

# ANNOUNCING HUGE "GREEN" SAVINGS!




 **ICYNENE**



ICYNENE<sup>®</sup>,  
professionally installed by  
**INSULATING**  
**INC.**  
saves **you** huge money and  
helps save **our** planet!

Beefed-up tax credits for energy-efficient home improvements in the new economic stimulus package are expected to help increase demand for green renovation projects this year and next.

Tax credits are available for home improvements:

-  placed in service from January 1, 2009 through December 31, 2010
-  for taxpayers principal residence
-  for maximum amount of \$1,500 in 2009 & 2010 for home improvements

The new tax credits will enable you as a home owner to combat the potential effects of global climate change by making energy-efficient improvements to your home.

According to industry experts and speakers at the NAHB commemorated Green Day held on January 21, 2009 at the International Builders Show in Las Vegas, the most significant energy savings can be achieved by remodeling and retrofitting the nation's older homes will have a far more significant impact on reducing residential energy consumption than meeting even the most aggressive efficiency goals for new homes.

As a result of the recently enacted Economic Stimulus Bill, the 25C existing home improvement tax credit is extended through the end of 2010, increasing the credit rate from 10 percent to 30 percent, increasing the maximum credit cap from \$500 to \$1,500.

A 2008 California study showed that homes built before 1983 were responsible for 70% of the greenhouse gas emissions related to single-family envelope energy consumption. The study also found that spending \$10,000 to retrofit a 1960s home could save 8.5 tons of carbon at a cost of \$588 to \$1,176 per ton, depending on existing tax credits and

incentives. By comparison, increasing the energy efficiency of a new home 35% over current state requirements would cost about \$5,000 and would reduce emissions by 1.1 tons at a cost of \$4,545 per ton.

Air-sealing the building envelope with Icynene<sup>®</sup> insulation and air barrier material professionally installed by Insulating, Inc. can improve energy efficiency by up to 50% and significantly reduce related greenhouse gas emissions. Icynene's Manufacturer Certification Statement will be required along with the receipts to qualify for the Energy Tax Credit.

The Tax Credit provision of the Stimulus Bill, depending on your home size, can yield as much as a 20% reduction in net installation cost by potentially allowing you to take full advantage of the \$1,500 Tax Credit by just making energy efficient upgrades with Icynene<sup>®</sup>!

The bottom line is that retrofitting your home with Icynene<sup>®</sup> saves money and is four to eight times more "carbon efficient" than adding energy efficiency upgrades to a brand new house.

ADD **GREEN** TO YOUR HOME, SAVE **GREEN** IN YOUR WALLET.  
**800.443.7140** OR **INSULATINGINC.COM**