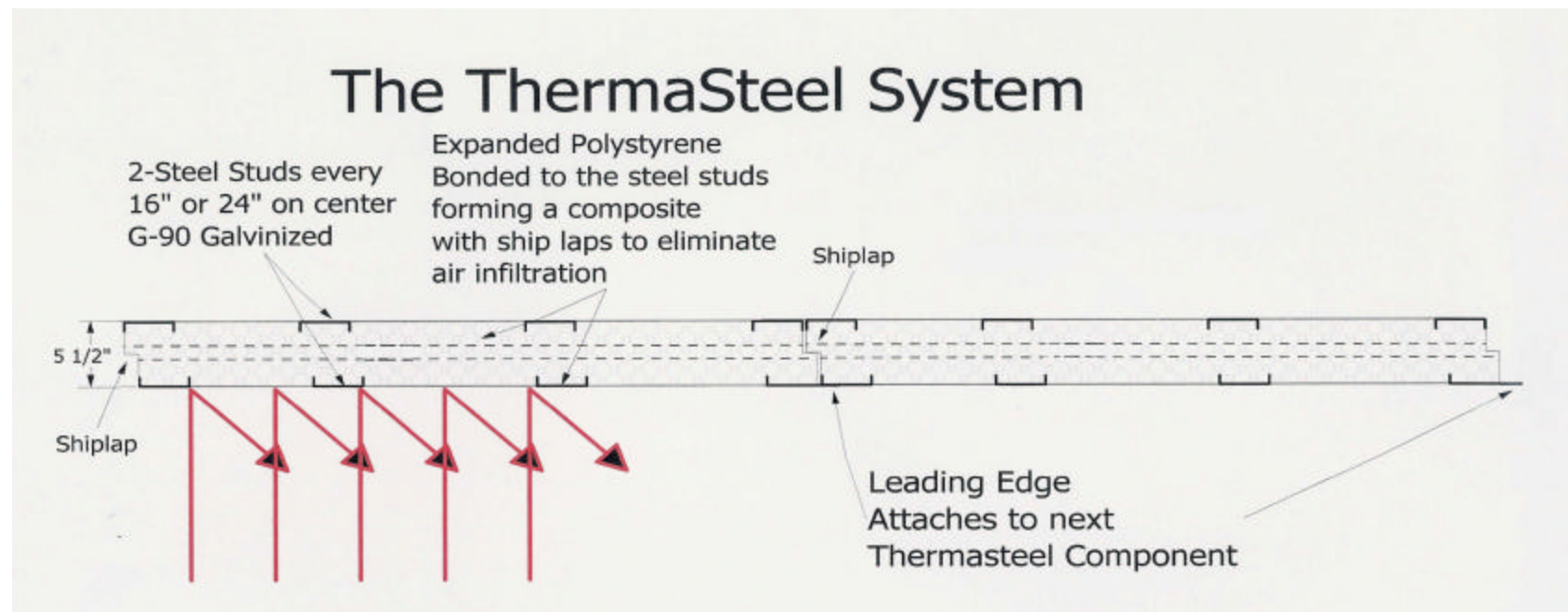


THERMASTEEL ELIMINATES THERMAL BRIDGING

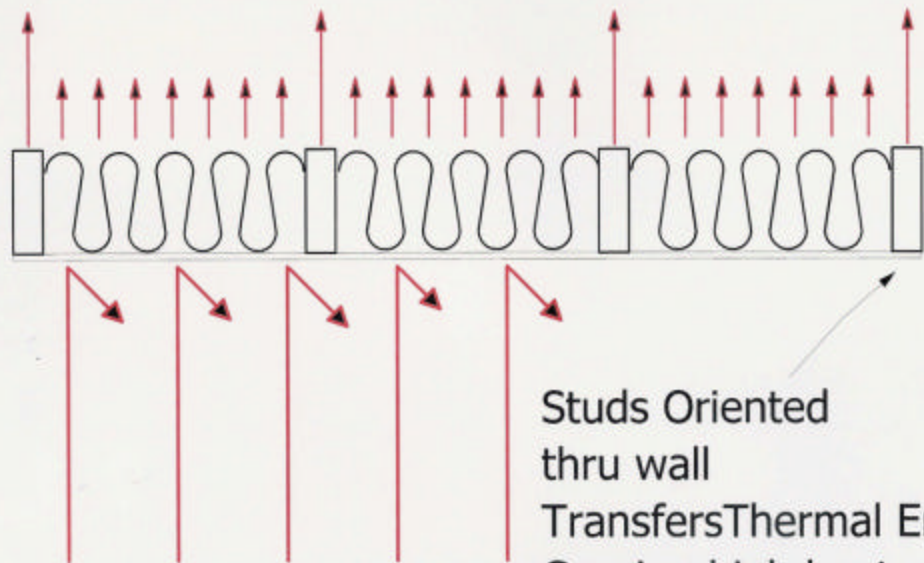
5 1/2" = CONTINUOUS *r*-24 , EFFECTIVE *r*-VALUE = 33



TRADITIONAL FRAMING PROMOTES THERMAL BRIDGING

Traditional Wood or Steel Frame

Air infiltration is one major cause of higher energy costs



Studs Oriented
thru wall
Transfers Thermal Energy
Causing high heat gain
in Summer
Heat loss in Winter

**6" WALL WITH
r-19 FG-
BATT
INSULATION
EFFECTIVE
r-VALUE =
13.7**

**THERMASTEEL
GIVES YOU
19.3 MORE
EFFECTIVE
r-VALUE !**