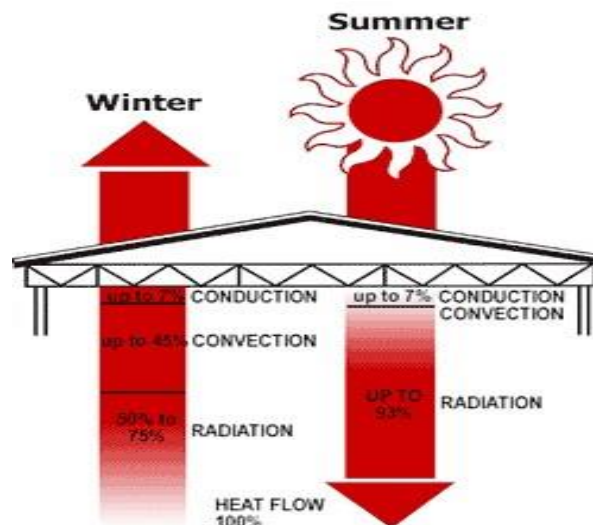
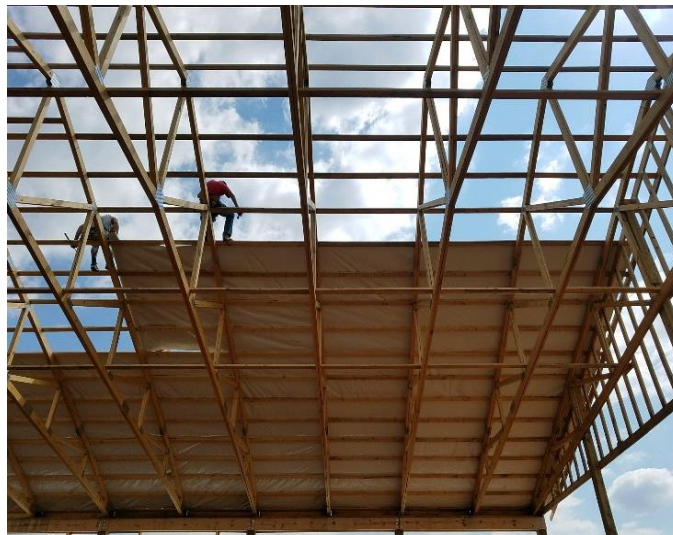


Innovative Insulation Inc Introduces Ag-Barrier the newest evolution in barn & agricultural insulation

Poultry Houses - Dairy Barns - Hog Barns - Stables



Keeping farm animals and livestock warm in the winter and cool in the summer is of vital importance. Ag Barrier™ Radiant Barrier products' flexibility and ease of installation makes it the farmer's problem solver.

Introducing Ag-Barrier

Ag-Barrier is a Radiant Barrier product that looks much like Tri-ply. It is an 8mm thick woven film with aluminum radiant barrier on one side and a white Polypropylene on the other. Ag-Barrier has added UV & Corrosion protection, so it can handle the harsh environments found in agricultural barns. Ag-Barrier comes in solid and perforated versions.

How does Ag-Barrier Improve your barns performance

Heat energy moves three different ways in metal building by Conductivity, Convection and Radiation. Agricultural building like poultry barns, hog barns or, dairy barns uses insulation associated with a R-Value. R-values only measures Conductivity. The challenge with all metal pole barns is metal is highly conductive and radiates heat quite efficiently. 93% of the heat gain in metal buildings in the summer is Radiation from the sun. In winter months up to 75% of your heat loss is Radiation. The fact is in metal buildings traditional R-Value rated insulation alone just isn't effective handling the "Radiant Heat" challenge. Ag-Barrier reflects 95% of radiation back to its source, keeping the suns radiation out of your building in the summer and, keeping the heat inside your building in the winter.

Ag Barrier in New Construction

In new construction, Ag Barrier is an excellent option as a drop ceiling material. It is considered an upgrade over existing Try-Ply material used as a drop ceiling material or house wrap because it blocks 95% of radiant heat from entering your confinement area. In confinement houses where Bubble Foil insulation is already being used Ag-Barrier is an upgrade and a less expensive option, saving farmers as much as 50% of cost of insulation. According to the Department of Energy, the energy cost saving can be as much as 50%.

Ag Barrier and Retrofits

Ag Barrier in existing buildings can be beneficial as well. By adding Ag Barrier as either a poultry curtain, ceiling material, or wall material, you get all the benefits of a radiant barrier while increasing the lifespan of the current insulation installed already. Many farms use fiberglass insulation in their roofs and the walls. Over a period of 5 years or so, the fiberglass loses much of its efficiency. Instead of having to constantly put more insulation in, installing Ag Barrier as part of a reflective insulation system drastically improves the efficiency of the insulation already there as much as 50%. Most insulation

specifically deals with conductive and convective heat. This is only a fraction of the overall heat load buildings deal with. By addressing the main contributor to the heat load, the previous insulation doesn't have nearly as much heat to combat to make the confinement area more habitable.

Other Problems Solved Applying Ag-Barrier

Over time, traditional insulation starts to fail. The fiberglass begins to compress, the foam starts to flake, and the beetles start to ravage the rest of the existing insulation. These are natural occurrences. They happen due to moisture accumulation, condensation, dusting, and just insect breeding. Ag-Barrier will give you one more line of defense as your other forms of insulation starts to fail. Ag-Barrier doesn't face the same issues as traditional insulation. Beetles can't penetrate it, humidity doesn't accumulate around it, and condensation rarely becomes an issue with it.

Another issue the agriculture market faces is power outages. This is just something that can't be foreseen but causes severe complications. Having a proper Radiant Barrier surrounding your confinement area will buy you more time during power failures because the heat load traditionally being stored in your building can't pass through even when your fans stop blowing.

The Black-Globe Effect

A little known natural phenomenon called the “**black-globe effect**” has a pronounced stress factor relating to the cost efficiency (or inefficiency) of weight gain in meat producing animals and birds. Whether an animal is outdoors or indoors, in temperatures exceeding 78° F, it absorbs a tremendous increase in radiant energy from the sun. Although the animal may be confined to a building, the “black-globe effect” on the animal is the same as if it were 10 to 20° F higher than air temperature. Studies show that with the elimination of the “black-globe effect” through the use of reflective metalized film insulation, many improvements are immediately apparent. In the dairy industry, an increase of as much as 10% in milk production has been noted. Also noted; a conception rate improvement of nearly 24%. Broiler house feed conversions went from averages of 2.3 to 2.8 lbs. of feed per lb. of bird to a much improved 1.99 feed conversion.

Farmers will find when they remove harmful heat radiation by installing Ag-Barrier barns animals will grow faster and more efficiently.

Kind Regards

Perry Faulk

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