

# THE NEW COLOR OF SAVING

Since heating and cooling energy costs continue to rise, causing many homeowners to see red, it's a smart idea to look into what Owens Corning™ PINK Fiberglas™ Insulation can do for your household.

**Here's a small preview:**

- Increase the comfort of your home year-round
- Approximately 84% of homeowners believe energy-efficient homes have a higher resale value\*
- Maintaining proper insulation levels is a big, yet affordable way, to help protect the environment (a properly-insulated attic could reduce GHG emissions by up to ½ ton each year based on an average attic size of 1700 sq. ft. with existing R-19 insulation averaged over seven cities in diverse climate regions)



## PINK PAYS!™



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 \* Source: Homeowner Segmentation Study, Smith-Dalmer, 2005  
 \*\*For homeowner tax credit info, visit [www.insulationtaxcredit.com](http://www.insulationtaxcredit.com).  
 †ENERGY STAR: [http://www.energystar.gov/index.cfm?c=home\\_sealing.hm\\_improvement\\_methodology](http://www.energystar.gov/index.cfm?c=home_sealing.hm_improvement_methodology). Savings vary. Find out why in the seller's fact sheet on R-values. Higher R-values mean greater insulating power.



INNOVATIONS FOR LIVING®



# INSULATE NOW. AND STOP LOSING MONEY!

If you don't have the right amount of insulation in your attic and walls, you're probably paying higher heating and cooling energy bills than you should be. It's a real problem, but there is an easy solution: **Owens Corning™ PINK Fiberglas™ Insulation**. For maximum energy efficiency, an insulation value of up to R-60 is recommended by the Department of Energy for most zones.



## Saving Energy Shouldn't Be Taxing.



Cash In With Up To **20%** Savings On Heating/Cooling Energy Bills<sup>†</sup>  
Plus Claim Up To A **\$1500** Tax Credit\*\*

Now more than ever it pays to insulate!

- Claim up to a \$1500 tax credit\*\*
- Cut the soaring cost of heating and cooling energy bills by up to 20%<sup>†</sup>
- Choose Owens Corning™ PINK Fiberglas™ Insulation – the brand professionals and homeowners trust

**We'll do it for you!**

**Father and Son Building and Remodeling**  
419.471.1191 [www.fatherandsonohio.com](http://www.fatherandsonohio.com)

**Don't miss out.**  
**Call today for a professional inspection.**



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