



**We Have a Better Way
to Keep You Safe and Warm**

ENERTITE®

Open-Cell Spray Polyurethane Foam Insulation

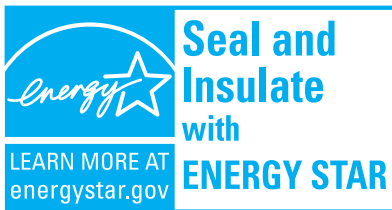
 **BASF**

The Chemical Company

enertite[®]

Open-Cell Spray Polyurethane Foam Insulation

In a one-step application, ENERTITE insulates against extreme outdoor temperatures and reduces air leaks. A home insulated with ENERTITE is one that requires less energy for heating and cooling and that means lower utility bills.



The Essential Comforts of Home

Rushing in from the bitter cold to the warmth of home or stealing a moment of cool relaxation on a hot summer afternoon. These are the basic comforts every homeowner expects. That's why choosing the best insulation is so important.

Conventional insulation can leave gaps that allow drafts and leak energy. ENERTITE thoroughly fills spaces and adheres to surfaces creating a





tighter and more seamless fit. The result? Reliable protection against energy loss and more even temperatures throughout the home.

A Quieter Home

Traffic noise and neighborhood activity can interrupt some of life's most serene moments.

ENERTITE's open-cell construction reduces unwanted sounds from both inside and outside the

home. Reducing exposure to noise pollution creates a less stressful environment and helps owners achieve what they want in a home – peace and quiet.

Healthy Indoor Air Quality



According to the U.S. Environmental Protection Agency, dampness in homes is common and promotes conditions in which pathogens, bacteria and infectious diseases can thrive.

When combined with adequate mechanical ventilation, ENERTITE promotes healthy indoor air quality and is not a food source for mold.

A Good Investment

More and more, homeowners are looking for homes that perform well over time. Once applied, ENERTITE retains its form for the life of the building providing long-lasting value to the smart homebuyer.

3:1 for More Climate Protection

BASF is the world's first company to present a comprehensive carbon balance for its operations. The results show: BASF products can save three times more greenhouse gas emissions than the entire amount caused by the production and disposal of our products.

Doing your Part

A typical home can create twice the greenhouse gas emissions of the typical car. (Source: ENERGY STAR®) That's because most residential energy is produced by the burning of fossil fuels. Homes that are well-insulated provide comfort and value to the homeowner and put less of a strain on an already over-burdened planet.



What is Enertite and How Does it Work?

ENERTITE is low-density open-cell spray-applied polyurethane foam (SPF) insulation. Applied as a liquid, this water-blown foam quickly expands to many times its original size completely filling wall cavities. ENERTITE easily flows in and around difficult-to-reach areas such as pipes and wiring, creating a seamless seal.

Ideal Applications

ENERTITE can be used to improve energy efficiency or to provide a barrier against unwanted sound.

Energy Efficiency

- Exterior Walls
- Roofs
- Bonus Rooms
- Attics
- Rim Joists

Sound Control

- Interior Walls
- Exterior Walls
- Stairwells
- Home Theaters

Air leakage accounts for 25 - 40% of the energy used for heating and cooling in a typical home.

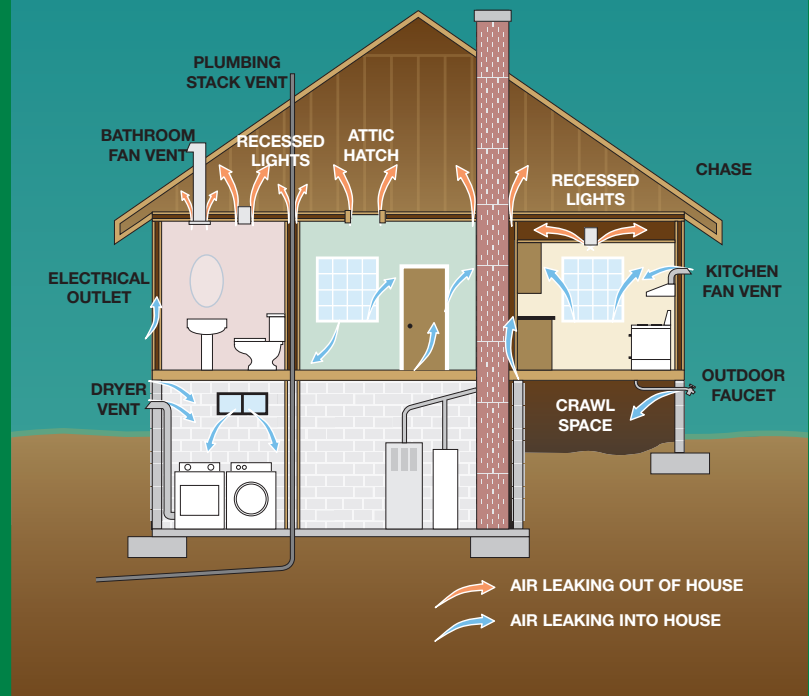
Source: www.energystar.gov



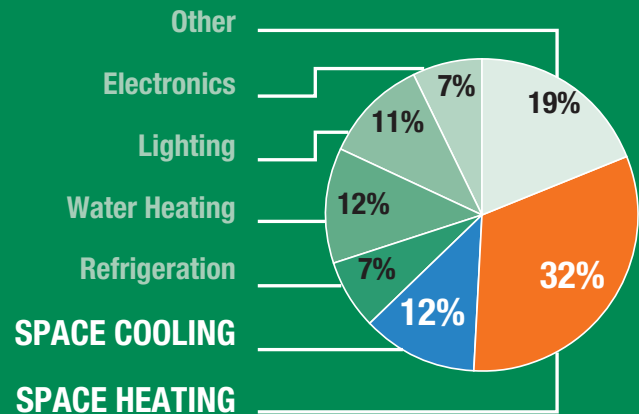
Open-Cell Spray Polyurethane Foam Insulation

ENERTITE must be installed by a trained contractor and is not a Do-It-Yourself product.

Common Drafts in a Home



Percentage of Energy Consumption per Household (National)¹



¹ Source: 2007 Building Energy Data Book, U.S. Department of Energy, September 2007.

Insulate Yourself from Rising Utility Bills



Today's homeowners demand more value from a home. With rising energy costs and greater awareness about how homes affect our health and the environment, homeowners want products that will perform multiple functions and give them their money's worth. ENERTITE, another innovative product from BASF, does exactly that and provides the smart homeowner with an affordable solution to their insulation needs.

When you insulate with ENERTITE you choose:

- Improved Energy Efficiency
- An Affordable Option for Superior Insulation
- Increased Comfort
- Excellent Sound Control
- Healthy Indoor Air Quality
- Adherence to Wall - Will Not Sag
- An Environmentally-Friendly Product

... and peace of mind.

enertite[®]

Open-Cell Spray Polyurethane Foam Insulation

BASF...

Global Leaders in Energy-Efficient Building Products

Outstanding Performance in Spray Polyurethane Foam Insulation

BASF, the leading global manufacturer of polyurethane spray foam, is recognized worldwide for our commitment to unsurpassed quality and long-lasting value.

Our **newest innovation**, ENERTITE, gives homeowners an economical alternative to our premium insulation, COMFORT FOAM® and SPRAYTITE®. Both products provide homeowners with superior performance over conventional insulation.

Feature	ENERTITE Open-cell Spray Polyurethane Foam	COMFORT FOAM/ SPRAYTITE Closed-cell Polyurethane Foam	FIBER GLASS	BLOWN CELLULOSE
Per inch R-value*	3.7	6.6-6.7	3.0	3.0
Approved Air Barrier	Yes – at 3.5" thickness	Yes – At 1" thickness	No	No
Seamless Construction	Yes	Yes	No	No
Rigid	No	Yes	No	No
Fully Adheres	Yes	Yes	No	No
Adds Structural Strength	No	Yes	No	No
Long Service Life	Yes	Yes	No	No
Fills Difficult Spaces	Yes	Yes	No	No
Superior Sound Barrier	Yes	No	No	No
Absorbs Water	>40% v/v	<4% v/v	Yes	Yes

To view our entire line of products, please visit www.spf.basf.com

Better Home, Better Planet™

As the world's largest chemical company, BASF plays a leadership role in shaping a sustainable future. We are committed to developing products that make homes more energy efficient, durable and affordable to own. Through innovation, consumer education and professional training, we are changing the way homes are built around the world.

At BASF we are working to find answers to two of our greatest challenges – climate protection and energy conservation. EPA estimates that the energy used in homes, alone, generates 16 percent of all U.S. greenhouse gas emissions. By making our homes more energy efficient, we can have an immediate and significant impact on the health of the planet.

BASF is an Energy Star® partner and a member of the U.S. Green Building Council.

** The R-value of this insulation. "R" means resistance to heat flow. The higher the R-value, the greater the insulating power. Compare insulation R-values before you buy. There are other factors to consider. The amount of insulation will depend upon the climate, the type and size of your house, and the fuel use patterns and family size. If you buy too much insulation, it will cost you more than what you will save on fuel. To achieve proper R-values, it is essential that this insulation be installed properly.*

This brochure complies with the Federal Trade Commission labeling and advertising of home insulation rules and regulations, Federal Register, 16 CFR Part 460 Labeling and Advertising of Home Insulation: Trade Regulation Rule; Final Rule, Tuesday, May 31, 2005.

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