

Attic Insulation Reward Program

Familiar with harsh winters, Wisconsinites are not surprised that heating systems are the highest energy consumers in the home. Fewer realize that understanding the basics of attic sealing and insulation is a first step to keeping energy costs under control. In fact, sealing and insulating a home are two of the most important ways to help maintain uniform indoor temperatures all year long while reducing energy consumption and preventing damage caused by ice damming.

AIR SEALING

Even the slightest gaps in an attic can make it difficult to control your home's temperature, causing your heating (and air conditioning) system to work for longer periods of time.

INSULATION

Heat flows from warm to cool spaces. In winter, heat flows from living spaces to unheated areas such as the attic. In the summer, heat flows from the attic to your living spaces. Attic insulation resists the flow of heat and keeps the heat where it belongs.

According to the Department of Energy, proper air sealing and insulation can reduce your home's heating and cooling costs by as much as 30 percent. It is important to do both parts; simply adding insulation without air sealing first will reduce the energy savings.



ATTIC INSULATION REWARD

75 percent of installed cost (up to \$300)

CUSTOMER ELIGIBILITY REQUIREMENTS

- Single family or multifamily dwelling of three or fewer units
- 50 percent of energy used for home heating must come from electricity or natural gas purchased from a participating utility
- Must be installed by a Focus on Energy Home Performance with ENERGY STAR® Trade Ally
- Open Cavity
 - Maximum R-factor pre-installation – R11
 - Minimum R-factor post-installation – R38 with proper air sealing
- Closed Cavity
 - No insulation before installation
 - Dense pack all cavities post installation

THE BENEFITS OF USING A TRADE ALLY

Sealing air leaks and installing attic insulation can be tricky. A qualified Trade Ally assures you better results.

- **Energy Savings** – professional installation makes sure the material performs properly and reduces energy use
- **Durability** – the Trade Ally chooses the right materials for the job. The wrong material can degrade quickly when exposed to temperature and humidity extremes
- **Combustion Safety** – from material selection to installation, the Trade Ally chooses and applies the correct product to meet building safety codes
- **Comfort** – the Trade Ally targets areas that cause drafts and cold spots in winter

To learn more about Focus on EnergySM
call 800.762.7077 or visit focusonenergy.com.



focus on energyTM

Partnering with Wisconsin utilities

Attic Insulation Reward Program

PARTNERING TRADE ALLIES

Focus on Energy Trade Allies are held to high professional and customer service standards. To qualify as a Home Performance with ENERGY STAR Trade Ally, a Trade Ally must enroll and be accepted into the program, obtain or hold building science certifications, agree to have periodic quality assurance or quality control audits, and attend mandatory training sessions. To find a participating Home Performance Trade Ally near you, visit finditwithfocus.com or call 800.762.7077.

Next Steps

- Choose Trade Allies participating in Focus on Energy's Home Performance with ENERGY STAR Program and call for project estimates.
- Complete the air sealing and attic insulation installation.
- Receive an instant Cash-Back Reward. The Trade Ally should clearly indicate that the Focus on Energy reward has been applied to the installation invoice.

INCREASE YOUR SAVINGS

Air sealing and attic insulation are a good first step to an energy efficient home. Look into other Focus on Energy programs for greater energy efficiency, increased energy savings, and a more comfortable home.

Home Performance with ENERGY STAR

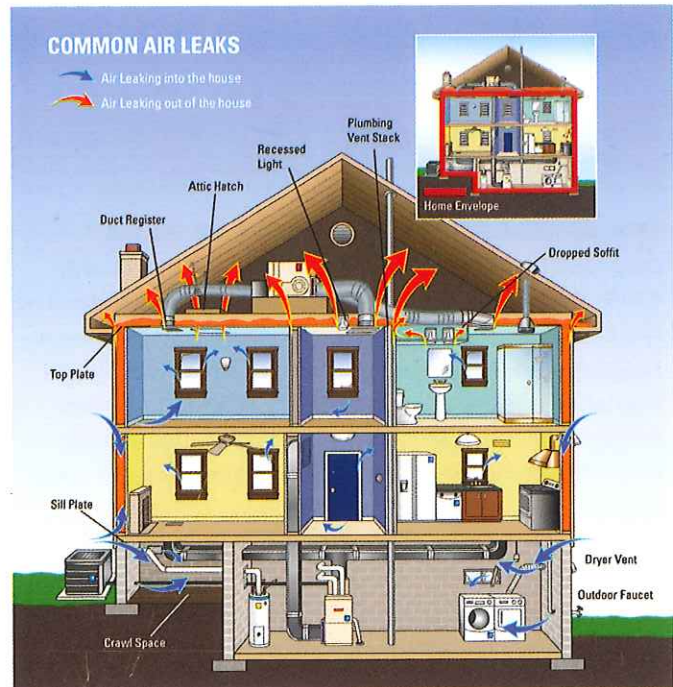
Obtain customized, energy-saving recommendations for whole-house air sealing and home insulation, and receive free installation of energy-efficiency measures for immediate energy savings. If you move forward with the recommended home improvement projects, you may be eligible for an instant reward and savings bonus. Go to focusonenergy.com/homeperformance for more information.

Home and Water Heating Cash-Back Rewards

Focus on Energy makes replacing your old furnace, boiler, or water heater with a qualified, high-efficiency model more affordable with Cash-Back Rewards. Go to focusonenergy.com/residential for more information.

Residential Renewable Energy Program

Harness clean solar or geothermal energy to save money and help protect the environment and receive Cash-Back Rewards for doing so. Visit focusonenergy.com/residential/renewable.



CUSTOMER DEFINITIONS

R Value – Resistance to heat flow of a material. The higher the R value the better.

Dropped Soffit – Area where the attic floor drops below the rest of the floor. This usually occurs above kitchen cabinets or bathroom tubs and vanities and requires special consideration when air sealing and insulating.

Canned or Recessed Lighting – Lights that come up through the attic floor also need special consideration.

Attic Penetrations – Refers to anything that goes through a hole from the house into an attic, such as electrical wire, cables and phone lines, as well as chimneys, bathroom, and kitchen exhaust fans.

Open Cavity – Refers to the attic floor in an unheated attic space.

Closed Cavity – The space between joints and flooring in an attic or between ceiling and roof in a sloped ceiling.

Focus on Energy works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas. For more information, call 800.762.7077 or visit focusonenergy.com.



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