



## Industry Talking Points

### Insulation Industry: 100 Percent America-centric

America must capitalize on the huge opportunities in improving the energy efficiency of the nation's existing building stock. Everybody wants to protect the planet, save energy, improve the environment, and reduce our dependence on foreign oil. Not everybody knows the best way to do it.

- **Americans know the best way to do it.** We already have the know-how, and we need to tell the nation what a difference insulation can make.
- **Insulators can** illustrate the difference a well-insulated home can make to a fuel bill. Insulators can describe the increased value that a properly insulated and air-sealed home has on the real estate market.
- **We have an existing work force waiting to get 'back to work'.** With 28% unemployment in the construction industry, we are sitting on the sidelines of the Obama recovery. **We have qualified, trained people ready to get back to work through market channels that are developed, scalable, and rapidly deployable**
- **The insulation industry is 100 percent America-centric.** Manufactured, transported, and installed all within the United States, the insulation industry is a pure 100 percent American play. Our industry is composed of family-owned businesses throughout the United States, using American-made materials manufactured in American facilities and using U.S. labor to install these products to make homeowners safe, energy-efficient, and comfortable.