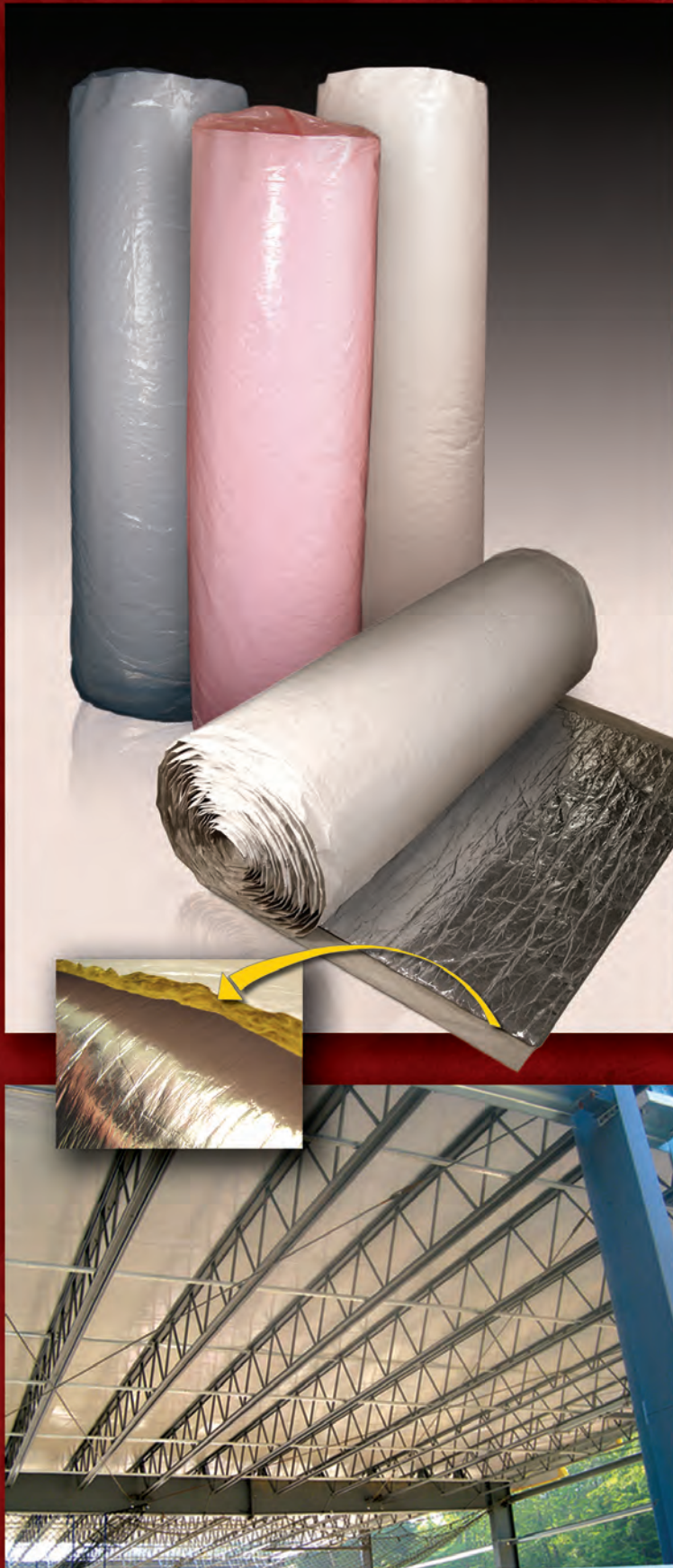


# the REFLECT-R Advantage



## **Better** Protection from solar heat

Reflect-R's pure aluminum facing reflects 97% of radiant heat gain.

## **Faster** Onsite installation

Variable widths, custom lengths and the rigidity of the 1/2" core will save man-hours on your jobsite.

## **Safer** In-place fire protection

Reflect-R's fiberglass core reduces the risk of fire spread as compared to many non-fiberglass core reflective insulations.

### CORPORATE OFFICE

31387 Industrial Parkway  
North Olmsted, OH 44070  
888-248-7858

### PLANT LOCATIONS

Cleveland, OH   Lancaster, PA   Madison, WI  
Atlanta, GA   Orlando, FL   Dallas, TX  
Sacramento, CA   Phoenix, AZ

 **THERM-ALL**

*Insulation Doesn't Cost, It Pays.*

# REFLECT-R *Get the facts...*

## Product Standards

Widths: 48" 60" 72"  
 Lengths: 102' 125'  
 Thickness: 1/2" 1"  
 Foil Facing: 99.9% pure aluminium  
 Non-Foil Facing: PSK-VR

## Custom Requirements

Roof Roll Lengths: Minimum roll length is 60'  
 Wall Roll Lengths: No custom lengths for walls

## Stated R-Values

		Down:	Up:	Horizontal:
1/2" Thick:	FGF	11.6	7.0	8.5
	FGVR	7.8	5.4	6.0
1" Thick:	FGF	11.8	8.2	10.1
	FGVR	8.4	7.4	6.4

## How is the R-Value determined?

The FTC (Federal Trade Commission) requires reflective insulation R-Values to be determined by using the ASTM C 1224 test. This test determines an R-Value for the entire assembly. The assembly consists of two 2"x4" wood studs 16" on center, 1/2" plywood deck on top, and the insulation installed at the mid-span of the 2"x4". The reflective airspace is critical to creating R-Value. The greater the airspace, the greater the R-Value.

## How can other reflective insulation have a greater R-Value?

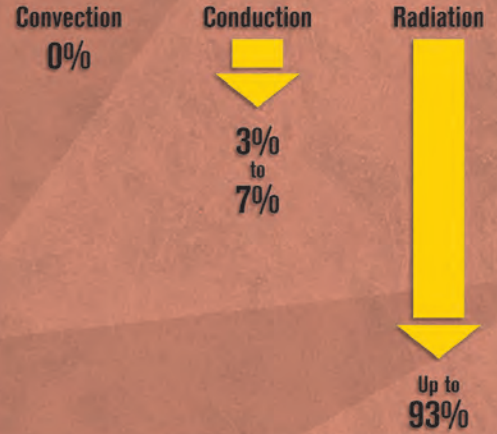
Some suppliers still use the ASTM C976 test, which allows them to place the insulation on the outside edge of the 2"x4", thus creating a 3-1/2" air space. In July of 2003, the FTC ruled to no longer accept the ASTM C976 test as a "fair and accurate" test in establishing R-Values.

## REFLECT-R Results:

- Infrared waves create radiant heat
- The waves travel at the speed of light, in straight lines
- With *Reflect-R* insulation, 97% of these waves are deflected



## Summer Heat Gain



▲ Heat is transferred through three different processes as shown above: convection, conduction and radiation. Of these three, radiation creates 93% of summer heat.



*Insulation Doesn't Cost, It Pays.*