INSULADD
makes paint insulate
Don't just paint INSULATE!

Tech Traders Inc.
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WHY INSULADD YOU MIGHT ASK??

Conventional insulation materials like fiberglass, cellulose, rock wool and Styrofoam, no matter how thick, have almost no ability to block radiant heat energy which can account for as much as 93 percent of summer heat gain and up to 75 percent winter heat loss in conventional structures.
These products are only designed to slow down (resist) conduction heat energy. Insulation once saturated with heat will simply allow remaining heat to pass through. Ever notice in the summer, its 10 PM or so, and you touch one of the walls in your home that butts up to the outside, the sun has been down for hours, but the wall is still Hot! That's because the wall has been absorbing heat all day and is passing it through the wall to the inside of your home. Remember ... R-value means "resistance," if a product resists, it does not stop radiant heat transfer. R-value material only deals with conductive heat transfer.

WHY INSULADD ??

The average 2,500 sq ft home located in a moderate winter zone in the U.S. requires 5 million BTUs per month to heat and in excess of 7 million BTUs to heat in a severe winter zone. To be able to economically and easily reduce this consumption by 20% would mean a reduction of one million to almost one and one half million BTUs per home at an average potential annual household savings in excess of $650.00 In the South you see identical results with air-conditioning load reduction and corresponding drop in electrical consumption.

INSULADD is the only paint additive proven over and over again to make ordinary house paint reflect heat and perform as a radiant barrier.

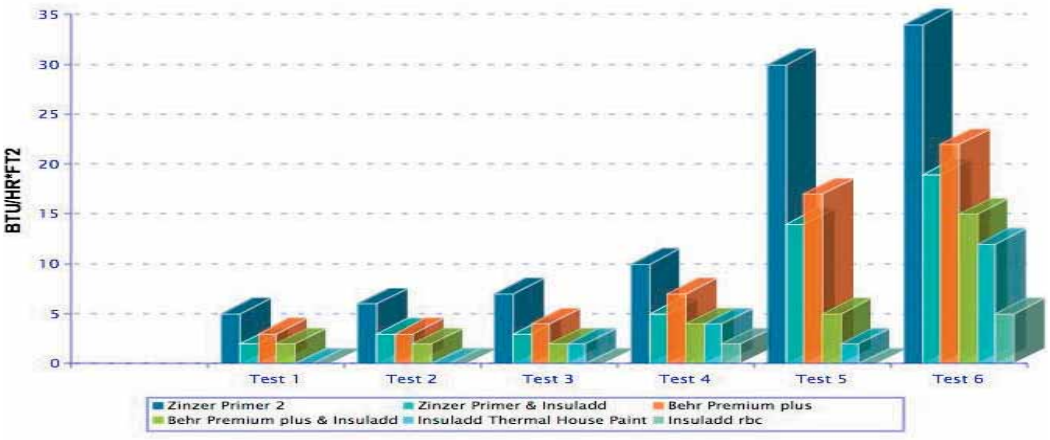
INSULADD mixed into ordinary paint has the ability to block a substantial amount of that radiant energy that accounts for the 75% winter heat loss and 93% summer heat gain in conventional structures.

INSULADD is a trademarked and patented product of Tech Traders Inc., Merritt Island FL (321) 453-5060.

This graph shows the dramatic reduction in heat passing through paint after insuladd has been added. It also shows the performance of some Insuladd paint products.

Readings are measured in BTU/HR*FT2.

These BTU readings were taken at various times during the day with the highest reading of 168 BTU taken at 2:00 PM June 29 in Central Florida.



	Zinzer Primer 2	Zinzer Primer & Insuladd	Behr Premium plus	Behr Premium plus & Insuladd	Insuladd Thermal House Paint	Insuladd rbc
Test 1	5	2	3	2	0 Btu	0 Btu
Test 2	6	3	3	2	0 Btu	0 Btu
Test 3	7	3	4	2	2	0 Btu
Test 4	10	5	7	4	4	2
Test 5	30	14	17	5	2	0 Btu
Test 6	34	19	22	15	12	5

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Understanding BTUs

A BTU, short for British Thermal Unit, is a basic measure of thermal (heat) energy. One BTU is the amount of energy needed to heat one pound of water one degree Fahrenheit, measured at its heaviest point. In other words, if you placed 16 ounces of water at 59°F into a stovetop pan and turned on the gas burner, it would take one BTU to raise the temperature of the water to 60°F. As more BTUs continue to flow from the gas flame, the water will eventually reach the boiling point of 212°F.

A BTU is also the equivalent of 252 heat calories, not to be confused with the kilo-calories of food, and of approximately a third of a watt-hour. When speaking of cooling power, the BTU also works in reverse. The air-cooling power of an air conditioning system refers to the amount of thermal energy removed from an area. Hence a 65,000 BTU heater and a 65,000 BTU air conditioner are of roughly the same capacity and size. The higher the BTU output, the more powerful the heating or cooling system.

Strangely enough, the British Thermal Unit is rarely used in Great Britain anymore, where it is considered a non-metric measurement. Even in countries which use the BTU as a standard measurement, there is some disagreement over the formula used to derive it. The thermal energy needed to raise water one degree Fahrenheit can depend on the original temperature and the method used for heating. So, it is possible to get several different definitions of a BTU from different sources. This rarely has a tangible effect on consumer product information, however.

Most heating and cooling systems produce thousands of BTUs, almost rendering the measurement of one BTU pointless. One is more likely to encounter smaller BTU figures during scientific experiments where the slightest change in thermal energy may need to be calculated in terms of calories. When dealing with central air conditioning units and commercial pizza ovens, however, the BTU numbers can easily reach the hundreds of thousands. A unit of measure called the MMBTU is the equivalent of a million BTUs, however, few man-made objects can generate this level of thermal energy.

When shopping for heating or cooling systems, keep in mind that even the smallest window-mounted air conditioner or space heater can produce thousands of BTUs. The BTU numbers should primarily be used as a comparison between systems. Larger and more expensive systems should provide significantly higher BTUs than smaller ones. When deciding between similarly priced units, compare the BTUs for a better gauge of performance.