



## CASE STUDY

Residential Application-  
Interior Building  
Envelope- walls and

**GEOGRAPHICAL AREA:**  
Southfield, Michigan

### ISSUE:

Looking for home energy savings after a successful application at Arden Companies.

### SOLUTION:

Energy Protect

Coverage: 3-coats

### RESULTS:

- ✓ Provided an alternative form of insulation that is easy to apply.
- ✓ The pipes on water heater are now safe to touch.
- ✓ Provided thermal insulation resulting in energy savings and an initial surface temperature reduction of 10-20F.
- ✓ Provided surface protection such as resistance to mold, moisture and UV damage.
- ✓ Long lasting 5-10 years

## Award Winning Energy Saving and Asset Protection Coatings



### - Customer Quote -

"On an 1800 s.f. second story ceiling immediately below the attic - also along the borders of north-facing windows. NOW earlier this summer I had our company (Arden) paint our lab facility in Sanford, NC with both primer and Heat Shield™ GP. Again, we're going to find out this winter if it keeps that room a little warmer. But I have told tons of people at Arden about it, and written an article for the company internal web site - which I'd be happy to share with you. I've also told dozens of other people about it - parents of our kids' friends, relatives, my son's 6th grade science teacher (she wants to try it on her 2nd story addition), and everybody at a Zingerman's business seminar in Ann Arbor...In fact, I'm going to email everybody your website now that I've seen that this really does work for myself (read below)"

**How it Helped:** "Well, I just put it up yesterday, so I don't know the impact yet on our use of natural gas for the coming winter BUT...I tested in on our hot water heater this weekend, painting part of the vent pipe coming out of

the heater. I realize it takes 30-60 days to cure, but there was an IMMEDIATE difference in temp. between the part of the pipe I coated and the part I hadn't. AMAZING! I could NOT touch the uncoated pipe. I COULD touch the coated pipe. I measured with a digital thermometer and there appeared to be a 10-20F difference."

Other Comments: "Though the results aren't in yet, I am thrilled already. The heat test on my water heater PROVED that this really does insulate! I was also delighted with HOW EASY it was to coat my 2nd story ceiling yesterday. I had called professional painters to quote doing the job. Then I went to Lowe's and bought \$200 worth of wall coverings, drop cloths, rollers and all kinds of paint stuff and spent 45 minutes taping off a bathroom. I As I was painting I realized that because the viscosity of Heat Shield™ is a little on the thick side, it really doesn't drop much. So I simply started doing the rest of the 2nd story WITHOUT all the drop cloths. I didn't need it! In the end, all I really did was swab off the ceilings with a big mop, then roll on Heat

Shield™ with an extended length roller. I never even needed a ladder. I had everything done in three hours. I saved on hiring a painter and am going to return \$150 worth of stuff to Lowe's today. I would be DELIGHTED by the way to speak or write more on behalf of your product about my experience already OR after I see the impact on our natural gas usage this winter. CONGRATULATIONS on a fascinating, really cool Product!!!"

Emmon Scott, Arden Companies, Southfield, MI