

Great roof performance goes deeper than shingles.
It takes a complete system.



Insulate now. Protect your roof. Save money and And help save the planet.



The performance of your new roof goes a lot deeper than the new shingles. It takes a complete system—including ventilation and insulation products—to maximize performance. These elements work together to provide you comfort, help you save money, reduce greenhouse gas emissions and extend the life of your roof. What's more, each is backed by Owens Corning, a brand you know and trust.



Ventilation + insulation = fewer roof problems.



Trapped heat and moisture in the attic can severely jeopardize the performance of a roof. The combination of insulation and a ventilation system helps to keep excessive household moisture and heat out. As a result, the proper conditions and temperature are better maintained in the attic and on the roof deck throughout the year.

Attic moisture can cause:

- Wet wood—sagging roof deck
- Potential insect infestation
- Mold, spores, fungi and mildew
- Metal rust (nail heads)
- Interior damage

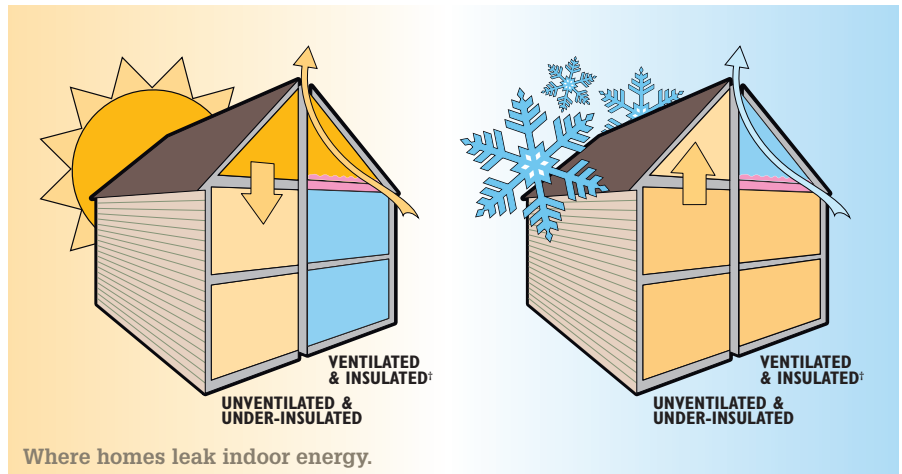
Attic heat can cause:

- Ice dams that prevent water runoff
- Premature failure of roofing materials

nd energy.

Save energy... and save money.

Did you know up to 40% of a home's conditioned air escapes through the attic? If your heating and cooling energy costs are going through the roof, there's an easy solution: Adding attic insulation and sealing air leaks can help cut heating and cooling energy bills by up to 20%.



Adding attic insulation: The most effective thing you can do to reduce greenhouse gas emissions.

Do it for your roof... for your budget... and for your planet. Adding Owens Corning PINK FIBERGLAS™ Blown-In Insulation to your attic can reduce greenhouse gas emissions by over half a ton each year* PINK is truly green.



All this from the brand you know and trust.

Owens Corning has been a recognized leader in the building materials industry for over 65 years and has a long history of advancing the building sciences. Each and every day, our people redefine what is possible, delivering high-quality products and services to homes around the globe.

We're making our world a more energy-efficient... more beautiful... and more comfortable place for you to be.

You've probably already met the Owens Corning mascot, The Pink Panther.™ Our building products and famous PINK Insulation have been used in millions of homes.



MAXIMUM DURABILITY

Your peak performance system.

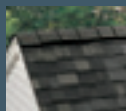
It takes more than just shingles to create a high-performance roof. It requires a system of products working together. The Owens Corning Roofing System is a lineup of key products that can help provide maximum durability and protection for homes.

a. VentSure® Ventilation Products.



Help protect roofs from moisture damage, such as warping and cracked shingles, by releasing heat from the attic.

b. Hip & Ridge Shingles.



An attractive way to help protect ridge vents so they can better do the job of preventing moisture damage to roof decks.

c. WeatherLock® Waterproofing Underlayment Products.



Help guard vulnerable areas where water can do the most damage to roofs: eaves, valleys, dormers and skylights.

d. Owens Corning Shingles.



Add durable beauty to homes. Shingles are the first line of defense against the elements.

e. Owens Corning Starter Shingle Products.



The first step in the proper installation of shingles.

f. Undereave Ventilation Products.

Help prevent moisture buildup in attics by working with ridge vents to keep air moving.



For more information, visit www.insulateyouratticnow.com

visit www.owenscorning.com or call 1-800-GET-PINK™.



INNOVATIONS FOR LIVING™

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*ENERGY STAR: 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.

** Based on the average attic size of 1,700 square feet with existing R-19 insulation, averaged over seven cities in diverse climate regions. Savings may vary.

† Insulate to local building codes.