

Can You **Save Money** and **Save** the **Planet** at the **Same Time?**

by dacia j coffey

I recently found the most adorable reusable shopping bags to assuage my guilt over my imperfect recycling record. Our family has changed to CFL light bulbs, cut out bottled water, and put the sprinklers on timers. The problem is that taking care of the earth is completely dependent on my ability to squeeze even more effort out of my overextended family and schedule.

GOING GREEN HAD BEEN EXHAUSTING--UNTIL I FOUND NEW TECHNOLOGY ENERGY.

New Technology Energy is giving my home a green-makeover and, it turns out, the benefits go beyond easing my eco-conscience. A solution that can save money, make my family more comfortable, provide healthier air, increase the value of my home, reduce the dusting, (keep out the bugs) and help me to be kind to the planet?

I'm in!

GOT GREEN?

I have often read articles about ways to seal my home and block air leaks, but the problem is we never seem to find the time to look into this. The homework, the laundry, the dinners need more immediate attention.

What I learned from New Technology Energy about air leaks and energy loss is that your home acts like a sponge. It works great until it reaches maximum capacity. New Technology Energy reinforces your home with layers of protection, allowing the subsequent barriers to function more effectively. Thus no single unit, such as your AC, bears the burden for the entire house (thereby overloading its function).

Surprisingly, not even new homes are immune. Energy standards for new



Clean your air, clean your environment, clean your budget.

construction are lax, leaving these homes susceptible to the same energy burdens as more mature structures.

After a free Energy Audit, New Technology Energy completes detail-oriented, painstaking installation to seal every nook and cranny in your house. From the gaps between your walls and vents to your light switches and piping, the meticulous process will ensure your home is air tight and energy efficient.

YOU'LL NOTICE THE BENEFITS IMMEDIATELY

First, it will be quiet. You won't hear the AC unit running as often or as long when the protective layers of your home are doing their jobs. The less often your unit runs, the less energy, cost and unit wear-and-tear occurs.

Second, you will no longer notice temperature differences moving room to room (or upstairs-downstairs). Drafts near windows and in exterior rooms will be gone and the air flow from the vents themselves will be stronger--immediate confirmation that your improvements were a well thought-out investment.

Ironically, the 'extra' benefits beyond the improved efficiency and energy savings are the most shocking and most enjoyable.



When you wake in the morning, there is a reason you put on your clothes in a systematic manner. (It would not be prudent to put your underwear on last!) The same goes for creating an energy efficient house.

WEATHERIZATION is the foundation of all efficiency upgrades and should be completed first. No energy efficient AC unit, HEPA filters, or energy barriers can function with maximum impact without this step. Weatherization can include air duct sealing, caulking, weatherstripping, and pressure testing to create an air tight seal.

RADIANT BARRIER is the reflective layer beneath your roof to repel the sun's initial contact with your home. Radiant barrier enhances the performance of your attic insulation.

ATTIC INSULATION creates a thermal layer to reduce heat transfer and the work load of your heating and cooling systems. It is a barrier between internal and external climates. Insulation is measured by its R Value or thermal resistance. The higher the insulation R Value and thickness, the greater the effectiveness. The majority of attics in U.S. homes are under insulated.

JUST BREATHE

The owners of New Technology Energy refer to their services as "sealing the envelope of your home." Pollen can no longer filter in through the numerous hidden leaks and holes. In addition, when gaps exist in the attic and walls, millions of small fiber glass particles are sucked into the airflow and infiltrate the breathing space of your family. What might look like dust could be old insulation coating your living spaces and floating in the air you breathe.


The stronger air flow in a weatherized system will enhance the air filter's ability to clean the air while keeping your loved ones more comfortable in a consistent temperature. The reduction in dust you will notice almost immediately and, if it is difficult for pollen to sneak in, then it is even more challenging for insects.

THE NEW GREEN MEETS THE OLD GREEN

New Technology Energy is one-stop shopping for both budget-minded and earth-minded consumers. This is not the ultra expensive price tag typically seen with eco-marketing. New Technology Energy strives to provide at least a 30 percent savings on the total energy bill each month--an investment that quickly pays for itself. With fluctuating and rising energy costs, this number will continue to create a positive and much needed break in utility bills.

Upgrading your home to an energy efficient status also increases its market value, an attractive benefit to potential buyers. A modest investment in your home's equity can mean exponential benefits to your personal finances.



Saving energy and money is not simply a personal priority in today's volatile climate. In an effort to encourage personal energy conservation, reduce America's dependence on foreign oil, and assist with the ever tightening economy, the new administration supports efficiency upgrades and allows a 30 percent tax credit for insulation in 2009 and 2010. It is a win for your pocket book and a win for your planet. For a complimentary energy audit of your home, contact New Technology Energy at 972-852-9327 or visit www.newtechnologyenergy.com. 

REDUCING ENERGY COSTS

- The Texas sun beats down on your roof, heating your attic, and a radiant barrier is the first line of defense. Applied to the underside of the roof, it reflects the sun's radiation so less heat energy penetrates your home.
- What is not reflected is then trapped by the use of fiberglass insulation. Heat is not effectively conducted through fiberglass, thus reducing the amount of heat transferred to your living area.
- Insulation also creates air pockets to stop air flow. Since heat naturally rises above cold air while gravitating toward it, each leak creates a dual problem: cold AC air leaks out, while hot air from your attic replaces the loss at every gap. For example, if your AC unit is set on 72, it must work harder to cool not only the 74 degree air in your home, but the 100+ degree air from your attic that is mixing in the air passageways.
- Doors and windows are obvious perpetrators, but more importantly, the leaks in your pipes, attic access, electrical outlets, light switches, walls, and air ducts rob your home because of the numerous small holes. "It is hard to believe," said George Rodriguez, co-owner of New Technology Energy, "but the energy lost through these gaps equals the same loss you would see if you left a window open the entire day."

NEW TECHNOLOGY ENERGY

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