



## How Much Will Your Home's Energy Use Cost You This Year?

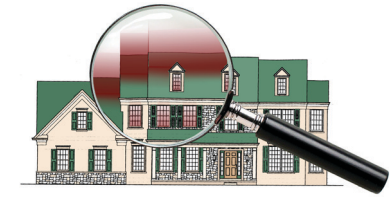
Insufficient insulation and air infiltration will increase your winter heating and summer cooling bills. THIS is the year to do something about it!!

### Why Insulate?

- **Improve Indoor Air Quality** - Indoor air can be affected by growth of mold or mildew in the ducts of your HVAC systems. Formaldehyde-free insulation products have built-in vapor retarders that can reduce this growth.
- **Maximize Energy Efficiency** - By air sealing your home or adding insulation, you create a thermal envelope that encloses heated or cooled living spaces. This not only maintains comfort, it also saves energy, and helps lower your energy bills.
- **Reduce Unwanted Noise** - Make your home quieter by using sound control insulation in the interior walls.
- **Stay Consistently Comfortable** - Insulation provides an effective barrier against weather changes - saving you money both winter and summer.
- **Find Environmental Peace of Mind** - Make your home a healthier and safer place for you and your family by using Formaldehyde-free products.



# How Much Does Energy Loss Cost You?



**Save Up to 30% Heating and Cooling!**  
Insulate and Air Seal Your Home.

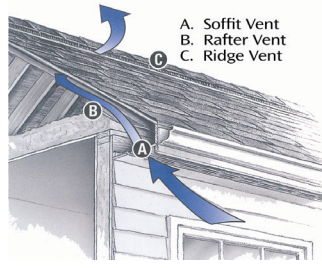
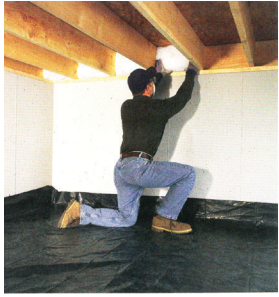


Keep your family comfortable... winter and summer!



**610-264-2700**

[www.morrisblack.com/home-energy.html](http://www.morrisblack.com/home-energy.html)



Above, from left rim joist insulation, rafter vent properly positioned and insulated, illustration showing proper attic venting system, and loose fill blown-in insulation in attic rafters.

The US Department of Energy (DOE) lists the heating and cooling system as the largest user of energy in the average home, accounting for 43 percent of energy consumption; and they estimate the average homeowner can **save up to 30 percent on heating and cooling bills** through proper insulation and air sealing techniques.

## 20% OFF Winter Insulation Special:

includes these Insulation and Air Sealing Home Improvements:

1. Install blown insulation in attic up to the recommended levels and insulate attic hatch
2. Install Fiberglass batt insulation in basement ceilings, under floors, in crawl spaces, garage walls, etc.
3. Seal electrical outlets and switch plates
4. Foam seal attic and basement areas.
5. Insulate exposed heating ducts
6. Wrap hot water pipes and the hot water heater
7. Recommendations for additional roof vents

Insulating and Air Sealing will improve your indoor air quality and keep your family healthier by reducing your overall exposure to formaldehyde, plus enhance your home's energy efficiency and put money back in your pocket.

Morris Black Home Energy Solutions recommends and uses Johns Manville Formaldehyde-free™ blown-in and batt insulation for superior performance and cost savings.



## What You Can Do Now To Start Saving:

Call 610-264-2700  
for a FREE Energy Inspection



A technician from Morris Black Home Energy Solutions will visually check your insulation and weather sealing for leaks and voids, and will recommend the appropriate cost-effective energy-saving improvements.

We can also arrange for a "Whole House"

Energy Audit by a Certified Inspector. For a fee - which may be partially reimbursed for local PPL customers - you will receive a written report, including an action plan for implementing energy-saving suggestions.



PA #001739

[www.morrisblack.com/home-energy.html](http://www.morrisblack.com/home-energy.html)  
984 Marcon Blvd, Allentown, PA 18109

Fully bonded and insured. Serving the Lehigh valley for over 100 years!

## Three Ways to Save Money on Qualified Energy Home Improvements

### 1 Save 20% on Insulation with our Winter Insulation Special

Take advantage of this limited time\* offer to save 20% on Insulation and Air Sealing Services from Morris Black. Your family will thank you - now, this summer and next winter.

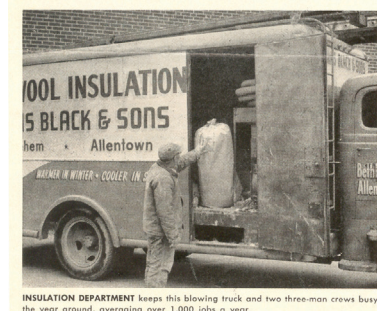
### 2 Qualify for a PPL Rebate

PPL customers who have electric heat or air conditioning can earn a \$0.30 per square foot rebate by adding a minimum of R-11 insulation to their walls or ceilings. For details and deadlines, go to [www.pplelectric.com](http://www.pplelectric.com).

### 3 Pay for your Home Improvements with a Low Interest, Low Payment Loan

Pennsylvania homeowners can get special low-rate financing for qualified home improvements through the Keystone HELP Program. Morris Black is an Approved Keystone HELP Contractor.

\* Offer expires 4-30-2012. Valid for Homeowners only.



INSULATION DEPARTMENT keeps this blowing truck and two three-man crews busy the year around, averaging over 1,000 jobs a year.

This photo shows our insulation crew loading their truck in 1958. Morris Black and Sons, Inc. was founded in 1908. The Insulation Department began in 1943.

Morris Black insulates hundreds of residential and light commercial buildings each year. You can count on our experience and professionalism.