



Insulation provides comfort and savings during extreme weather

Icicles hanging from your roof are often a sign that you're paying too much on heating bills

(Ottawa, ON, December 17, 2014) Much of Canada has already experienced its first cold snap of the season. At a time of year when many people are looking to spend increased time indoors, it makes sense to assess the insulation levels in your home's building envelope (i.e. walls and attic).

Not only can insulation make a home more comfortable during extreme weather conditions, it can also offer monthly savings on your heating bills.



"Icicles hanging from your roof are usually an indicator of air from the house leaking into the attic," warns Jay Nordenstrom, Executive Director of the North American Insulation Manufacturers Association (NAIMA) Canada. "The solution is to seal the house from the attic, add more insulation, and assure the attic is well-ventilated, making the home more comfortable for your family and reducing your heating bills."

Last winter was particularly tough on Canadians. Many experienced power outages, record snowfall, ice storms, and prolonged periods of extreme cold. While the effects of the season typically vary across the country and from year to year, many are likely to face some type of severe weather during the winter months.

In the event of a power outage due to weather conditions, sufficient insulation and a properly sealed building envelope can provide homeowners with the peace of mind knowing their home can effectively retain heat and is likely to keep everyone comfortable and warm until the power returns.

Whatever the weather is outside, insulation can provide many benefits for homeowners. It is an easy and cost-effective means to offer homeowners comfort during extreme weather.

For more information on high performing building envelopes and expert tips on how to install insulation, visit naimacanada.ca.

-30-

For more information, or to schedule interviews, contact Tara McClinchey, NAIMA Canada: TMcClinchey@naimacanada.ca or (613) 232-8093.

NAIMA Canada promotes energy efficiency and environmental preservation through the use of fibre glass, rock wool, and slag wool insulation, and encourages the safe production and use of these materials.