



## Insuladd® Insulating Additive

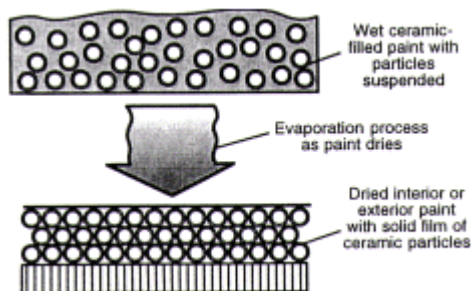
**A unique ceramic microsphere based insulating additive designed to mix into ordinary paints thereby creating a radiant barrier paint!**

**Insuladd®** insulating paint additive has been making homes, businesses, warehouses, ships, etc. more energy efficient for over a decade. Homeowners and building contractors have proven Insuladd paint additive is not only highly effective in making insulating paint, it's simple to use for any homeowner. Worldwide users of **Insuladd®** insulating additive such as the Climatic Test Branch of the U.S. Missile Command, Pratt & Whitney Aerospace, Hyundai, Samsung, The U.S. Navy, and The U.S. Coast Guard along with 1,000's of homeowners have proven Insuladd's value as an insulating paint additive under the most intense conditions.

**Insuladd®** ceramic paint additive has withstood the rigors of the most extreme and demanding conditions including applications on a U.S. Navy Arctic Research Vessel, oil storage tanks in the Middle East, Metal shipping containers, factories and warehouses.

Just as **Insuladd®** insulating paint additive has proven to withstand the elements for commercial and military applications, **Insuladd®** has again and again proven to be able to save homeowners as much as 40% off their normal heating and cooling costs!

Putting **Insuladd®** paint additive into your next painting project is a huge advantage to saving energy and saving you money on utility costs.



The **Insuladd®** insulating paint additive has unique energy saving properties that reflect, resist, and dissipate heat. The hollow ceramic microspheres reflective quality affects the warming phenomenon called "Mean Radiant Temperature," where heat waves from a source such as direct sunlight cause a person to feel warmer even though the actual air temperature is no different between a shady and sunny location. It is the molecular friction within the skin caused by the sun's radiant energy waves which makes the body feel warmer.

**INSULADD® is The Original Insulating Additive for house paint. Don't settle for less-demand the best!**

- Increases insulating value to all paint by making it an insulating paint.

- It's safe and non-toxic.
- Is an insulating paint additive for roofs, walls, and ceilings.
- A paint additive for interior and exterior use.
- A ceramic paint additive for hot or cold climates.
- Reduces heating and cooling demands.
- Easily mixes with your locally available house paint to make it insulating paint.
- Ideal for all residential and commercial painting applications.
- Saves you money by reducing your heating and cooling demands.

Reducing heat gain by as much as 40 percent as has been seen in the summer by using **Insuladd**<sup>®</sup> paint additive. Heat loss in the winter will drop dramatically by using this ceramic paint additive, making chilly rooms become comfortable.

For paint projects in your home, **Insuladd**<sup>®</sup> insulating additive is available in kits containing from one to 25 pouches. Just mix one pouch of **Insuladd**<sup>®</sup> to one gallon of paint purchased from your neighborhood store. For those larger and commercial projects, **Insuladd**<sup>®</sup> ceramic paint additive is available in "Contractor Jugs" which is the appropriate size for mixing Insuladd into five gallon pails to make insulating paint out of your ordinary paint.

**Insuladd**<sup>®</sup> insulating paint additive has proven effective and has been evaluated in virtually every house paint normally found available in paint stores. Scientific evaluation of the paint additive by independent labs such as the Climatic Test branch of the U.S. Army and Geoscience Ltd. prove the performance and energy enhancements expected from **Insuladd**<sup>®</sup>.



Department of Defense  
Registered Trading Partner



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