

Reflectix® Insulation

The Shining Alternative

A Great Year-Round Seller!



Standard Edge and Staple Tab Insulation

Customers will appreciate the added benefits of Reflectix®. Reflectix® is clean, safe and non-toxic. Installation is easy! All you need are scissors or utility knife, staple gun and goggles. All are great add-on sale items!

Reflectix wants to be your first choice for reflective insulation. Our commitment to quality and service is unparalleled. Our dedication to delivering service and products above and beyond your expectations is evident in the sales, customer service, quality control and production personnel who stand behind every Reflectix® product.

Standard Edge and Staple Tab Insulation

Now you, the retailer, can tailor Reflectix® product selections to your customers' application needs. Staple Tab products are especially designed with 16" and 24" on-center rolls for easy standard construction. Reflectix® is perfect for Attics, Basement Walls, Barns, Side Walls, Out-Buildings, Crawl Spaces, Metal Buildings, Post and Frame Buildings. **Retailer Advantages:**



- Exceptional turns/profit margins of at least 40%
- Be prepared for those cold snaps; Reflectix® is a great year-round seller
- Four-color, trilingual, point-of-sale packaging
- Custom plan-o-gramming
- Ad slicks (Ask for item C7)

No other insulation has such a wide array of options! (Look for BP, ST, DBW and SBW on your Spec Sheet.)

Special Order Program

Reflectix® offers special arrangements for our larger bulk insulation rolls measuring 100' in length. POS headers and literature are available along with special pricing sheets for your contractor desk. Rolls can ship directly to your store or your customers' work site. (Look for BP, ST, DBW and SBW on your Spec Sheet.)

10' Small Project Rolls

Designed to take minimal floor or shelf space, the Reflectix® Small Project Rolls address specific needs not possible with traditional insulations such as: RV use, outdoor recreation, household use, plumbing and ducting. Shipped in attractive trilingual merchandisers, your rolls come ready for immediate display right from the point of receiving. **Retailer Advantages:**

- Easily merchandise products in non-traditional areas within the store without the need to stage on pallets, suspend signage, etc.
- Reduces store-level handling from point of receiving to point of display
- Merchandisers promote bold, graphic point-of-sale impact
- Excellent profit margins
- Use of minimal space for retailers who do not normally sell insulation (Look for BP on your Spec Sheet.)

Sill Sealer

Reflectix® Sill Sealer sells itself. Made from ribbed polyethylene foam, Sill Sealer was designed to reduce air leakage between the foundation wall and sill plate. The Reflectix® Sill Sealer displays promptly and takes minimal shelf space. All rolls are 50' in length and come in a variety of widths: 3.5", 5.5", 7.5" and 9.5". (Look for CF on your Spec Sheet.)

Expansion Joint

This durable, lightweight closed-cell foam expansion joint is the solution for concrete placement needs. Stiff enough to use on straight joints, flexible enough to shape to contours. **Retailer Advantages:**

- Conveniently comes in 4" x 50' size.
- Displays easily
- Easy-to-follow instructions (Look for EXP on your Spec Sheet.)

Plumbing/HVAC Products

This specialized assortment of Reflectix® Insulation offers money-saving solutions for the do-it-yourself customers. Recommend our Plumbing/HVAC products for Pipe and Duct Wraps. **Retailer Advantages:**

- Exceptional turns and profit margins of at least 40%
- Four-color, trilingual, point-of-sale packaging
- "One-stop" shopping for their customers' HVAC needs
- Reflectix® is a great year-round seller
- Priced right to promote consumer sales and UPC coded (Look for the Plumbing and HVAC Products section on your Spec Sheet.)

Masonry Wall Insulation

This insulation is yet another option for great year-round sales. The combination of white poly and foil make for an effective solution when seeking climate control in a recreational room, basement or masonry walls. (Look for SBW and DBW on your Spec Sheet.)

Concrete Pad

Our Concrete Pad works in tandem with radiant floor systems to direct heat back into the living space increasing the efficiency of the radiant floor system. It can also be used under concrete in radiant heating and snow melt applications. (Look for DBWEF on your Spec Sheet.)

Radiant Barrier

Many regions of the United States now recognize the energy advantages available to the consumer who installs a radiant barrier in the attic of their home. Reflectix® Radiant Barrier reflects 97% of the radiant energy striking its surface, resulting in a 40% heat reduction through the ceiling.

Reflectix® Radiant Barrier offers a competitively priced product. Great for year-round sales. (Look for RB on your Spec Sheet.)

Accessory Items

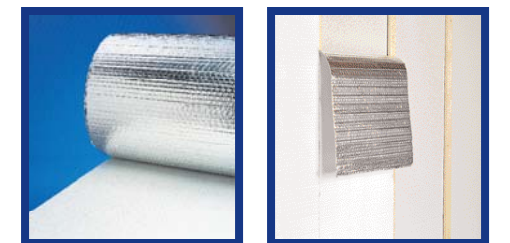
Foil Tape: Our 2" wide aluminum tape is specifically designed to adhere well to foil. It serves as the best means to join ends of Reflectix® product together because it ensures a continuous reflective surface. The use of ordinary adhesive tape would create "windows" for radiant energy to pass through.

White Poly Tape: This tape is recommended for taping the seams of our Reflectix® white poly products such as our Masonry Wall Insulation and the Concrete Pad.



Plumbing/HVAC Products

Wraps are available in 20" x 20" x 12" corrugated merchandisers. Merchandisers are great on the shelf or as a stack-out.



Masonry Wall Insulation

Reflectix® performs a vapor retarder, resisting fungus and mold while controlling dew point problems.



Concrete Pad

This unique new product coats foil with a white poly surface.



Reflects 97% Radiant Heat!

Radiant Barrier

The merchandiser measures 4 3/4" x 4 3/4" x 50 1/2" and is ready for display right from the point of receiving.

4 Easy Ways to Order:

1. **Mail:** Reflectix P.O. Box 108, Markleville, IN 46056
2. **Phone:** (800) 879-3645 or (765) 533-4332
3. **Fax:** (765) 533-2327
4. **EDI** transmission available



10' Small Project Rolls
No job is too small for Reflectix®. Our foil tape adds the finishing touch!

Accept No Substitutes!



Sill Sealer
Reflectix® Sill Sealer is available in convenient rolls sizes and installs quickly and easily.

Expansion Joint
Reflectix® Expansion Joint resists moisture and can be installed in hot or cold climates.



Options for the Retailer



Signage and Literature

Capture the attention of your customers. Select from these colorful point-of-purchase options to inform your customers about Reflectix®. Installation guides are available for both the DIYer and Commercial Contractor. Ask about translated installation guides.

1. H17 - 20" x 39.5" Bulk/Contractor*
 2. H22 - 18.75" x 20.75" Bulk/Contractor*
 3. H25 and H26 - 18" x 30" Application*
 4. H36 - 8.75" x 32" Bulk/Application***
 5. H34 - 8.75" x 21" Bulk/Application**
- * Trilingual ** Eng./Fr. *** Eng.



Custom Plan-o-grams Available!

Self-Merchandisers

Each Reflectix® merchandiser measures 20" x 20" x 48".

- May be used as a stack-out floor display
- Designed to fit two deep in a pallet rack display
- Self-defining reorder points
- Tri-lingual POS merchandiser for shelf-stock, stack-outs or pallet rack displays
- Lightweight for ease of handling (25 lbs. or less)
- Easy to store, move and display
- Strong - protects product from handling damage

Corrugated Pallets

Reflectix palletizes shipments in specifically designed corrugated pallets. This method of shipment adds further protection to the product in transit, assuring a clean and damage-free merchandise assortment. Each pallet comes UPC coded for receiving convenience. *(Product quantities are described on your Spec Sheet.)*

Self-Merchandisers
Less labor reduces store-level handling from point of receiving to point of display.



Corrugated Pallet
Clean, neat and compact for your convenience.



ENERGY STAR HOME SEALING

EPA recommends sealing the "envelope" that surrounds your living space:

- the ceiling
- exterior walls
- windows
- floors

ENERGY STAR is a program of the U.S. Environmental Protection Agency and the U.S. Department of Energy.

To save on your heating and cooling bill and increase the comfort of your home:

- Add insulation
- Seal air leaks
- Choose ENERGY STAR qualified windows when replacing windows

www.energystar.gov

Reflectix, Inc.

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Providing the Home Improvement Retailer with Technologically Advanced Products for Today's Insulation Marketplace