

Out with the cold

How new insulation can – *quickly and easily* – increase comfort, reduce energy consumption

By Daina Feick

Part of our great Canadian culture is our changing seasons including those crisp autumn days and snowy winter nights. Not so great are the draughty, chill-filled rooms and hefty heating bills many of us experience from October to April. And while a warm sweater might offer some relief, the real remedy is proper home insulation – a remedy that’s much easier to install and affordable than most people realize.

Breslau-based Enerliv specializes in insulation services for the entire home – walls, attics, basements, crawl spaces, sloped ceilings, garages and more – and knows, first-hand, homeowners’ initial objections and ultimate satisfaction associated with re-insulation projects.

Among the most common concerns? Inconvenience and cost, both of which are appeased when the company explains its quick but effective installation processes (designed for homes of all types and ages), eco-friendly and CCMC-approved* products.

Easy, non-invasive installation

Regarding installation, most jobs take less than day with Enerliv able to address even the most challenging situations.

In most cases, attics require just a few hours depending on square footage, access and how much ventilation the company must add. Wall insulation utilizes Enerliv’s non-invasive ‘Dense Pack’ process whereby insulation is installed through very tiny holes that are, in turn, carefully patched to near invisibility. No walls are torn down. The company can also apply wall insulation from the inside, outside, into double brick homes and those with existing insulation. And for homeowners whose above-garage rooms are too cold in winter and too hot in summer, Enerliv re-insulates garage ceilings simply by drilling a thumb-size hole into the ceiling and through the existing insulation and adding more.

Effective, eco-friendly products

Cellulose insulation, spray foam and JM Spider are among the products available from Enerliv, each with plenty of advantages.

One of the greenest building products on the planet, cellulose insulation is comprised of recycled newsprint and other paper sources and takes less energy to make than any other type of insulation. Once installed, this fire-resistant option significantly reduces air leakage while providing an excellent sound barrier within a home.

SOYA spray foam is an expanding polyurethane foam made from recycled plastics and soya. Sprayed onto surfaces requiring insulation, this highly effective product offers air and vapour barriers and is ideal for insulating open cavities such as basements, garages and cathedral ceilings. It’s also mould and mildew resistant.

As a premium blown-in wall insulation system that fills wall cavities without gaps or voids, eco-friendly John Manville (JM) Spider custom fibreglass insulation encourages exceptional in-home comfort, energy efficiency and sound control. Because JM Spider’s fibres are even smaller and finer than those of cellulose and do not settle, they’re typically packed into walls even tighter than other products. This significantly increases

a home's R-value. JM Spider also resists mould and mildew, resulting in better indoor air quality.

Sound knowledge and advice

Enerliv also supports its products and services with extensive industry knowledge and sound advice.

Regarding R-value (a measure of thermal resistance used in the building industry), homeowners are often surprised to learn that every time they double the R-value of their home – from R-8 to R-16, for example – they can cut heat loss in half. And by increasing the insulation in an attic from, say, R12 to government recommended R50 or R60, heat loss through an attic is reduced by 75 to 80 percent.

Higher R-value, explain Enerliv experts, also contributes to a home's saleability and resale value. And the investment made in re-insulating a home (perhaps \$2,800 for a war-time bungalow or up to \$5,000 for a large home) is generally recouped in full within one to three years via lower energy bills.

Enerliv is also happy to help guide people through a process to obtain up to \$4,000 in government grants for insulation projects – grants that play a big part in reducing initial costs as well as future energy bills, making new insulation more viable for many.

More comfort, less cost

When you insulate properly, affirms the company, you increase in-home comfort, help the environment, save money and conserve energy. Ease of installation and rebates are added bonuses while homeowner enjoyment of a well-insulated house will last for years to come.