



Dow is a year-long sponsor of the DBA education program. I know that your time is valuable so we appreciate the chance to talk to you about how Dow's industry-leading insulation and air-sealing solutions can help you build homes that are even more comfortable, durable and energy-efficient.

I invite you to contact us if you are interested in learning more about how you can access Dow's resources to grow your business and your bottom line by outperforming your competitors and your customer's expectations. Additionally, I would like to share a few examples below of how Dow is moving forward in the industry with real-world innovative research and development projects. These projects are just a few of the many ways that Dow is helping improve the energy efficiency of new and existing homes through insulation and air sealing upgrades that you can easily incorporate into your business today.

Again, thank you for your time and I hope to hear from you soon.

Sincerely,

A handwritten signature in black ink that reads "Kevin McLain".

Kevin McLain
Dow Building Solutions,
kbmclain@dow.com
Phone: [\(972\) 527-4111](tel:(972)527-4111)

Vision Zero – A Comfortable Home and No Monthly Energy Bill

In the fall of 2009, [Cobblestone Homes](#) approached [Dow](#) about partnering on a net-zero energy home. The company embraced the concept and Vision Zero was born.

Throughout the next six months, the two companies worked together to develop plans and select technologies that would insulate and seal the building envelope as well as generate renewable energy.

Much of the building process for Vision Zero was documented – to lead the way for others wanting to improve the energy efficiency and sustainability of their homes. [Learn More](#)

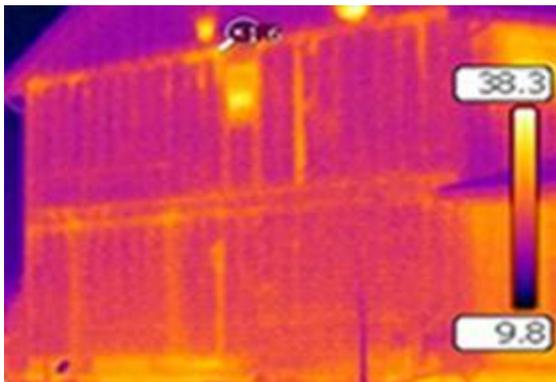


Net Zero Homes use a portfolio of energy efficient home building materials and technologies designed to work together to produce enough energy to supply all of the home's electricity needs.

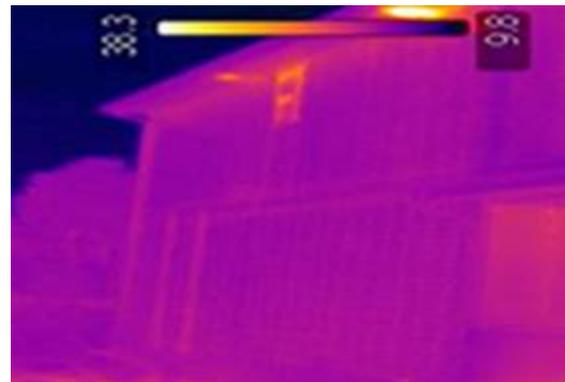
STYROFOAM™ Brand Residential Sheathing

Four Reasons why 2" x 4" framing with continuous STYROFOAM™ Brand Insulation on the exterior outperforms 2" x 6" with Housewrap and batt:

1. **Thermal bridging:** Leaving the studs uninsulated leaves an unbelievable 25% of the wall susceptible to heat loss and higher energy bills.
2. **Dew Point:** STYROFOAM™ Brand Insulation helps protect the wall cavity from moisture. Moisture in the wall cavity can lead to health and structural issues like mold and decay.
3. **Reduced Home Size:** A home with 2"x 6" framing reduces the usable space by as much as 15 sq. ft. when compared to a home built with 2" x 4" framing.
4. **Building Science Supports Continuous Insulation:** Leading building scientists choose foam insulation over housewrap and wood sheathing. [Learn More](#)



Lighter colors show heat loss in a home without insulation over framing



A home that uses continuous foam insulation such as Dow STYROFOAM™ Brand Residential Sheathing

Energy Efficiency – An Investment That Pays



Dow recently teamed up with a contractor to create a living “case study” to broaden public awareness about the benefits of energy efficient retrofits. The results validated how with just a few simple and affordable insulation and air sealing upgrades, it's easy to enhance a home's energy efficiency and lower energy bills enough to more than offset the initial investment. [Learn more.](#)

Benefits of Insulating and Air Sealing

- Comfort
- Indoor Air Quality
- Energy Savings

® TM Trademark of The Dow Chemical Company (“Dow”) or an affiliated company of Dow

You may click the UNSUBSCRIBE link below if you no longer wish to receive emails containing product and service information from Dow Chemical.

[UNSUBSCRIBE](#) | [PRIVACY POLICY](#)

The Dow Chemical Company | 2030 Dow Center | Midland, MI 48674 | USA