.

Fiberglass is the **most commonly applied** insulation technique in homes & commercial spaces.

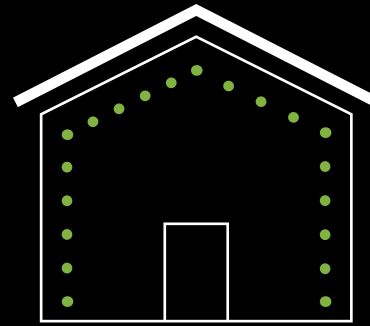
Today, we have **five**
insulation techniques
to choose from...



Fiberglass



Spray Foam



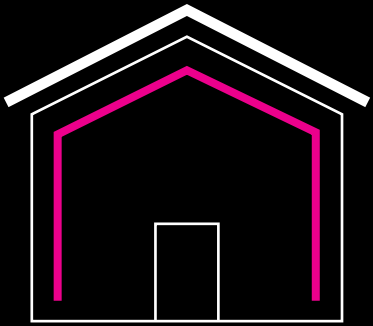
Cellulose



Radiant Film



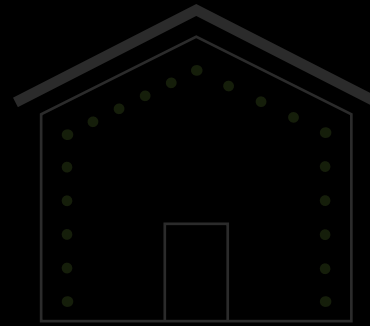
ROI Copper



Fiberglass



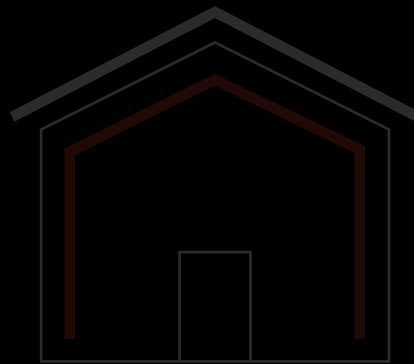
Spray Foam



Cellulose



Radiant Film



ROI Copper



135° - 175°

Fiberglass attics can reach dangerously high temps in the summer..



32° - 0°

..and below freezing in
the winter.



Fiberglass was
designed to slow
down energy
NOT STOP ENERGY.



It also has health risks like skin irritations, respiratory ailment, & **OSHA** requires a cancer warning label.

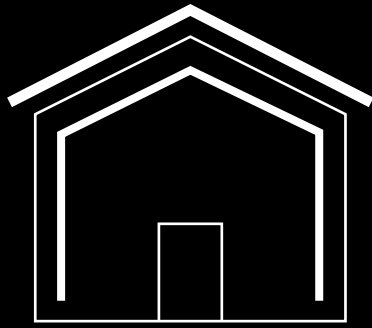
NACHI.ORG



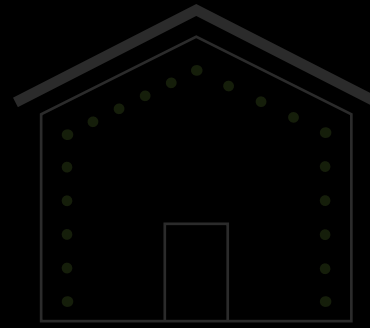
Within **10 days**
of showers & washing
dishes, you **lose 30%**
of resistance value
due to moisture.



Fiberglass



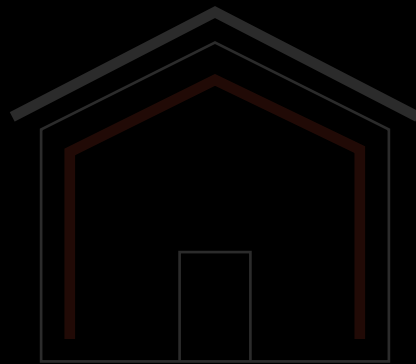
Spray Foam



Cellulose



Radiant Film



ROI Copper



PROS:

- Noise reducer
- Lasts a lifetime
- Impervious to moisture
- R-Value or **heat resistance value** of 5.6-8.0 per inch

CONS:

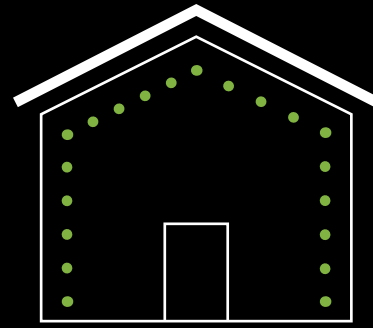
- Expensive option
- Pest problems
- The blowing agent contains **hydro-fluorocarbons (HFCs)**. HFC's have high global warming potential.



Fiberglass



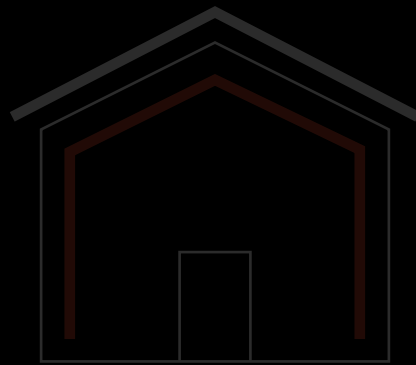
Spray Foam



Cellulose



Radiant Film



ROI Copper



PROS:

- Noise reducer
- Cheap option
- Composed of 75-85% recycled paper
- R-Value or **heat resistance value** of 3.2-3.8 per inch

CONS:

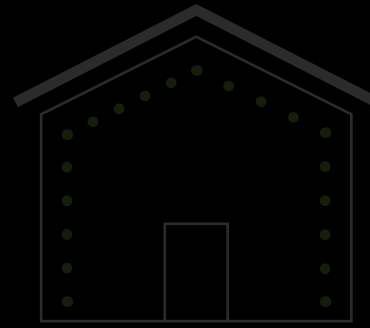
- Recycled material can be dusty
- Attic joist can bow
- Loses R-Value over time.



Fiberglass



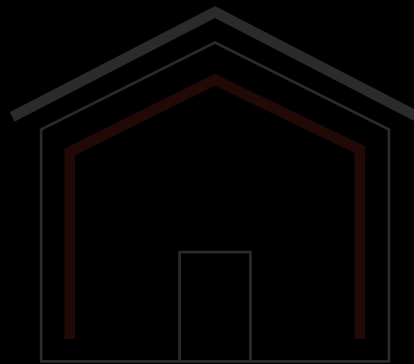
Spray Foam



Cellulose



Radiant Film



ROI Copper



PROS:

- Lifetime product
- Save money & energy
- **Emissivity Value.**
This product doesn't absorb heat like R-value products. Instead it **blocks and reflects** the heat flow.

CONS:

- Dust! Overtime dust settlement dramatically diminishes the reflectivity value.

Therefore, reducing the ability to reflect radiant heat.

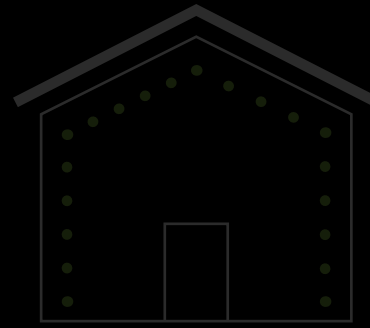
Now enlightened
about the different
insulation techniques,
let's discuss **new**
technologies...



Fiberglass



Spray Foam



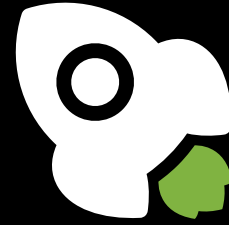
Cellulose



Radiant Film

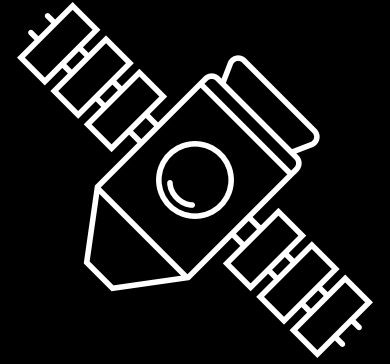


ROI Copper



Insulation has
shifted to **NASA**
technology.



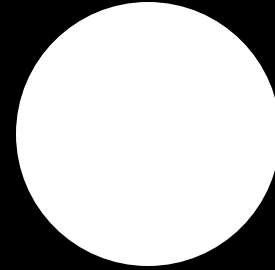


Astronauts stay warm in space with the help of a reflective blanket called **Multi-Layer Insulation**.

NASA.GOV

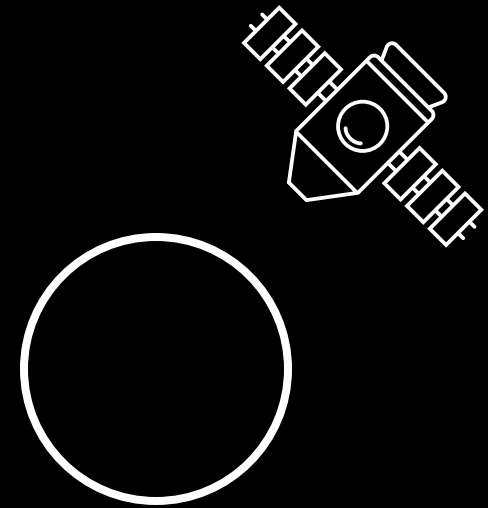


The blanket protects
from **severe and rapid**
temperature changes
in outer space.



The hottest
temperature
in space is **250°F**

NASA.GOV

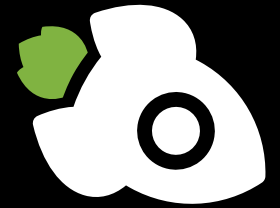


The coldest
temperature
in space is **-250°F**

NASA.GOV

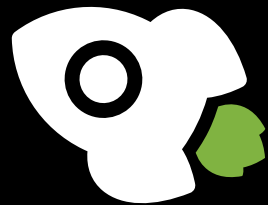


So maybe your asking
yourself...



“Why haven’t we
installed **NASA, multi-
layer insulation** into
our homes?”

“Which **technique** is
the right solution?”





COPPER

is your permanent solution!

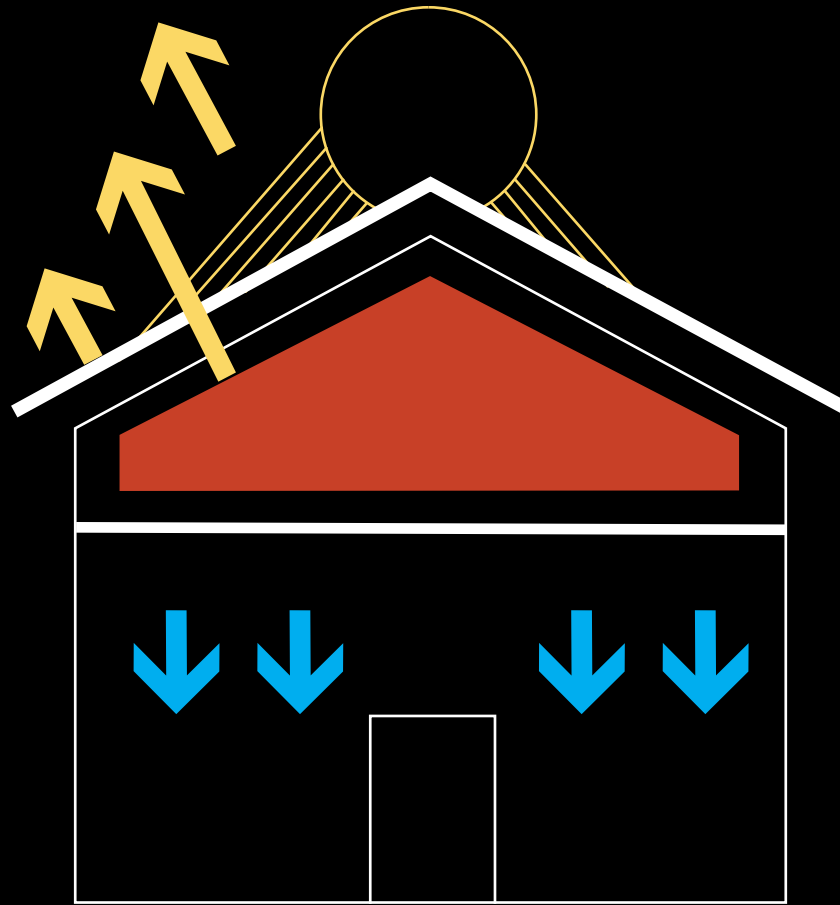
ROI is the
guaranteed
solution
for home
insulation.



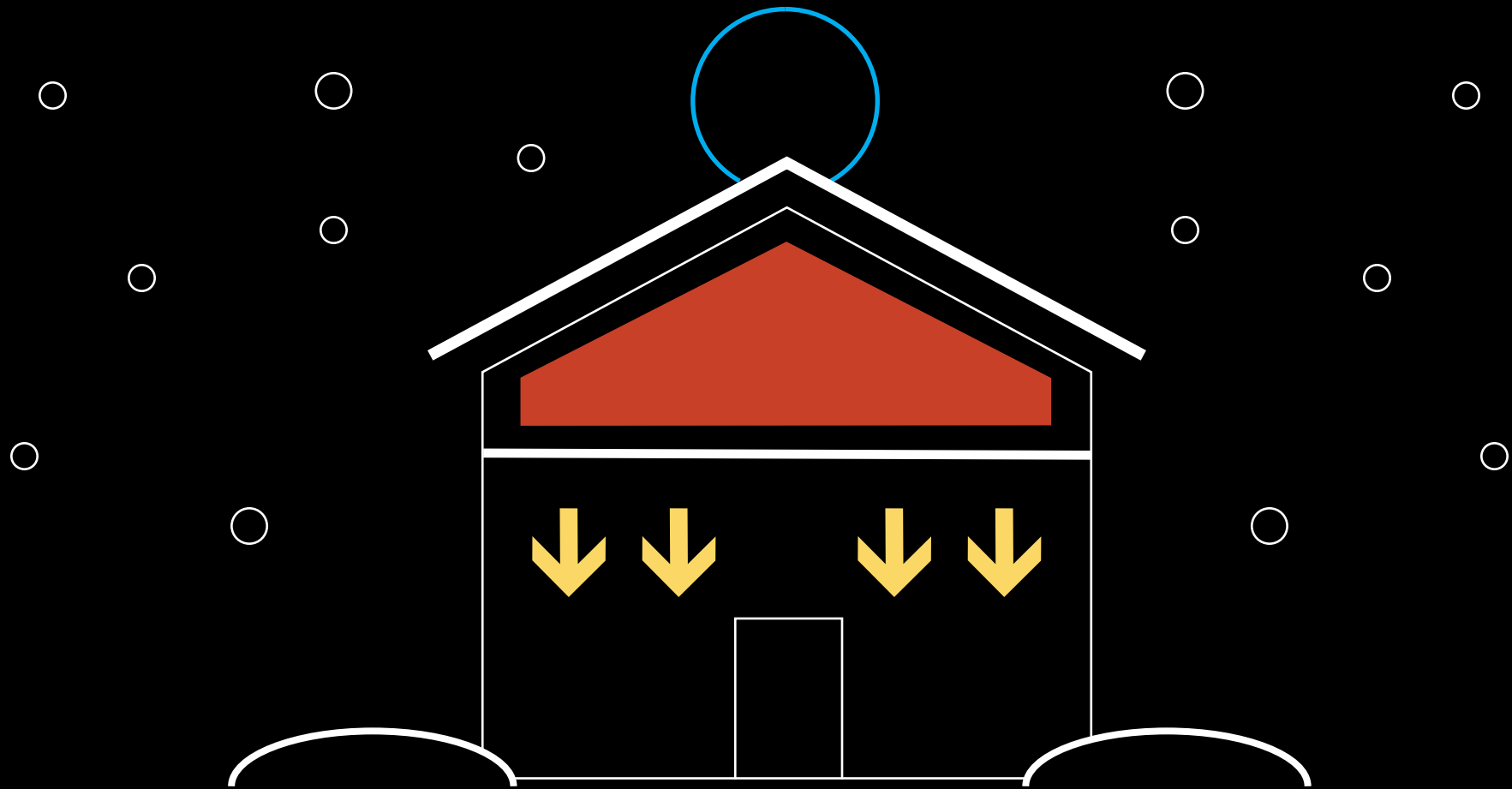
Reflective Optimized Insulation is a high performance copper that is manufactured by Sigma Technologies International.

How does it work?

ROI copper surface
reflects up to 98%
of the infrared heat
in your home.

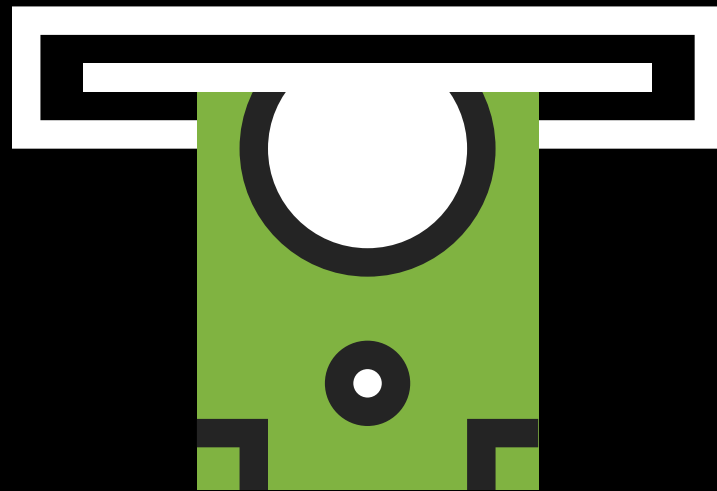


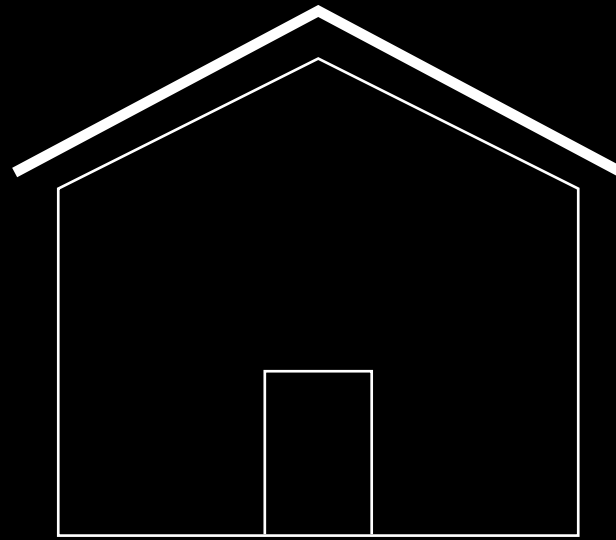
In the summer, copper bounces heat rays out of your attic..



...and reflects heat back down into your home during the winter.

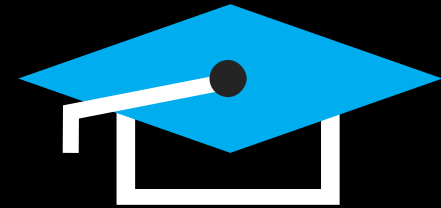
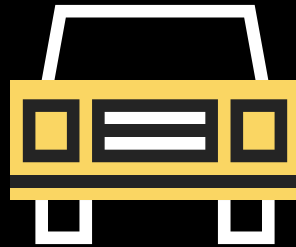
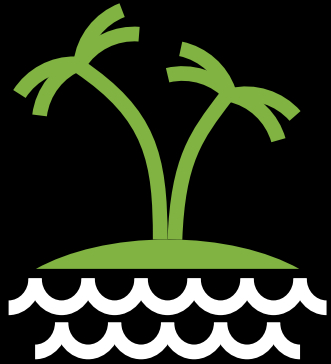
Let's start talking
about the savings!





An average single family home has an energy bill of **\$200** per month.

In 10 years, that family
would collectively save
\$6,000 with ROI!



Think of the savings
reward possibilities!

Curious how much
you could save? Visit
our website!

<http://parsonsconstructiongroup.com/roi-insulationloveland/>

