

ARE YOUR HEATING AND COOLING BILLS GOING THROUGH THE ROOF?

SAVE UP TO 28%¹ ON HEATING AND COOLING COSTS



YEARLY ENERGY COST SAVINGS OF 28% FOR
100,000 CANADIANS WOULD BE **\$14.4 MILLION**.²

THINK WHAT YOU COULD DO WITH THE MONEY SAVED!

 **35,036**³ GROCERY BILLS

 **78,688**⁴ KIDS BACK TO SCHOOL SUPPLIES

 **2,580**⁵ YEARS OF UNDERGRADUATE EDUCATION

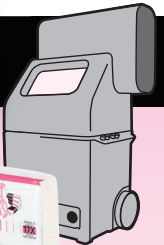
 **14,400**⁶ DAYS AT DISNEYLAND



AttiCat[®]

EXPANDING BLOW-IN
INSULATION SYSTEM

INSULATE YOUR ATTIC FOR UNDER **\$349**⁷



IF **100,000** CANADIANS UPGRADED THEIR INSULATION,
ANNUAL GREENHOUSE GAS REDUCTION WOULD BE
EQUIVALENT TO EMISSIONS FROM:

10,417⁸ PASSENGER VEHICLES

7,485⁹ AVERAGE FAMILY HOMES ELECTRICITY USE

21.2M¹⁰ LITRES OF GASOLINE

2.0M¹¹ PROPANE CYLINDERS USED FOR HOME BBQS



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INNOVATIONS FOR LIVING[®]

1. Based on hot 2000, version 8.7 run for a 2 storey 1972 type base house with 1149 SF per floor for an increase from R-8 to R-40 in the attic plus an increase from zero to R-20 in the basement walls in Canadian climates.
2. Estimated cost based on 100,000 residential consumers who each use 800 kWh per month at \$0.09/kWh and whose heating and cooling costs account for 60% of monthly usage. <http://www.newswire.ca/en/story/278939/save-the-watt-wednesday>, 2008 & https://www1.directenergy.com/ONProgramDocs/ON_PC_Elec_RES_ONER910_Oct18.12.pdf, June 26, 2013
3. Based on an average monthly spend of \$411 - <http://www.cbc.ca/news/business/story/2013/05/16/business-rbc-food.html>
4. An average of \$183/year for back to school supplies - <http://newsroom.bmo.com/press-releases/cash-registers-will-be-ringing-as-canadians-plan-o-tsx-bmo-201208200812976001>
5. An average of \$5,581 in tuition per year - <http://www.statcan.gc.ca/tables-tableaux/sum-som/101/csd01/educ50a-eng.htm>
6. \$1,000 a day at each of Disney's four major theme parks - <http://www.hintv.com/article/2012/06/04/taking-family-4-disney-save>, June 26, 2013
7. Based on an attic size 100m² / 1000 ft² at RSI 8.8/R-50
8, 9, 10, 11. Based on 1/2 ton reduction in greenhouse gases each year per Canadian who upgrades to R50 with an average size attic of 1700 sq. ft. with existing R19 insulation.
Equivalency calculated using <http://www.epa.gov/cleanenergy/energy-resources/calculator.html>
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