



# THE SHOWCASE USA

## FEATURING REAL ESTATE'S FINEST

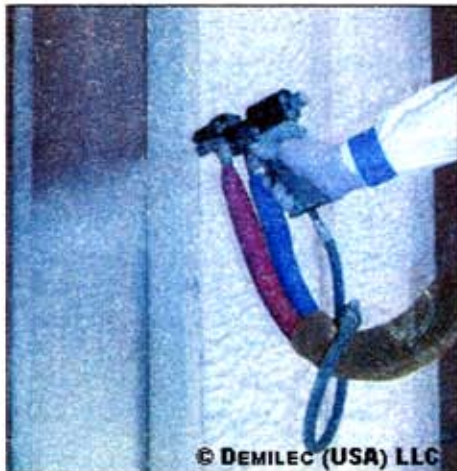
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LOCAL & STATE NEWS

## Foam Makes "Cents" And Dollars For Homeowners



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Demilec is super insulator that, once applied in the space behind the wall expands 120 times.

### Imagine Homes adds high-efficiency Demilec insulation to its homes

Imagine Homes, San Antonio's only true "green" volume home builder, is increasing the level of

efficiency in its homes up to 50 percent and helping to decrease its customers energy bills.

On the heels of being named the National Association of Home Builders (NAHB) 2008 Green Single Family Production Home of the Year, the local home builder was approached by Demilec to be the first volume new home builder in the country to use the company's SEALECTION® 500 and SEALECTION Agribalance® insulation.

"As a company we constantly seek products and techniques that elevate the quality of our homes," says John Friesenhahn, president of Imagine Homes. "Demilec approached us with an opportunity to increase our building efficiency, offering our customers an even more efficient home in these times of rising energy costs."

The products act as a "super" insulator that, once applied in the space behind the wall and underside of the roof, expands up to 120 times. The expansion fills in the open spaces between the walls and around wiring and sockets. In the attic spaces, it acts as a barrier to heat during the summer and reduces the amount of warm air that escapes in the winter by creating a sealed attic that maintains a temperature, which is only a five to 10 percent difference of

the interior of the home. The efficiency increases are realized in the reduction of energy used to regulate the home's air temperature, through a decrease in the amount of air movement through walls, and by maintaining all air conditioning ducts with a semi-conditioned area. An added benefit is diminished amounts of outdoor allergens that penetrate the home's environment.

One of the first homes containing Demilec's SEALECTION® 500 and SEALECTION Agribalance® is under construction in the Cibolo Canyons development. The home will have insulation applied by the "2008 Parade of Homes," scheduled August 30, 2008 through September 7, 2008 at select homes within the development. Imagine has additional homes under construction using the new process in its other communities including Monterrey Village, Stonebrook and Lakeview.

Along with this innovative insulation product, Imagine Homes also will begin installing vinyl windows into each of the homes it builds. The windows will contain Low-E, double paneled glass that provides a reduction in the amount of harmful rays that enter the home as well as limiting heat transfer. The vinyl replaces the window's aluminum frames and

further lowers the amount of heat entering the home by 30 percent.

Imagine Homes is the first production builder to build all homes under both the federally recognized ENERGY STAR program and the Build San Antonio Green (BSAG) program. These designations mean every Imagine Homes homeowner enjoys lower energy costs and greater comfort. Each affordable home is the product of integrated building processes that help conserve energy and water resources and improve indoor air quality to protect family health while adhering to high-quality workmanship, design and appearance. For more information about Imagine Homes and its nationally recognized green building practices visit its website at [www.imaginehomessa.com](http://www.imaginehomessa.com) or call 210.877.5900 for community locations and model home hours.



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