

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

Vision Zero Becomes Reality

Dow recently partnered with homebuilder Cobblestone Homes to bring these products and other technologies to life in a 3,400-square foot model home, called "Vision Zero" — which costs virtually nothing to heat and cool. In total, it should use 60 to 70 percent less energy than a traditional home and save \$3,507 in annual energy costs.

Visit www.visionzerohome.com for more about the Vision Zero home.

Air-Seal Checklist

Did you know the average home loses as much heat from leaky doors and windows as having a window open all winter long? Air-sealing and insulating products from Dow can help increase a home's energy efficiency and reduce its greenhouse gas emissions. Here are some common places around the house to inspect and air-seal:

- Attic hatch
- Door frames
- Electrical panel and outlets
- Exterior dryer vent
- Heating ducts
- Plumbing
- Outside water faucet
- Windows

Visit www.dowgreatstuff.com for more air-sealing tips.

Save Energy & Money at Home

A lot of people think making a home more energy efficient means major renovations or purchasing new "green" appliances — both of which sound expensive. But homeowners can save money and reduce energy usage today, and in the future, just by using basic products found at local hardware or home improvement stores.

For starters, Dow's **GREAT STUFF™** Insulating Foam Sealants can be used all over homes to stop seemingly minor cracks and crevices from letting warm air escape in the winter and seep in during the summer. Think these cracks are harmless? In the average home, incidental openings can add up to four square-feet of empty space. That's like having a big hole in the middle of your living room. For gaps, cracks and holes larger than one inch, Dow offers **GREAT STUFF™ Big Gap Filler** Insulating Foam Sealant. Even small cracks are problems, which is why Dow created **GREAT STUFF™ Gaps & Cracks** Insulating Foam Sealant for openings that are smaller than one inch. And it's not just air that passes through them — moisture and bugs can find their way inside too. Speaking of finding their way inside, air and moisture also get inside through

your window and door frame openings. Seal them with **GREAT STUFF™ Window & Door** Insulating Foam Sealant, and you can save money on your energy bill.

In the future, homeowners will be able to harness solar power more easily thanks to innovative photovoltaic roofing shingles. The **DOW™ POWERHOUSE™ Solar Shingles** combine roofing protection and solar energy generation in a single product. What's unique about these solar shingles is that they integrate with a traditional asphalt shingle roof, which represents 90 percent of the homes in North America. This makes them more aesthetically pleasing and neighborhood friendly than the current solar option, solar panels. Additionally, the solar shingles can be applied by a roofer at the same time the asphalt roof is installed — making them a one step application. Named one of TIME magazine's "50 Best Inventions of 2009," the **POWERHOUSE™ Solar Shingle** will be commercially available sometime in 2011.

