



HALFBACK[®]H₂O
UNIVERSAL SIDING INSULATION

Today's energy codes, consumer demand, and technological advancements are all trending toward even higher energy efficiency. It is the perfect time to start thinking "outside the building envelope."



It's all supported by a straight-forward Lifetime Limited Warranty

Our warranty stands on top of the siding manufacturer's warranty, giving you an extra layer of protection. It is a down-to-earth demonstration of the confidence we have in our product.



At Progressive Foam Technologies, we understand the world is left wanting reasonable solutions to sustainable building products, and the energy and money savings they can generate. Why not join us, take charge of the situation, and create a revolution?

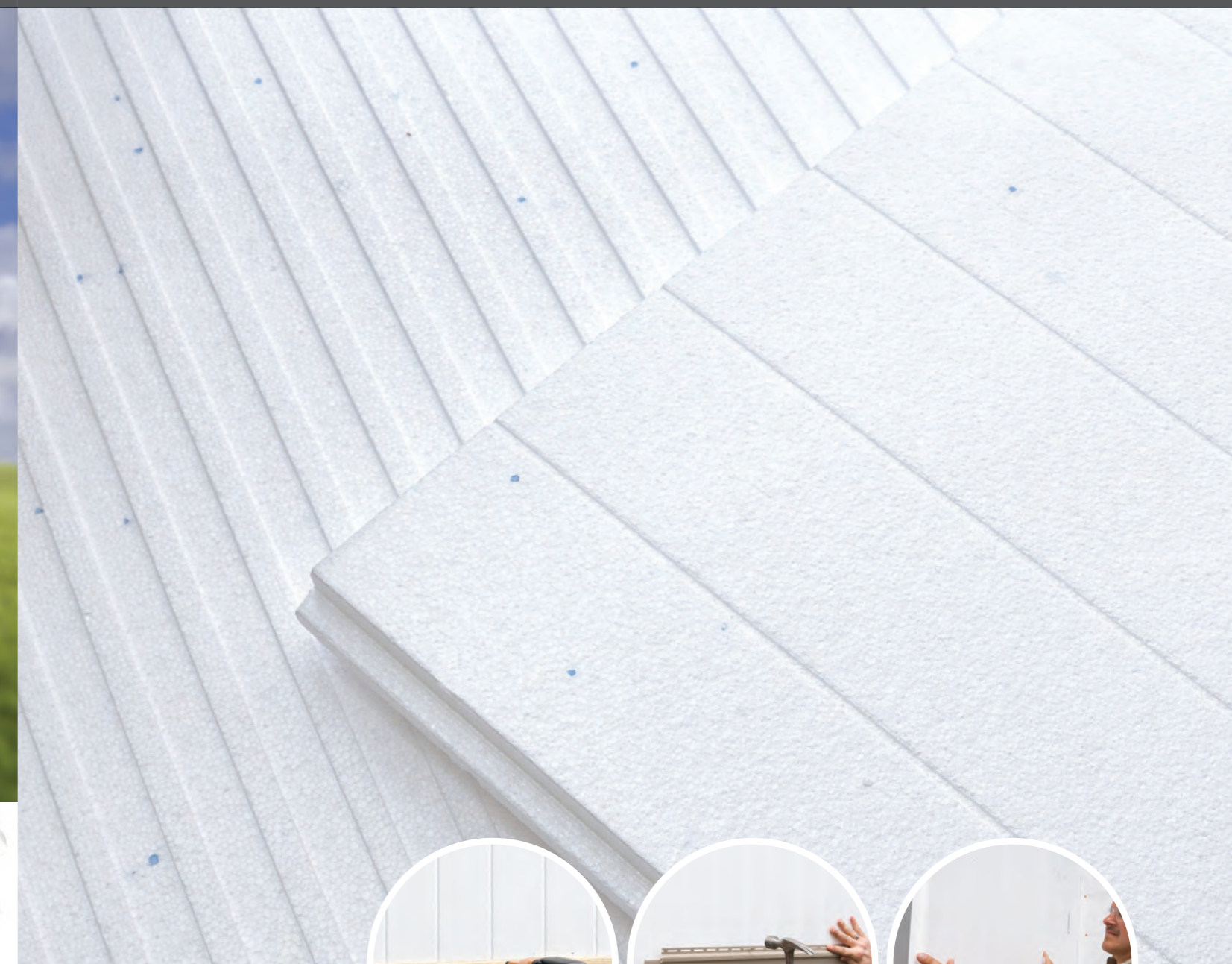
A progressive insulation revolution.



HBW02-8/12

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HALFBACK[®]H₂O
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UNIVERSAL SIDING INSULATION
THAT WON'T TRAP MOISTURE.

The energy-saving thermal break with advanced moisture management.

HALFBACK[®]H₂O
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TAKE A **THERMAL BREAK** WITH HALFBACK H₂O SIDING INSULATION FOR ANY SIDING YOU CHOOSE!

Here's what we mean by thermal bridging, the new IECC 2012 energy code—and how Halfback H₂O provides the break.

There may be a hidden energy leak in your walls that you don't even know about, and it's costing you money every day! The culprits are the wood studs in your walls: heat bypasses the batt insulation (pink stuff) in your wall cavities and transfers through these studs, allowing energy to leak through your walls. This process is called thermal bridging.

How dramatic is thermal bridging? Nearly 25% of your home's wall surface is made up of studs that typically are not insulated, so it's like having one entire wall of your home with no insulation.

Building scientists, energy raters and government bodies are requiring us to think outside the building envelope to find energy savings.

Energy codes and standards across the country are requiring contractors in most climate zones to install a thermal break between the sheathing and the siding in 2x4 construction.

The United States Department of Energy recommends exterior insulation as part of the solution: *"When new siding is to be installed, it's a good idea to consider adding insulation under new siding."***

Halfback H₂O combats thermal bridging from the outside-in:

- Provides real energy savings by keeping heat where it belongs—inside in the winter, outside in the summer—and money in the bank all year!
- Can be used to meet the requirements of Energy Star Version 3 for Reduced Thermal Bridging.
- Reduces air infiltration

Available in Two Thicknesses

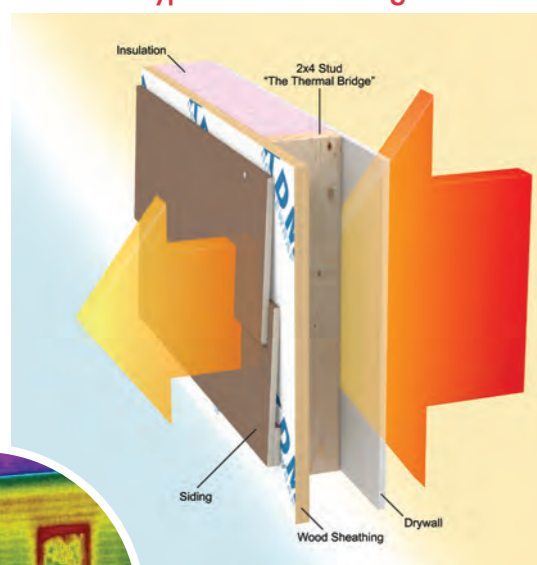
Halfback H ₂ O	3/4"	R-2.3
Halfback H ₂ O	1"	R-3.3

* Source: Whole wall R-value from Oak Ridge National Labs calculator website

** Source: Department of Energy and Oak Ridge National Laboratory, Insulation Fact Sheet 2008

R-value is the recognized numerical measure of the ability of an insulation product to restrict the flow of heat and, therefore, to reduce energy costs. R-values may be expressed per unit of thickness (e.g., one inch) or for the total thickness of a particular insulation product or installation. The higher the R-value, the better the product's insulating ability. Visit <http://www.ftc.gov/os/1999/08/rvaluefr.htm> for full information regarding R-value.

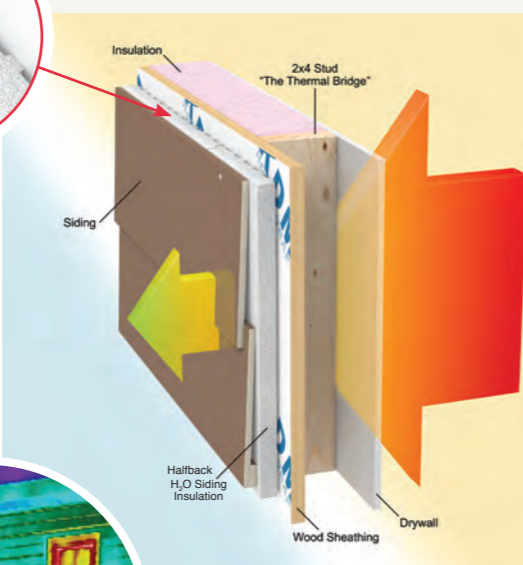
Typical Thermal Bridge



Before Siding Installation

NOTE: vertical stripes where energy transfers through the studs and siding

The Halfback H₂O Thermal Break



After Siding Installation

NOTE: no more thermal bridge



SIDING INSULATION CAN NO LONGER BE CONSIDERED AN OPTION OR AN UPGRADE.
The time is right for Halfback H₂O Siding Insulation.

Saving energy is only half the story. Your home can breathe easier with Halfback H₂O.

Believe it or not, an average family of four produces 4-6 gallons of water vapor inside every day through activities such as cooking, showering and cleaning. That vapor is looking for a way to get out. When adding insulation to your home, you have to be sure not to stop that moisture from being able to escape.

The problem is that other insulation products can prevent this moisture from escaping—actually trapping the moisture in the wall system. This is one of the causes of mold and mildew inside the home where you can see it, and inside the walls where it remains hidden.

Halfback H₂O helps to manage moisture in two ways:

First, Halfback H₂O is a highly permeable two-way street for moisture. Halfback is designed to not only save energy, but also to **let water vapor pass through very efficiently**. With a permeability rating of 3.5, Halfback H₂O allows moisture from inside your home to move freely to the outside.

In addition, the grooves on the back side of the insulation panels **channel any condensed moisture or bulk rain water safely down and out the bottom of the wall**. This ensures your wall system can effectively dry out, eliminating the potential for moisture damage.



Halfback H₂O Siding Insulation goes beyond providing a necessary thermal bridge reducer

- Halfback H₂O also deters termite infestation with a built-in termite control agent.
- Levels the wall under new siding, providing a consistent, stable base for siding to be installed smooth and straight.
- Features 4" reference lines so installers can easily find studs when installing new siding.

