



Homebuyer Value Proposition



1. Maximize Your Energy Savings:

Spider will pay you back! Spider & JM BIBS with Spider Fiber reaches the highest thermal performance vs. other insulation systems. Saving you money on your energy bills!

2. Experience Superior Acoustics:

Spider allows the ***least amount of sound transmission from outside noise*** in 2x4 residential construction vs. other insulation systems.*

3. Prevent Air Infiltration and Avoid mold growth:

Spider is sprayed in, filling all gaps and voids and ***prevents holes where cold/hot air can enter.***

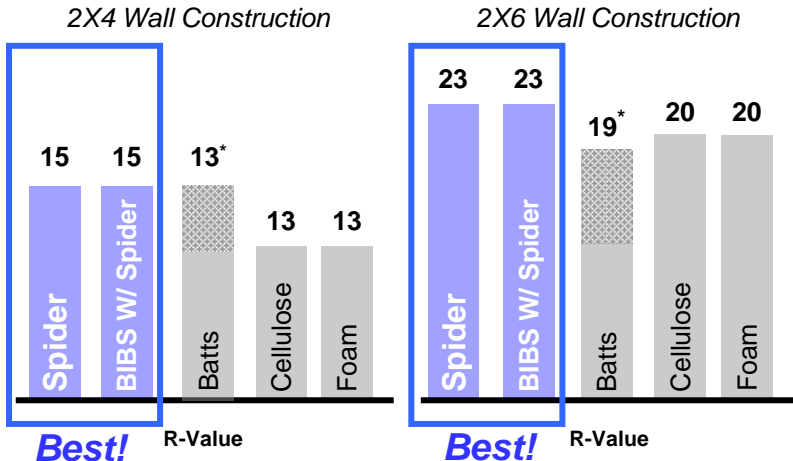
Spider does not support mold growth, contains a ***mold & mildew inhibitor***, and sprays on with a lower percentage of moisture content than dry wood.

*2x4 wall (R-13 w/ 1/2 " gypsum board)



Highest Thermal Performance

Spider & JM BIBS with Spider Fiber reaches the **highest thermal performance** vs. other insulation systems.



* Note: Batt R-Value discounted due to typical installation.

Maximize Your Energy Savings

The Spider Upgrade Will Pay You Back!

Example: *Location: Des Moines, IA,
Heating Degree Days = 6,563.
Cooling Degree Hours = 10,484*

Annual Cost:
Heating/Cooling

Standard Energy Efficiency System

R - 17 insulation in above grade walls
R - 38 insulation in ceilings
R - 11 foundation walls
Air infiltration = 0.60 ACH

\$1,398

SPIDER Energy Efficiency System

R - 23 **SPIDER** System in above grade walls
R - 46 insulation in ceilings
R - 13 **SPIDER** System in foundation walls
Air infiltration package = 0.35 ACH

\$1,064

\$334
annual savings!

What does **\$334** in annual savings mean?

\$4,641

increase in your mortgage!

\$ 27.83 per month @ applied to your est. mortgage rate of 6% = increase in mortgage of \$ 4,641

\$6,680

Increase in home re-sale value!

*Increased Home Value =
\$ 334 X \$ 20 = \$6,680*

\$27,680

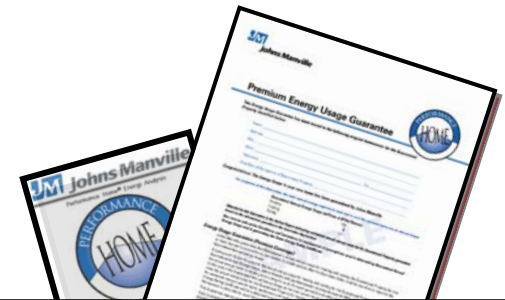
in retirement savings!

Saving \$ 334 yr @ 6% for 30 years = \$ 27,198

DID YOU

US Census surveys indicate that home values increase by about **\$ 20 for every \$ 1** reduction in annual utility bills.

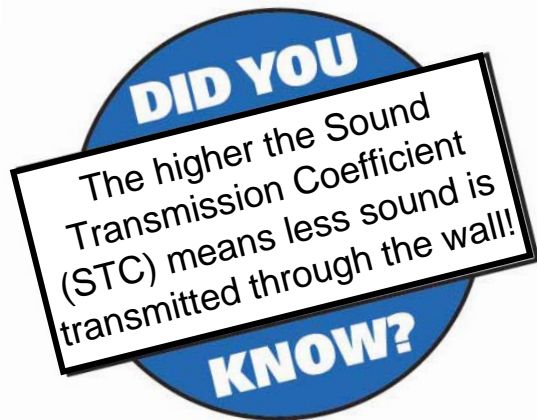
KNOW?



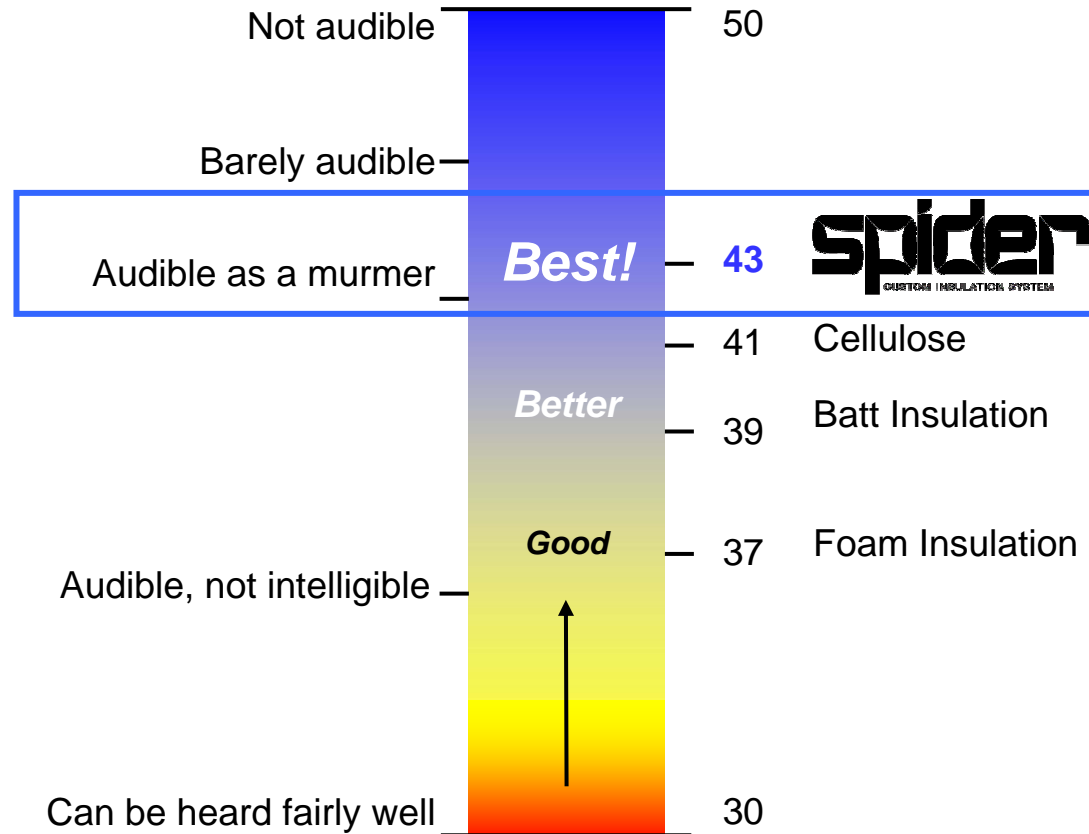
The savings are real, and JM will guarantee it!

The Best Acoustics

Spider allows the *least amount of sound transmission from outside noise* in 2x4 residential construction vs. other insulation systems.*



Sound Transmission of Loud Speech



2x4 wall (R-13 w/ 1/2" gypsum board)

Avoid Mold Growth:

Spider does not support mold growth, contains a **mold & mildew inhibitor**, and sprays on with a lower percentage of moisture content than dry wood.



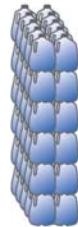
Gallons of Water Used per Home During Installation



Spider
(15)



Ultrafit
(30)



Cellulose
(60)

\$50,000
Potential cost per home to mitigate mold and mildew?

Stop Air Infiltration:

Spider is sprayed in, filling all gaps and voids and **prevents holes where cold/hot air can enter.**

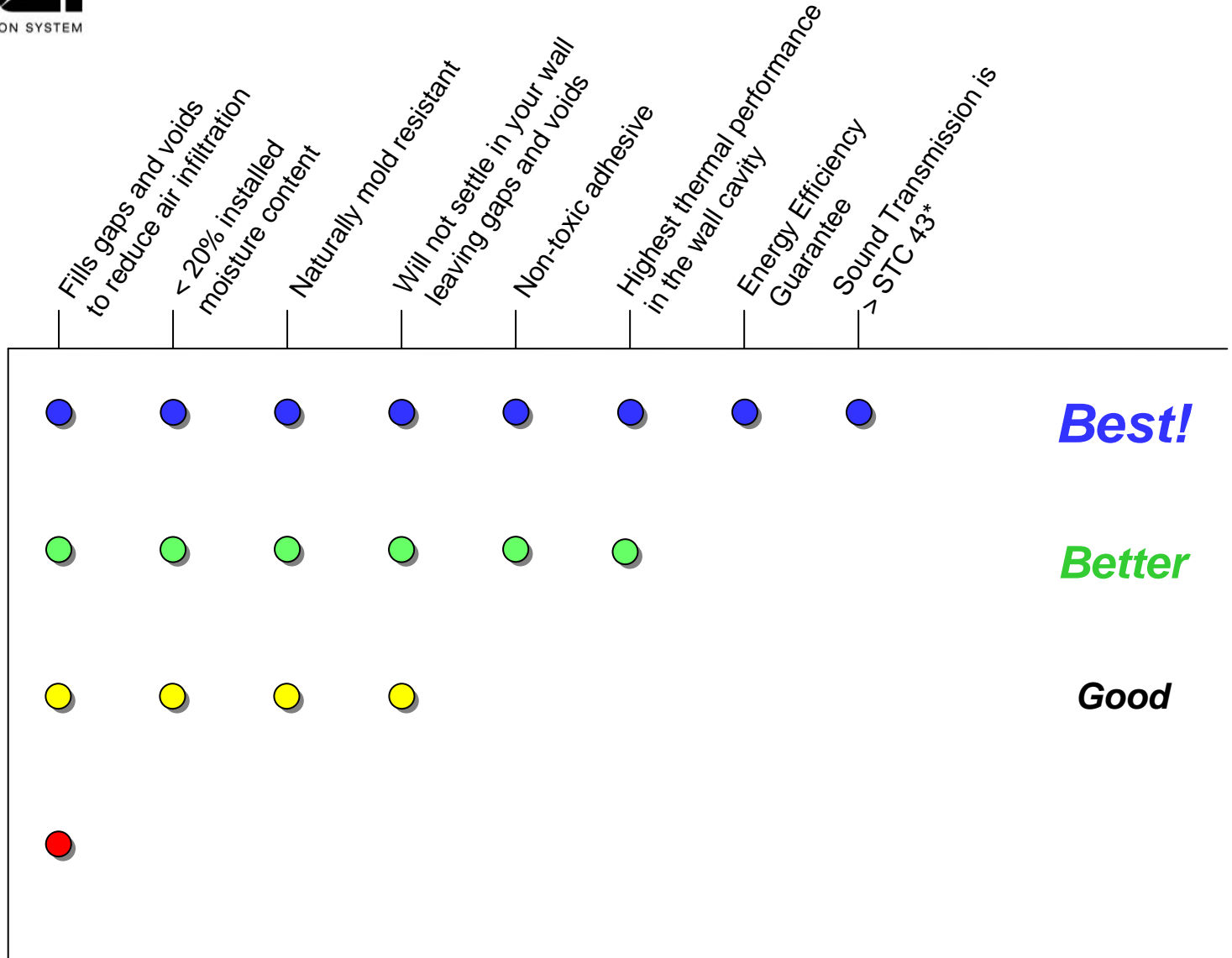


spider
CUSTOM INSULATION SYSTEM

BIBS w/ Spider

Foam Spray

Cellulose



*2x4 wall (R-13 w/ 1/2 " gypsum board)



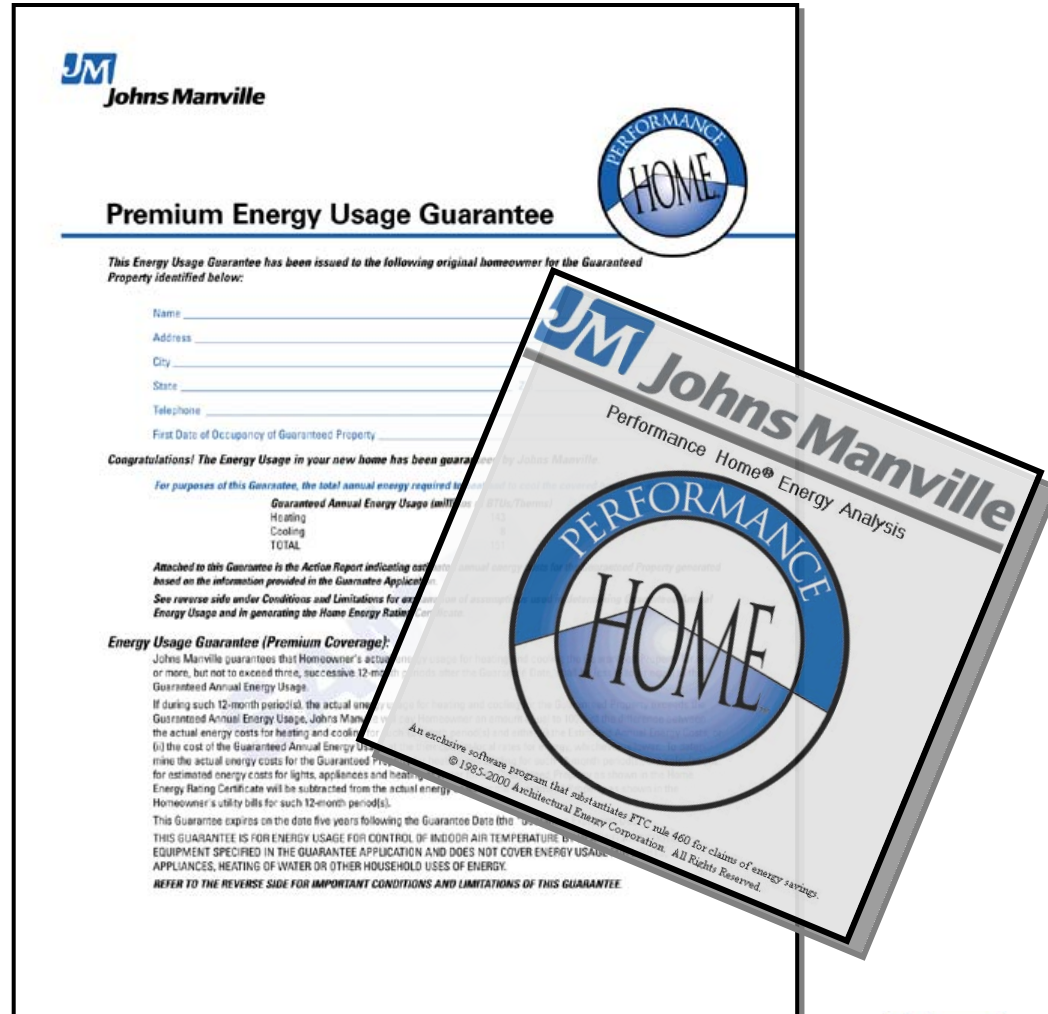
Homebuyer Appendix

Standard Guarantee

- Insulation Installation Certificate
- Energy Usage Guarantee Application
- Energy Usage Guarantee

Premium Guarantee

- Blower-door test required
- Home Energy Rating Certificate



JM
Johns Manville

Premium Energy Usage Guarantee

This Energy Usage Guarantee has been issued to the following original homeowner for the Guaranteed Property identified below:

Name _____
Address _____
City _____
State _____
Telephone _____
First Date of Occupancy of Guaranteed Property _____

Congratulations! The Energy Usage in your new home has been guaranteed by Johns Manville.

For purposes of this Guarantee, the total annual energy required by the Guaranteed Property shall be:

Guaranteed Annual Energy Usage (in BTUs/Therms)	
Heating	_____
Cooling	_____
TOTAL	_____

Attached to this Guarantee is the Action Report indicating cost-effective energy saving measures based on the information provided in the Guarantee Application.

See reverse side under Conditions and Limitations for an explanation of energy saving measures, energy usage and in generating the Home Energy Rating Certificate.

Energy Usage Guarantee (Premium Coverage):
Johns Manville guarantees that Homeowner's actual energy usage for heating and cooling, for the Guaranteed Annual Energy Usage, shall not exceed the Guaranteed Annual Energy Usage for the Guaranteed Property for the first five (5) years following the date of occupancy. If during such 12-month period(s), the actual energy usage for heating and cooling exceeds the Guaranteed Annual Energy Usage, Johns Manville will reimburse Homeowner for the actual energy costs for heating and cooling in excess of the Guaranteed Annual Energy Usage. The actual energy costs for heating and cooling in excess of the Guaranteed Annual Energy Usage shall be determined by the actual energy costs for the Guaranteed Property for the 12-month period(s) in excess of the Guaranteed Annual Energy Usage. The actual energy costs for heating and cooling in excess of the Guaranteed Annual Energy Usage shall be determined by the actual energy costs for the Guaranteed Property for the 12-month period(s) in excess of the Guaranteed Annual Energy Usage. The actual energy costs for heating and cooling in excess of the Guaranteed Annual Energy Usage shall be determined by the actual energy costs for the Guaranteed Property for the 12-month period(s) in excess of the Guaranteed Annual Energy Usage. Homeowner's utility bills for such 12-month period(s).

THIS GUARANTEE IS FOR ENERGY USAGE FOR CONTROL OF INDOOR AIR TEMPERATURE AND DOES NOT COVER ENERGY USAGE FOR LIGHTS, APPLIANCES, HEATING OF WATER OR OTHER HOUSEHOLD USES OF ENERGY.

REFER TO THE REVERSE SIDE FOR IMPORTANT CONDITIONS AND LIMITATIONS OF THIS GUARANTEE.

Performance Home
Energy Analysis

JM **Johns Manville**

An exclusive software program that substantiates FTC rule 460 for claims of energy savings.
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