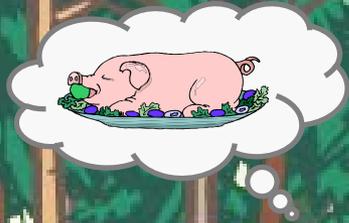




# 3 Little Pigs Go Green 2012

Once upon a time,  
three little pigs went out into the  
big world to build their homes.

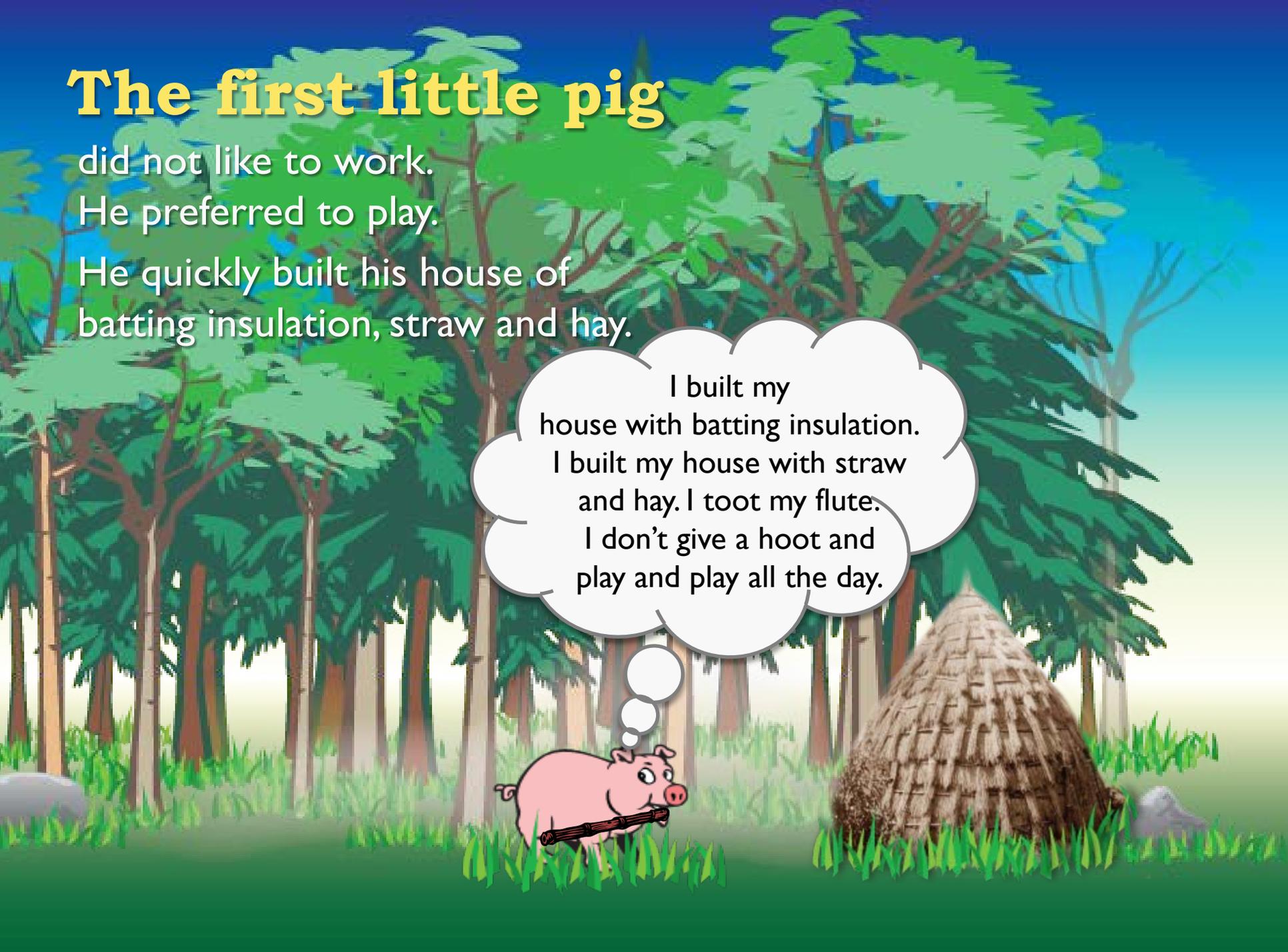


# The first little pig

did not like to work.

He preferred to play.

He quickly built his house of  
batting insulation, straw and hay.



I built my  
house with batting insulation.  
I built my house with straw  
and hay. I toot my flute.  
I don't give a hoot and  
play and play all the day.

# The second little pig

did not like to work  
and preferred to dance all kinds of jigs.

He quickly built his house  
of poly insulation,  
sticks and twigs.

I built my house with  
poly insulation. I built my  
House with stick & twigs.  
With a hey diddle-diddle  
I play on my fiddle and  
dance all kinds of jigs.



# Later that day the two little pigs

went to visit the 3rd little pig,  
who did not mind hard work at all,  
for he was certain ...  
the big bad wolf  
would come to call.

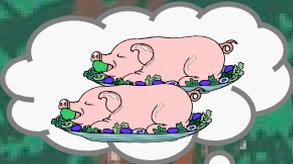
I built my house  
AirKrete® Insulation  
I built my house with mortar  
and bricks. I have no chance  
to sing and dance for work  
and play, don't mix.



# He he he laughed the first two little pigs

as they disappeared in to the woods singing a merry song.

“Who’s afraid of the big bad wolf? The big bad wolf, the big bad wolf. Who’s afraid of the big bad wolf? The big bad wolf. Not me!”



# Just as the 1<sup>st</sup> little pig reached his door

out from the woods  
popped the big bad wolf.

“Little pig little pig let  
me in” said the wolf

“Not by the  
hair of my chinny,  
chin, chin will I open  
this door and let  
you in.” cried the  
1<sup>st</sup> little pig.



# As he stood at the door

of the house built of batting  
insulation, straw and hay he  
huffed and puffed and blew  
the 1<sup>st</sup> little pigs house away.

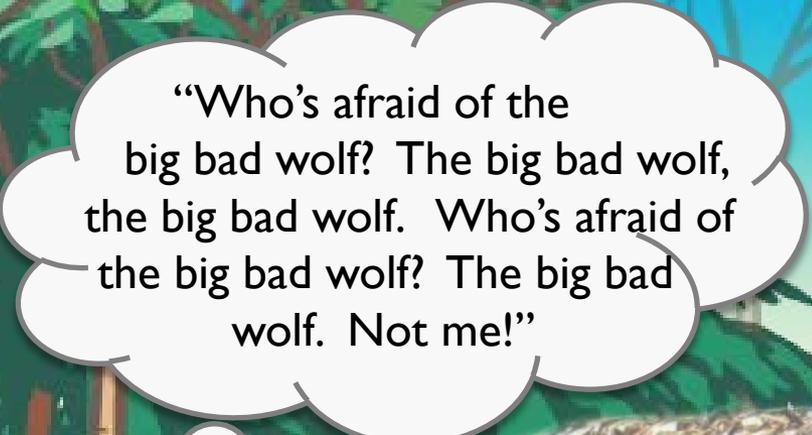


“Then I’ll huff and puff  
and I’ll BLOW  
your house down,”  
roared the wolf.

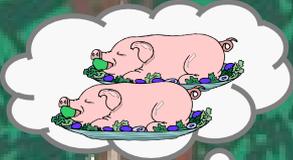
# Meanwhile the 1<sup>st</sup> little pig

raced out the back door and  
off to the 2<sup>nd</sup> little pig's house.

Feeling quit safe in the house  
built of poly insulation, sticks &  
twigs the two little pigs  
merrily sang their favorite  
tune & dance some jigs.



“Who’s afraid of the  
big bad wolf? The big bad wolf,  
the big bad wolf. Who’s afraid of  
the big bad wolf? The big bad  
wolf. Not me!”



**Soon there came  
a knock at the door**

“Not by the  
hair of my chiny,  
chin, chin will I open  
this door and let  
you in.” cried the  
2<sup>st</sup> little pig.

“Little pig little pig let  
me in” said the wolf



“Then I’ll huff and puff and I’ll BLOW your house down,” roared the wolf.

He huffed and puffed  
and huffed and puffed  
and found it quit tough.  
So he rubbed a few sticks  
creating smoke and fire  
which burnt the house down  
and left him less tired.



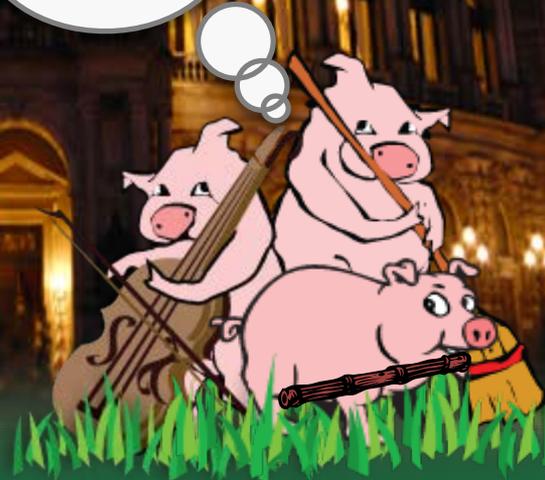
# Meanwhile the two little pigs

dashed to the 3<sup>rd</sup> little pigs house

built with AirKrete® Insulation, mortar & bricks.

Safely inside they sang, and dance, and drank their favorite green tea mix.

“Who’s afraid of the big bad wolf? The big bad wolf, the big bad wolf. Who’s afraid of the big bad wolf? The big bad wolf. Not me!”



# Soon there came the big bad wolf to the door

“Little pig little pig  
let me in”

“Little pig little pig  
let me in”

demanded the big bad wolf again.

No one answered because  
no one could hear him...seeing how  
AirKrete® is a  
sound proofing insulation.  
The big bad wolf became  
very impatient.



# He huffed, and puffed

and huffed and puffed  
and found it once again to be quite tough.  
So he rubbed a few sticks together  
creating smoke and fire.

The only thing the fire burnt was his fingers  
and his spare tire.



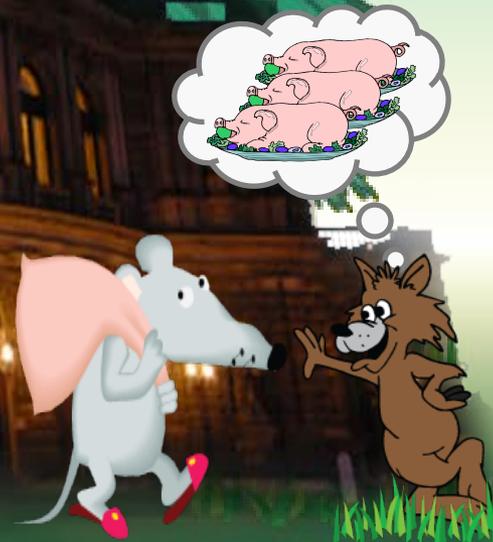
# So he hired the local termites

to take down the house.

They ran into a disgruntled dried-up mouse.

The termites finally gave up claiming they could not survive.

The cementitious environment was eating them alive.



# So the big bad wolf gets some cheese

left over from lent and sets it all the way around the house creating a moldy environment.

The disgruntled mouse from earlier that day came back and carried the cheese away.



# Giving up and in much despair

the Big Bad Wolf disappeared  
into the woods  
from which he came.

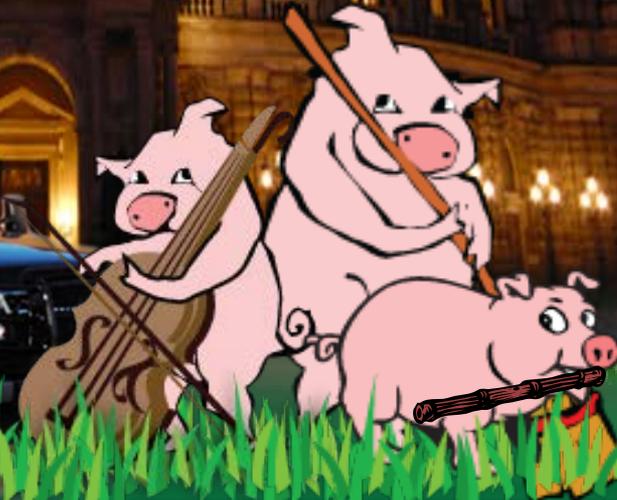
Mad at the  
3<sup>rd</sup> little pig  
for which he blamed.



# The 3<sup>rd</sup> Little Pig couldn't be beat.

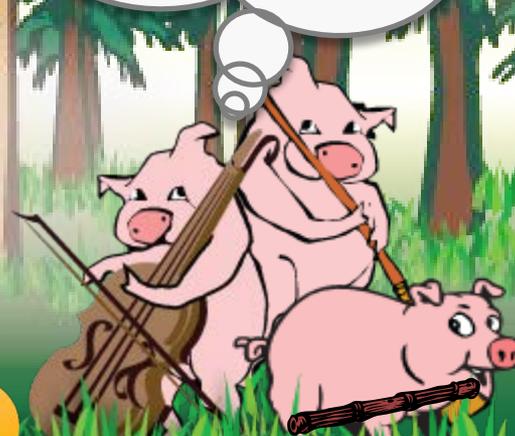
Giving credit to a  
reliable investment like AirKrete®  
His solid foundation and structured plan  
is what made the 3<sup>rd</sup> little pig ...

## THE MAN



Story  
And Layout by  
Cheryl Schoonmaker

“Who’s afraid of the big bad wolf? The big bad wolf, the big bad wolf. Who’s afraid of the big bad wolf? The big bad wolf. Not me!”



THE END

# SAVE ENERGY... SAVE MONEY...

Well I blew away the little dude's house, and burned down his pal fiddle stick's place. Check out the whole story and see why I joined the AirKrete Crew.

I paid for insulation and at the same time at no extra cost my home is now fire proof, sound proof, mold & pest resistant.

I'm the disgruntle mouse searching for a new house. You got one?

He's the man!

 **air krete®**  
**ALL GREEN INSULATION**

**AirKrete®** is the most environmentally safe insulation product on the market today. This proven revolutionary technology excels in performance, safety, comfort and durability.

**AirKrete®** is a mineral base non toxic insulation, environmentally friendly, and can be installed in retrofit or new building projects.

**Air-Krete is the World's Only Insulation that is:**

- Fire Proof
- Non Allergenic
- Mold Resistant
- Pest Resistant
- Great R Value
- Zero Shrinkage and Fills All Cavities
- Acoustically Engineered to Act as a Sound Barrier

## SAVE THE PLANET

Watch the Three Little Pigs Go Green at [www.airkrete.com](http://www.airkrete.com)