



## Next generation spray insulating foam.

*PERMAX OFFERS MEANINGFUL ADVANTAGES OVER OTHER CLOSED CELL POLYURETHANE FOAMS INCLUDING BETTER COVERAGE AND GREATER VERSATILITY IN COLD TEMPERATURES.*

**P**ERMAX is a superior spray-in-place insulation foam providing significant benefits to the homeowner over traditional insulating materials including a dramatic improvement in energy efficiency, increased structural integrity, greater comfort, healthier air, and a quieter environment.



# PERMAX forms an airtight seal.



**B**uilding scientists say that a home should be as tight and seamless as possible. Yet, a typical 2,500 square foot home has over a ½ mile of cracks and crevices\* resulting in a great range of problems most homeowners have come to accept. You can demand better. You can insist on PERMAX.

Unlike fiberglass or cellulose, PERMAX spray-in-place insulation expands on contact forming an airtight seal eliminating convection currents, the number one source of heat loss; helping maintain a comfortable, constant temperature throughout the home.

\*AIR BARRIER ASSOCIATION OF AMERICA, 2005



ELIMINATES GAPS AROUND ELECTRICAL OUTLETS AND CONDUIT.



PERMAX CONFORMS TO EVERY ANGLE OF THE WALL CAVITY.



SEALS PIPES AND THROUGH-THE-WALL PLUMBING PENETRATIONS.



SELF-ADHESIVE SPRAY SEALS SMALL, TIGHT SPACES, UNDERSIDE OF ROOF SHEATHING AND FLOOR BOARDS.

**PERMAX** Maximum Insulating Power™  
By Henry.



## PERMAXIMUM energy savings.

Not only do leaks and crevices render traditional insulation far less energy efficient than PERMAX, the composition of fiberglass itself is less effective than PERMAX. PERMAX resistance to heat transfer — called R-Value — is nearly double that of fiberglass batts.

In fact, PERMAX is so effective, the advanced closed cell structure delivers significant R-Value superiority even over cellulose blown tightly into the wall cavity.

PERMAX	6.5 R-Value
Blown-in cellulose	3.7 R-Value
Fiberglass batts	3.4 R-Value

R-VALUES ARE PER INCH THICKNESS.

“ Air infiltration wastes up to 40% of every home heating and cooling dollar.\* ”

\*THE U.S. GOV'T ENERGY LABORATORY

What's more, traditional insulating materials take on moisture, shrink and settle over time — creating gaps that result in even greater energy loss. But the PERMAX seal remains airtight, rigid, seamless and resistant to water penetration year after year after year.



“ Heating and cooling accounts for 50-70% of the energy used in the average home.\* ”

\*DOE

ENERGY SAVINGS SO GREAT...

The tighter the insulating seal, the smaller the heating, ventilating and air conditioning system (HVAC) required. The PERMAX seal is so airtight and energy efficient, a smaller HVAC system is not only possible — it's highly recommended.

**PERMAX**  
By **Henry**™  
Maximum  
Insulating  
Power™

## PERMAX controls air quality.

**G**ood building science requires controlled mechanical ventilation.

Currents and drafts resulting from traditional insulation are no way to re-condition the air in a home — such wind in the walls just adds discomfort. In a PERMAX insulated home, a standard air recycler effectively replaces stagnant, polluted, interior air with fresh, clean air.

How important is that? The EPA estimates that interior pollution concentrations can be 2 to 5 times the air we breathe outside!



*A PERMAX AIRTIGHT SEAL COMBINED WITH A CONTROLLED VENTILATION SYSTEM RE-CONDITIONS THE AIR YOUR FAMILY BREATHE; REDUCING POLLUTANTS AND MICROBES.*

## PERMAX resists condensation, inhibits rot and retards mold.

**P**ERMAX acts like a vapor retarder resisting moisture movement in the walls and roof. In all climates, condensation within the wall can be a serious problem leading to loss of insulation and rotting of framing members. Unwanted moisture is the number one cause of building damage. But moisture and condensation have virtually no effect on PERMAX.

“Controlling moisture is key to preventing mold growth... When present in large quantities, mold can cause health problems, including allergic reactions, asthma episodes and respiratory problems.”

— American Lung Association





# PERMAX means peace and quiet.

Noise pollution — sirens, cars, motorcycles, planes, barking dogs, construction — can affect sleep and increase stress. Everyone needs peace and quiet. PERMAX helps deaden the sounds of the outside world; creating a tranquil environment.



PERMAX IS A SAFE, NON-TOXIC PRODUCT WITH NO OFF-GASSING, NO FORMALDEHYDE AND NO OZONE DEPLETION.

## Case studies document up to 48% reduction in utility bills.\*

\* HONEYWELL REPORT, RESIDENTIAL INSULATION CASE STUDIES.

	Fiberglass Batts	Closed Cell Polyurethane	% Annual Savings
<b>CASE STUDY #1</b> 2 one-story, 2,450 sq ft homes, Sacramento, CA	\$2,239 electric \$ 477 gas \$2,716 total	\$1,107 electric \$ 306 gas \$1,413 total	48% reduction in utility bills
<b>CASE STUDY #2</b> 10 similar homes/ propane heating	769 gallons of propane	321 gallons of propane	58% reduction in propane usage
<b>CASE STUDY #3</b> 2 1,800 sq ft homes Atlanta, Georgia	average monthly utilities \$143.76 total	average monthly utilities \$89.64 total	38% reduction in utilities



TODAY'S SMART HOME BUYER CALCULATES THE COST OF HEATING AND COOLING BEFORE THEY BUILD OR BUY.

### SMALL INVESTMENT. HIGH RETURN.

For the home in case study #1, the cost of rolling PERMAX into a 30-year 6.5% mortgage would be \$58 per month. The savings in heating and cooling costs would be about \$108 per month. You can expect similar results in all areas of the United States. That's an incredible return on your investment!

