

Improved Comfort and Lower Energy Bills



The Revitalize Home Makes It Happen

The goal of the Revitalize Home is to “redefine” how contractors and homeowners typically think of renovation by going beyond typical, surface renovation upgrades and addressing and improving the overall performance of the existing homes’ building envelope.

With just a few simple and affordable insulation and air sealing upgrades, it’s easy to enhance the overall durability and longevity of a home that also delivers comfort, indoor air quality (health), and energy savings.

The Revitalize Home in Midland, Michigan, is a perfect example. A coordinated effort between The Dow Chemical Company and local contractors, this beautifully remodeled home features many energy-saving products and solutions, both inside and out. With no other structural or mechanical improvements, such as window replacement or HVAC upgrades, the Revitalize Home is expected to save nearly 30 percent on monthly energy costs.

Lower Score, Higher Efficiency

The Revitalize Home received lower scores across the board on a couple of key building performance tests – and with these tests, lower is better.

A home’s energy efficiency can be rated and compared to other homes using the Home Energy Rating System (HERS) index. The index ranges from 0 to 150 – the lower the score, the more efficient the home.

The Revitalize Home received an initial score of 130 and a final score of 85 after its upgrades, which means its energy efficiency improved 35 percent!

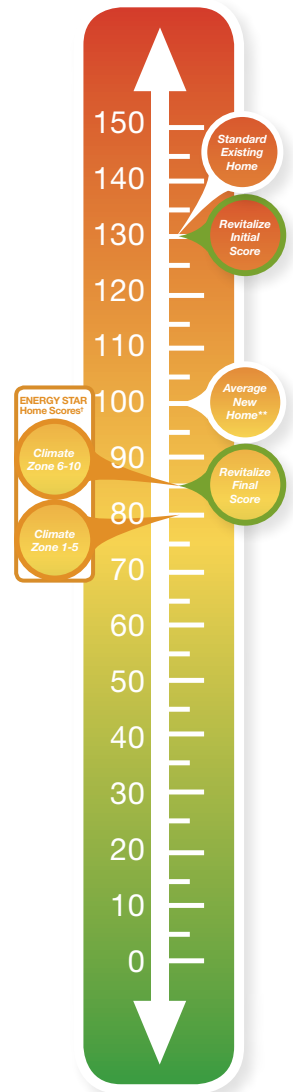
Another key score that the Revitalize Home scored lower on was air exchange rate.

The lower the number, the less energy required to maintain conditioned air and keep the home comfortable. Before renovation, the home scored 2,011 cfm50.* After renovation, the score dropped to 811 cfm50.

Lastly, the Revitalize Home is expected to reduce CO₂ emissions by nearly 33 percent per year, significantly lowering its environmental footprint.

Visit the Revitalize Home on-line to see how Dow’s product portfolio can help you improve your, or your client’s, home’s energy efficiency – and make it a more comfortable place to live for years to come.

HERS Index



*Airflow at a pressure difference of 50 Pascals; based on Building Knowledge, Inc. emissions report completed for the Revitalize Home using pre-renovation stats as a comparison.
**Source: Department of Energy
†Source: http://www.energysmarthomeplans.com/hers_index

Learn more at www.revitalizehome.com



Dow Products Used in the Revitalize Home



For more information about these or any other Dow products, visit www.dowbuildingsolutions.com.
Learn more about the Revitalize Home at www.revitalizehome.com.

Dow Product	Benefit
1 FROTH-PAK™ Foam Insulation/ Sealant Kit*	Used in the attic around the perimeter to seal and insulate the top plate, penetrations, cavities, cracks and crevices to reduce air and moisture penetration
2 STYROFOAM™ Brand Tongue & Groove Insulation	Used on the exterior above-grade walls to prevent air and water penetration
3 WEATHERMATE™ Construction Tape	Applied over joints and seams to enhance building envelope resistance to moisture and air intrusion
4 WEATHERMATE™ Flashing	Safeguards home from unwanted air and moisture intrusion around doors and windows
5 GREAT STUFF PRO™ Window & Door Insulating Foam Sealant*	Used around windows and doors to seal openings/gaps and reduces air and water leakage without distorting window or door frames
6 ENERFOAM™ Professional Foam Sealant*	Forms a durable, airtight, water-resistant bond to wood, brick, concrete, foam board and most plastics
7 FROTH-PAK™ Foam Insulation/ Sealant Kit*	Used around the basement band and rim joists to seal and insulate cavities, cracks and crevices to reduce air and moisture penetration
8 THERMAX™ Sheathing	Used on the interior of the basement walls to increase energy efficiency and reduce moisture condensation
9 GREAT STUFF PRO™ Wall & Floor Adhesive*	Bonds wood together and reduces potential drywall nail pops and floor squeaks
10 STYROFOAM™ Brand PERIMATE™ Insulation	Provides a continuous layer around the exterior foundation to provide thermal protection and to assist water drainage away from the foundation
11 GREAT STUFF PRO™ Gaps & Cracks Insulating Foam Sealant*	Expands when used in gaps and cracks to form a permanent, airtight and moisture-resistant seal

- Attic
- Exterior
- Interior
- Below Grade



STYROFOAM™ Brand Tongue & Groove Insulation



WEATHERMATE™ Construction Tape



STYROFOAM™ Brand PERIMATE™ Insulation



WEATHERMATE™ Flashing



ENERFOAM™ Professional Foam Sealant



GREAT STUFF PRO™ Window & Door Insulating Foam Sealant



GREAT STUFF PRO™ Gaps & Cracks Insulating Foam Sealant



GREAT STUFF PRO™ Wall & Floor Adhesive



THERMAX™ Sheathing



FROTH-PAK™ Foam Insulation/Sealant Kit

*Read the labels and Material Safety Data Sheets carefully before use
©™ Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow