



We pay for insulation whether we have it or not ..... In the bank or up the chimney ..... Air Krete Is An /



### Breaking News



The leader of the green movement and winner of the 2007 Nobel Peace Prize for Climate Change, Al Gore insulated his personal estate with airkrete in October 2007.

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SPECIAL ...For those who w

## FAQ

### Common Sense Answers to Common Sense Questions On Insulation

air krete® is the natural answer to the energy problem. By using energy to keep your home comfortable, you have the equivalent of a small private utility owned by you. It's the logical answer to spiraling energy costs. You can't do anything about the cost of energy per unit, but with air krete® you'll be able to cut the units of energy you must buy for your home.

It all boils down to a question of dollars and cents. You, the homeowner have felt the brunt of energy costs and have done many of the things possible to cut the use of energy in your home. You may have already insulated your attic, added storm windows, insulated your hot water heater, and turned down your thermostat. But the walls of your home present a different problem. Up till now you have probably waited for a superior product to insulate those empty spaces.

That's where your licensed air krete® dealer comes in. We are part of a nationwide, highly trained, professional network of installers. We use the high-technology insulation made from a proven material that can save more lost energy through your walls than any other product on the market today.

You can only insulate the sidewalls of your home once, so it makes sense to use only the best product. air krete®, provides the highest insulation value, combined with a proven non-toxic formulation with mold proofing and fire stopping characteristics unmatched in any other product available today.

Q. Is there really an energy crisis?

A. While it is unpleasant to admit, the energy crisis is an undeniable fact of life. We are depleting our non-renewable fossil fuels at an incredible rate. We import about 40% of our oil at exorbitant prices, and we are now faced with skyrocketing cost of natural gas. Conservation of energy is far and away the safest, cheapest and most environmentally sound way to combat the energy crisis.

Q. My house is a very well-made house and I'm sure the contractor wouldn't have forgotten to do something so important.... Right?

A. Not necessarily insulation was just not a high priority before 1978. Obviously that is not the case today. If your home was built before 1978 it is most likely that the wall insulation is inadequate. Our trained personnel will be able to help you determine the need for additional insulation.

Q. Well, if I do need wall insulation, why should I consider air krete®.

A. The most important factor to remember in insulating the sidewalls of your home is that you normally have only 3.5" to 4" of space to insulate, so that you need a material that can do the most with that limited amount of space. That means you want the material with the highest resistance to heat flow, or R-value. There is no other product on the market that can rival air krete® in this area. You save more money.

Q. How does air krete® work?

A. It's the trapped air captured in those bubbles that do the job for you in stopping energy loss.

Q. Is this product different for other kinds of masonry?

A. Yes. The method of making a lightweight "foamed cement" insulation is unique. Only air krete® dealers know how to make this exciting product, and both the process and equipment we use are protected by patent. air krete Inc. only sells their products to licensed applicators who have been thoroughly trained and are completely professional and capable of installing air krete® in your home correctly and effectively.

Q. Does it shrink or settle?

A. air krete® does not shrink or settle due to the exclusive formulation and the inherent qualities of the product. There is no equivalent insulation available.

Q. How long will it last?

A. Concrete has the unique characteristic of becoming more durable with age. Think of the Pantheon in Rome, which was built over 2,000 years ago and is still standing. Certainly, it would be fair to say that your air krete® insulation would probably last far longer than any wood in your home.

**air krete®**

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Q. But is it safe? I've heard an awful lot about different kinds of insulation causing all sorts of health problems.

A. One of the most exciting things about air krete® is that it uses no hazardous materials of any kind. While fiberglass can give off microscopic shards of glass, and cellulose must be carefully treated to guard against fire, air krete® is inherently safe because it is made with a type of cement. It is as safe as the masonry school your child attends or the block building you may work in.

Q. Does this product have any formaldehyde in it, or give it off in any way?

A. There is no formaldehyde in air krete® in any form whatsoever. We guarantee it. Your air krete® dealer can show the independent third-party testing to prove it. This product is essentially inorganic, like cement, like a rock, like a mined mineral.

Q. Could it cause a fire in my walls?

A. air krete® will not burn or support combustion when exposed directly to the flame of blowtorch and exhibits fire characteristics most closely associated with concrete. There is no other insulation material which can boast of such excellent fire resistance.

Q. Will insulating my home with air krete® raise the resale value of my home?

A. Quite likely. A properly insulated home with safe, effective air krete® would be a valuable benefit in the future. Lower utility bills are always an attractive feature to a buyer.

Q. How long will it take?

A. Very likely, we will be able to insulate your home in just a couple of days, depending of course on the size of your home. Our professional crews are trained to treat your home with the utmost respect and care while causing you the least inconvenience possible.

Q. Is this an economic thing for us to consider doing?

A. Absolutely. Insulation is your walls is like money in the bank. In a way you are paying for the air krete® insulation right now... with higher fuel bills. Investing in air krete® makes good sense both from the point of view of money saved on energy bills and the standpoint of increased comfort. You can't do better than with air krete®!