



Dow's products and technology are all around—driving improvement in agriculture and water treatment, to better building products for our homes and leading edge electronic technologies. Through "Discover Dow" we hope you will learn more about the way Dow touches and enhances lives throughout the world.



Discover DOW

Net-Zero Times Two

In May 2011, Dow and Great Lakes Bay Region homebuilder Cobblestone Homes unveiled "InVision Zero" — the second net-zero home the two have built together. Located in Midland, Mich., and built for the current United States average new home selling price of \$250,000, the InVision Zero home demonstrates how to affordably build with energy efficiency, sustainability and style in mind.

The home features a number of energy-saving technologies from Dow, including **STYROFOAM SIS™ Brand Structural Insulated Sheathing**, insulating foam sealants and weather barrier solutions, as well as **DOW™ POWERHOUSE™ Solar Shingles**. By using a portfolio of solutions from Dow, InVision Zero is expected to save \$2,441 in energy costs and avert 30,233 pounds of CO₂ annually.

The Wonders of STYROFOAM™

If you were to build your dream home, what construction materials would you use? Many people immediately think about wood, stone, brick, cement and metal — but what about STYROFOAM™?

Commonly referred to as "blueboard" for its light blue color, **STYROFOAM™** Brand Insulation products from Dow can benefit homeowners, their wallets and the environment. In fact, **STYROFOAM™** products used in home construction help:

- Save energy and reduce heating/cooling costs
- Increase comfort
- Provide even temperature distribution throughout the home
- Prevent condensation through its moisture resistance properties
- Reduce potential for mold, mildew, wood rot and odor that result from moisture intrusion
- Reduce emissions¹

insulate and seal a home's roof, walls, floors and basements—making the interior environment more comfortable for homeowners while saving up to 20 percent on heating and cooling costs.² One square foot of properly installed **STYROFOAM™** rigid insulation (one inch thick) can avert over one ton of carbon dioxide (CO₂) emissions during the average life of a building. And on top of that, **STYROFOAM™** is also reusable in many applications.

So, whether you're building your dream home or reaching for the thermostat, **STYROFOAM™** insulation products from Dow can help make a house feel more like home — putting money back in your wallet and helping sustain our world.

¹A life-cycle analysis conducted by McKinsey and Company found that every unit of CO₂ used to make rigid foam insulation saves more than 233 units of carbon dioxide. www.americanchemistry.com.

²<http://www.energystar.gov>

The **STYROFOAM™** insulation and air sealing product line includes both rigid foam insulation and spray polyurethane foam from Dow that can be used to

