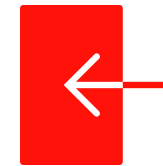
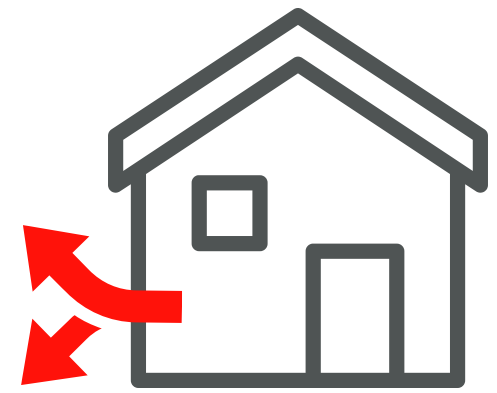
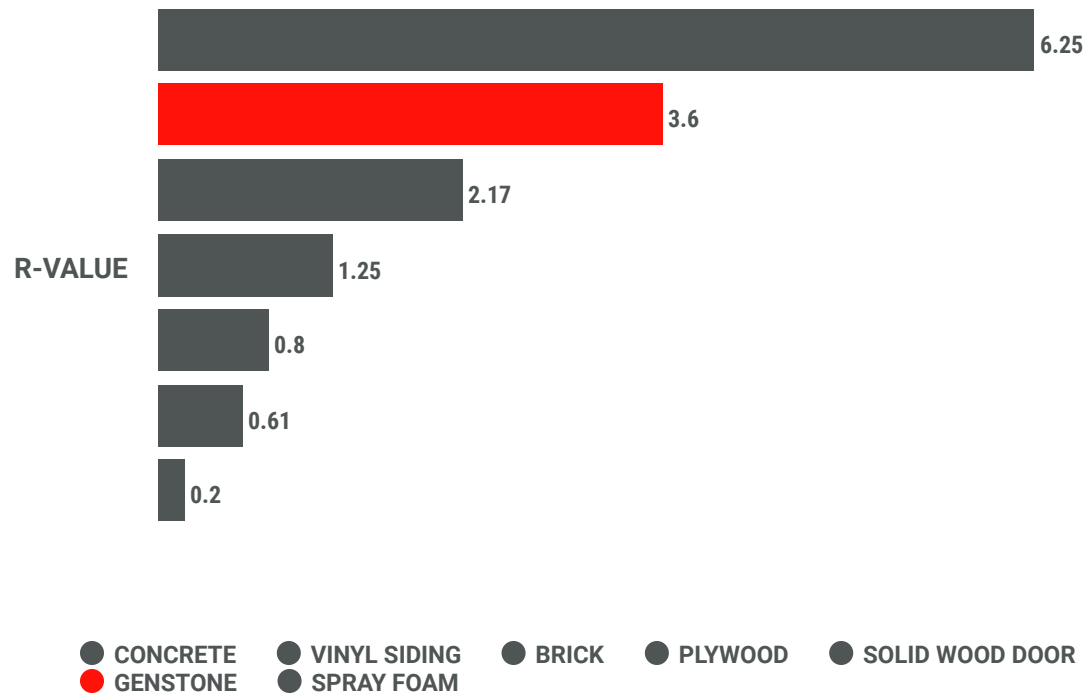


WHAT R-VALUE MEASURES

Heat moves in and out of a structure in four ways: conduction, convection, radiation and infiltration.

R-Value is only a measure of conduction and should not be the sole measure of a structure's energy efficiency.



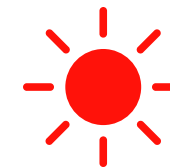
CONDUCTION

Heat escaping through a solid material like a wall.



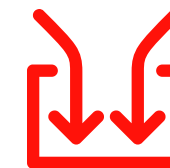
CONVECTION

Hot air rises and carries heat throughout the home.



RADIATION

Building materials can reflect, absorb or transmit solar heat.



INFILTRATION

The introduction of outside air (hot or cold) to the home.