

## DOCKETED

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*Comment Received From: John Hanacek*

*Submitted On: 9/1/2017*

*Docket Number: 17-IEPR-09*

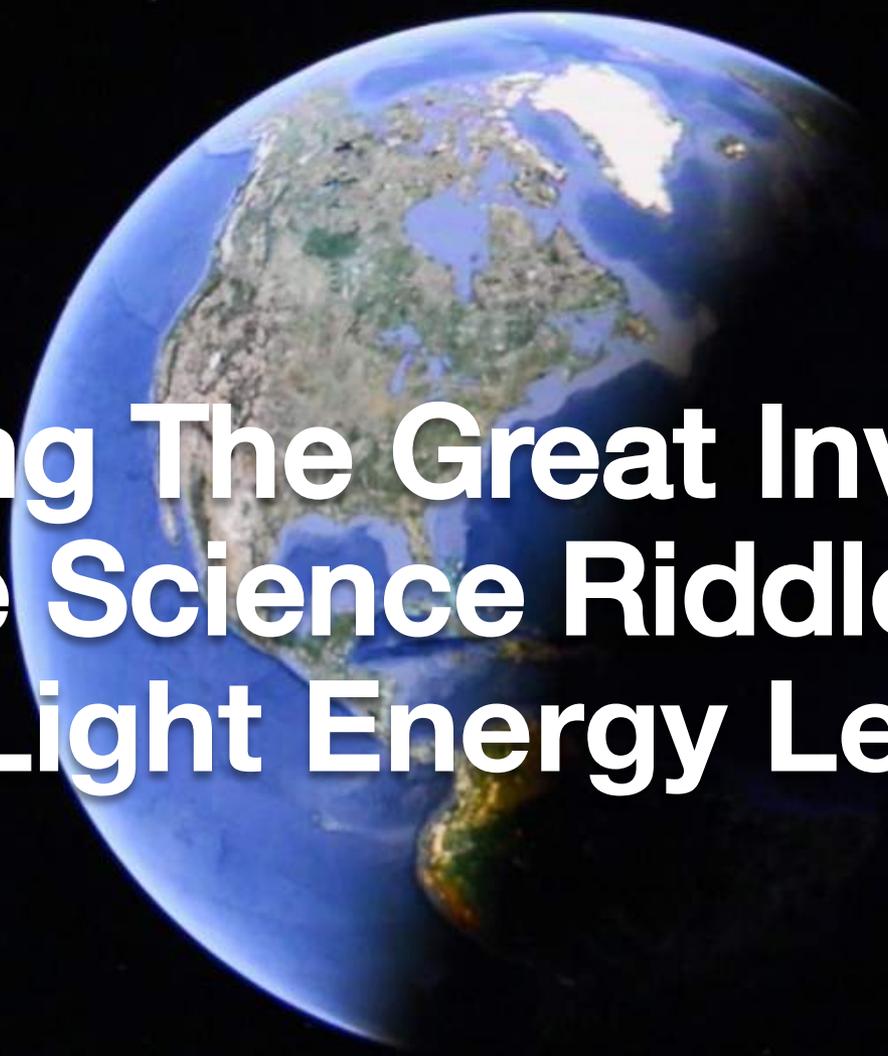
## **Improving Resiliency of homes with building envelope retrofit solution incentives**

Proposing consideration of CanCoverIt as solution to reducing load from suburban homes. Utilizing a modular approach addressing energy leakage of can-lights and other metal fixtures, the improvement of building envelope efficiency by over 80% per home is possible nearly instantly at low-cost. Due to the modular approach, CanCoverIt allows using the high-efficiency lightbulb incentive model to be applied to building envelope retrofits. This ought to connect with FlexAlert marketing by offering consumers a meaningful way to permanently improve the efficiency of their home, making for superior predicability of community-wide energy savings than relying solely on behavior changes in real-time. Please note that only CanCoverIt has succeeded in offering such large improvements in building efficiency in a modular form, and indeed lighting manufacturers are experimenting adding CanCoverIt to their products because CanCoverIt protects LED bulbs in can-lights by creating a conditioned airspace around the fixture. CanCoverIt treatment of all can-lights is essential to protect the previous investments in incentivizing LED light purchasing as such treatment allows LED bulbs to function to their maximum life. Air-tight fixtures cause LED bulbs to fail and create other problems; CanCoverit fixes problems caused by airtight and non-airtight metal ceiling fixtures. CanCoverIt is a modular approach to the Title 24 spec of "high efficiency attics" that can be applied today to all homes with non-IC and IC can-lights. Also helps with pest/mold mitigation. It is a DIY-ready solution, and also makes for an excellent envoy for contractors looking to grow their business by offering them a perfect 'foot in the door' solution that delivers real results for their clients instantly.

Widespread installation of CanCoverIt will drastically reduce the peak energy usage of A/C in all suburban areas. Have already gotten good response from Senior Advisors at California ISO who see this as a saving grace for reducing load in previously energy-hungry suburban homes. CanCoverIt is the fastest solution to improving home envelope efficiency that relies on minimal retrofitting and is low cost/instant ROI for consumers, thus meaning that it will be implemented, which allows other projects to have a solid base of improved structural energy efficiency to springboard off of.

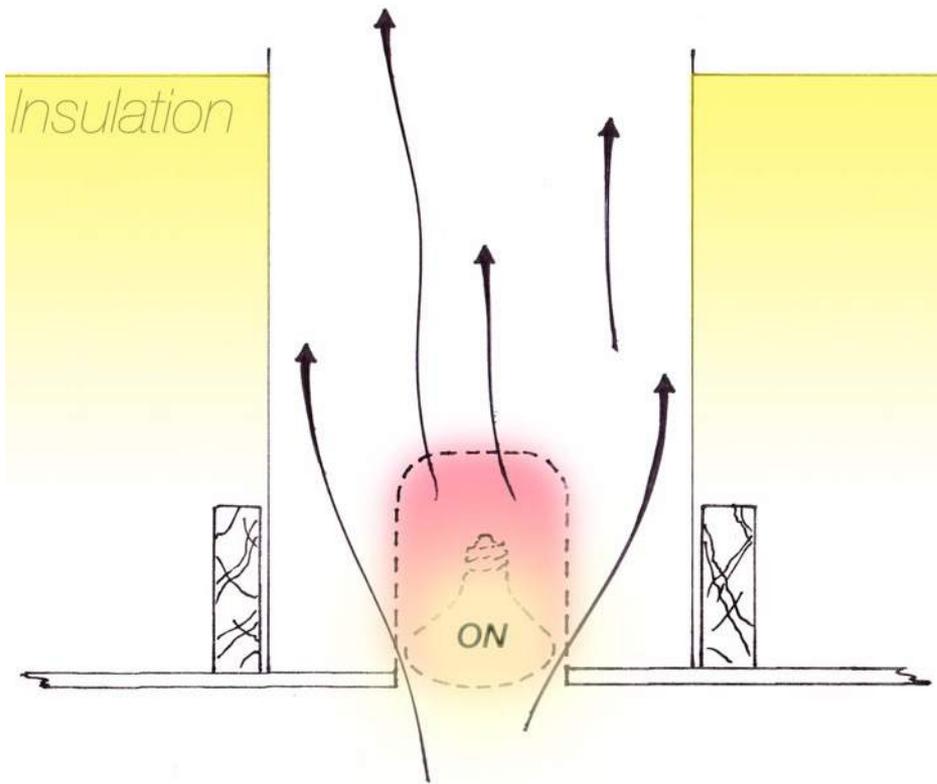
- John Hanacek  
CanCoverIt.com

*Additional submitted attachment is included below.*



# **Solving The Great Invisible Home Science Riddle: Can-Light Energy Leakage**

# Can-Light Airflow Monster



Original Non-Insulation Contact (Non-IC) recessed Can-Lights were **designed** to have air flow through them, and no insulation on or around them, in order to prevent light bulb heat buildup.

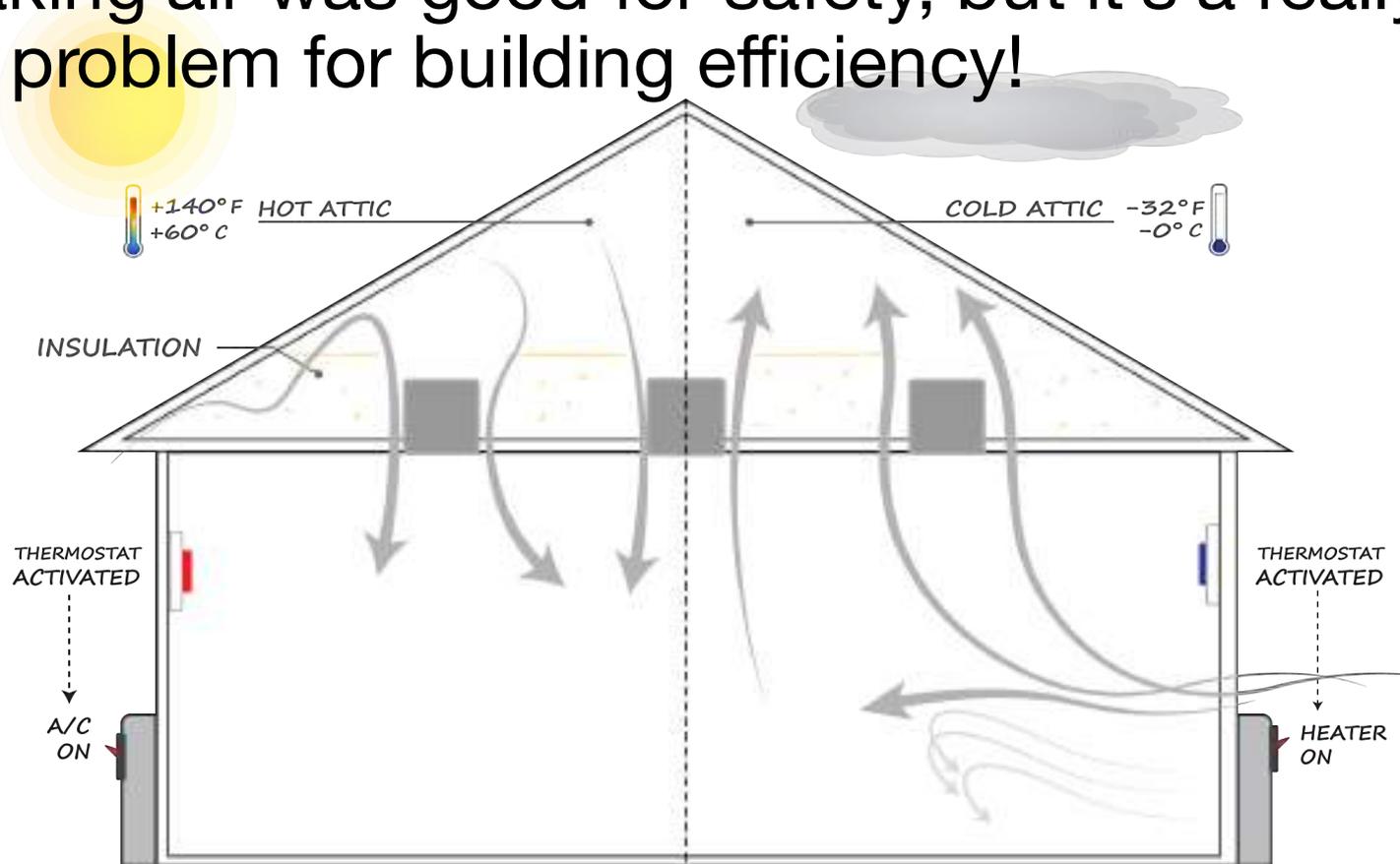
# Can-Light Airflow Monster

Original Non-Insulation Contact (Non-IC) recessed Can-Lights were ***designed*** to have air flow through them, and no insulation on or around them, in order to prevent light bulb heat buildup.



# Can-Light Airflow Ruins Home Efficiency

Leaking air was good for safety, but it's a really big problem for building efficiency!



# Can-Light Leaks Cost Homeowners

**A single untreated Non-IC Can-light can leak 32 cubic meters of air every hour!**

**That adds up to a professional basketball stadium worth of air volume over the course of a year!**

**The average home has 6-8 Can-Lights. That's 6-8 basketball stadiums worth of air per house per year.**



**You're paying to heat and cool  
all this leaking air...  
every year...  
forever.**

# It's A Whole Lot of Leaks!

First introduced in the 1950's there are now more than **600 million Non-IC Can-Light fixtures** installed in over **135 million buildings** throughout Canada and the US.

# Stop The Leaks!

## Tear Out and Replace Fixtures?

**Tearing out and destroying 600 million working Non-IC fixtures is impractical and environmentally destructive!**

Total energy and waste to replace existing fixtures far outweighs the potential benefit due to:

- Energy & resources to produce new fixtures
- Labor costs for replacing and secondary repair
- Potential exposure of hazardous materials
- Landfill construction waste and pollution
- Homeowner's lifestyle and comfort impacted

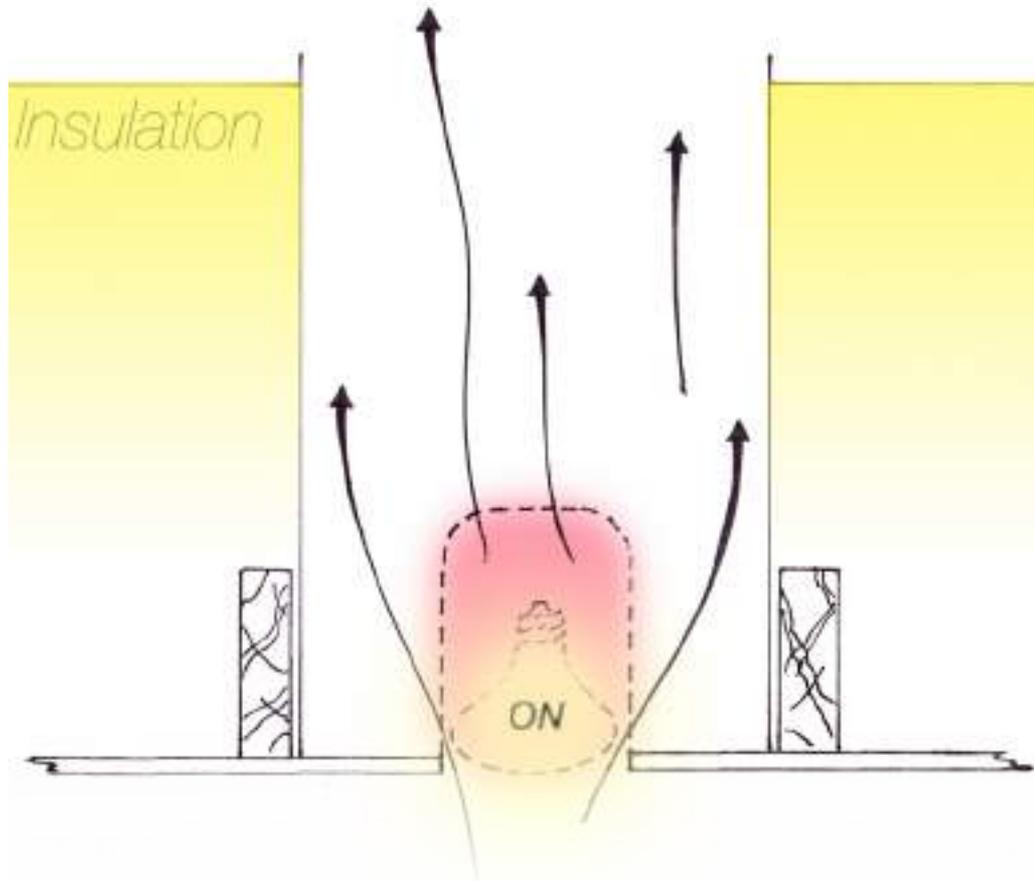
# The Non-IC Can-Light Airflow Leak Riddle

It's too costly to replace existing Non-IC fixtures, but you need to fix them.

**How do you control airflow of something that needs airflow?**



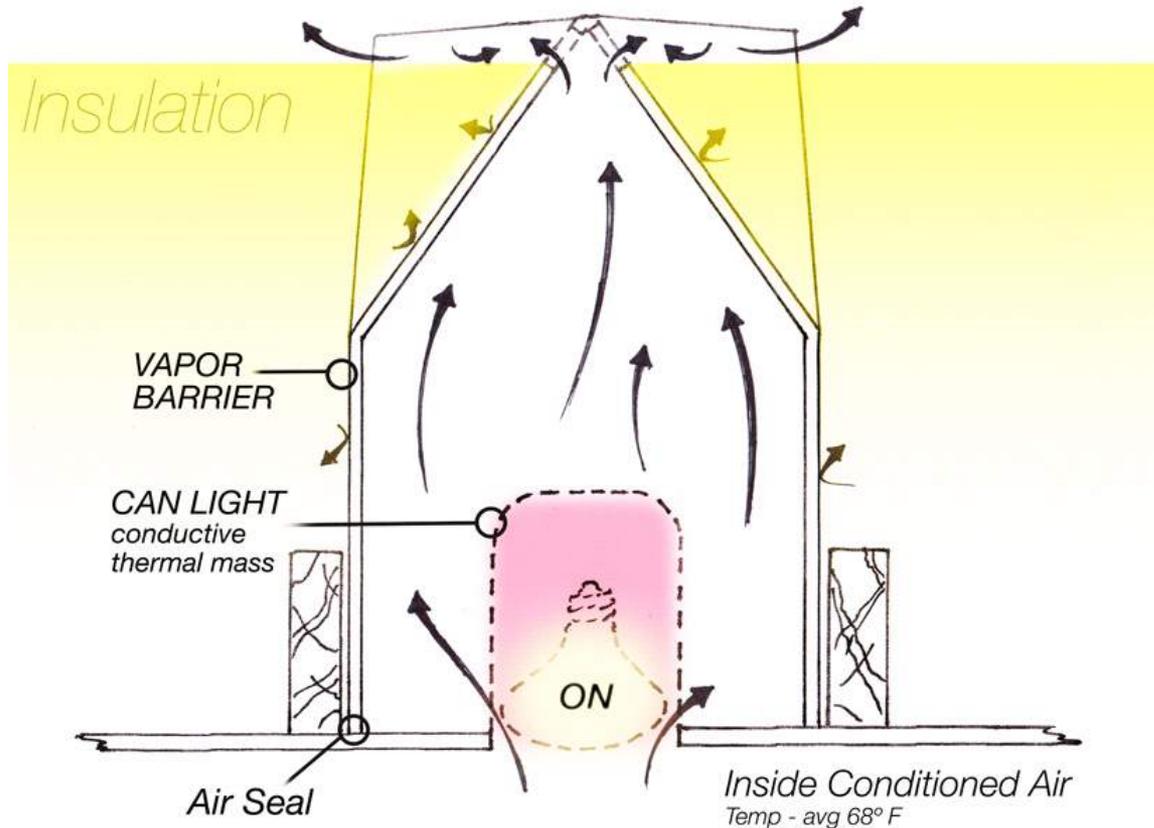
# The Non-IC Can-Light Airflow Leak Riddle



# Solving the Riddle: Tame The Airflow Monster

*Universal Non-IC Treatment  
Safe Venting Mode*

*Outside Unconditioned Air  
Humidity - near 0 to 100%  
Temperature - below 32° to over 140° F*



# Tame The Airflow Monster With CanCoverIt™ Universal Series



# CanCoverIt™: Instant, Safe Air Control For All Fixtures

## Analyzed and Balanced:

- Space the requirements for safe operation
- Available area around the fixture (14 1/2")
- Light bulb heat & heat exchange dynamics
- Workability in attic environment
- Shipping, Storage, Handling

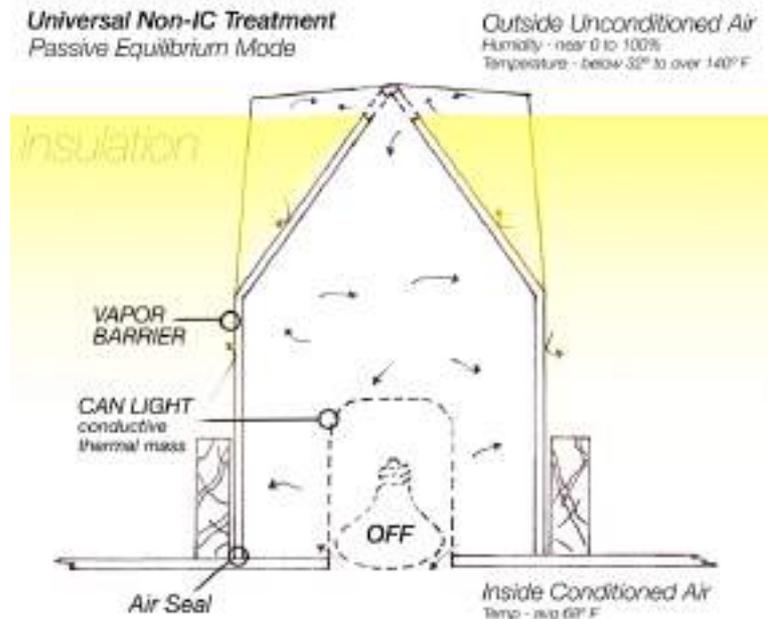
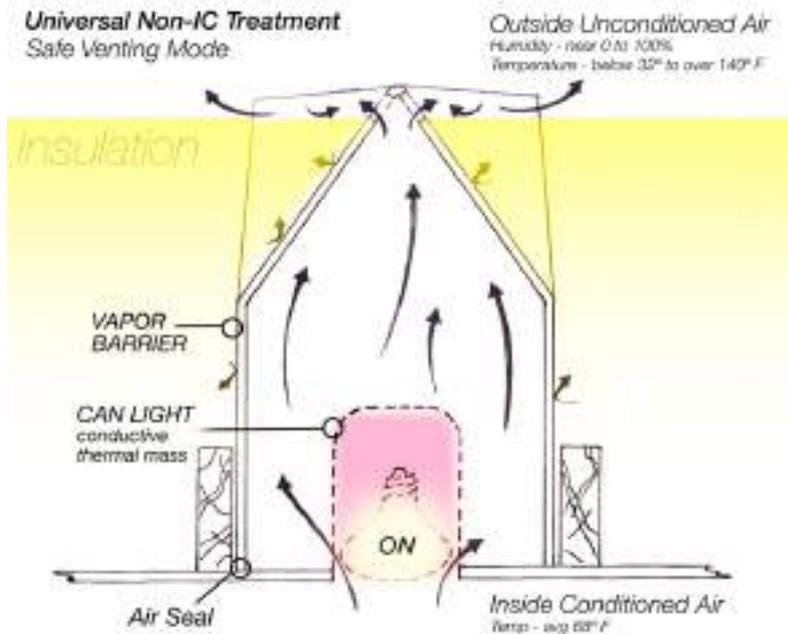
CanCoverIt™ maximizes the air volume around the can light fixture and isolates it from the unconditioned attic environment.

# CanCoverIt™: Instant, Safe Air Control For All Fixtures

But what if heat builds around the fixture?

Eureka! We'll vent it!

When the light is on it vents, when the light is off, it's off.



# CanCoverIt™: Instant, Safe Air Control For All Fixtures

CanCoverIt™ Universal Series venting approach allows any can lighting fixture with any bulb wattage to operate safely and yet still be effectively covered.



# CanCoverIt™: Instant, Safe Air Control For All Fixtures

The vents are under an overhang so only the maximally heated air escapes, leaving the warm air inside, like the vapor on a piping cup of coffee.



# CanCoverIt™: Instant, Safe Air Control For All Fixtures

The CanCoverIt™ geometry optimizes air volume for light bulb heat safety while also minimizing attic exposure. Even with vents open, the fixture is perfectly bathed in good air and 98.8% airtight for the home.



# CanCoverIt™: Instant, Safe Air Control For All Fixtures

A typical home with can-lights present registers a leaky 3500 to above 4000 CFM/50.

Unit	Tight - Less than	Moderate - Between	Leaky - Above
<i>CFM at 50 Pa</i>	1,500	1,500 & 4,000	4,000
<i>ACH at 50 Pa</i>	5	5 & 10	10
<i>ENIR</i>	0.35 ACH	0.35 & 1 ACH	1 ACH



# CanCoverIt™: Instant, Safe Air Control For All Fixtures

Covering up Non-IC can lights with CanCoverIt gets most homes into the tight range instantly.

Unit	Tight - Less than	Moderate - Between	Leaky - Above
<i>CFM at 50 Pa</i>	1,500	1,500 & 4,000	4,000
<i>ACH at 50 Pa</i>	5	5 & 10	10
<i>ENIR</i>	0.35 ACH	0.35 & 1 ACH	1 ACH



# CanCoverIt™ Universal Series: Designed For The Real World

Fail-safe energy efficiency that lasts lifetime of home:

- Materials are non-conductive fire and mold resistant, air and watertight

- Unique design makes it strong enough to support weight of surrounding insulation without sagging or collapsing over time.

- Passive device that becomes active system when you turn on the light – no maintenance ever required!

Easy install – pop open and go, no assembly required.

- Secondary covers protect the vents even when blowing in insulation

- Easily adapts to special attic situations

- Pop it through the ceiling even!

# CanCoverIt™ Universal Series: Designed For The Real World

Perfect for everyone, from Pro to first time DIY.  
As one of our DIY customers joyfully exclaimed,  
*“the hardest part was climbing the ladder!”*



# **CanCoverit™ Solves Decades Old Non-IC Can-Light Riddle!**

CanCoverit™ received glowing praise from homeowners, engineers and contractors; scoring 10's on a 1 to 10 EFI rating scale!

No need to replace fixtures, now old Non-IC can be made efficient in minutes.

**CanCoverit™ can instantly upgrade 135 million existing homes across North America.**

***So what's next?***

# New Airtight Fixtures Seem Logical

**Since air leak is the obvious problem – making new airtight fixtures seemed the most logical solution.**

To compensate for light bulb heat, new fixtures needed to:

- Reduce wattage of light bulbs and eliminate the use of high heat bulbs.
- Include safety resistor set at a lower temperature to shut off power and prevent dangerous overheating.

# New Airtight Building Codes Seem Logical

Building codes and clearance standards were then modified to allow for insulation contact with the fixtures.

Further, assuming problem solved, many states also mandated new airtight IC-rated fixtures for all new construction and remodels.

# Do Airtight IC-Rated Fixtures Solve the Big Riddle?

Airtight IC-rated fixtures passed air leak blower tests and appeared to work well in moderate weather conditions.

However ...

# Airtight IC Can-Light Fixtures Stumble In The Wild!

**The real world started manifesting some subtle startling surprises!**

**IC fixtures solved air flow – but created even worse unintended problems such as:**

- Light bulbs overheating, flickering and even shutting off
- LED light bulb performance problems, premature failure
- Inconsistent uncomfortable room temperature and air drafts
- Moisture and condensation build up leading to mold growth
- Water stains on the ceiling around the new fixtures
- Water dripping from new fixtures with LED inserts
- Ice crystals forming on the new IC-fixtures
- Radiant hot and cold spots in the ceiling
- In very hot and cold weather A/C and Heater must cycle on and off constantly to battle radiant energy, resulting in extreme energy loss.

**Maybe there is more going on than just air sealing.**

# Airtight IC-Rated Problems: CanCoverIt™ Solves

At first even we assumed that Airtight IC-Rated Can-Lights would be the new fixture solution.

Yet our customers were seeking CanCoverIt™ solutions not just for Non-IC can-lights, but even for their brand new Airtight IC Can-Lights.

*These customers, acting as crowd research, have shown us that EVERY FIXTURE needs help.*

**Here are just a few examples:**

# CanCoverIt™ Thrives In The Wild

Homeowner in North Carolina installs ten new airtight IC fixtures in his home office; the room immediately feels drafty, uncomfortable and the A/C works constantly.

**Installing CanCoverIt™ solved the problem in minutes; no more drafts and the A/C cools the room and stays off.**

# CanCoverIt™ Thrives In The Wild

Homeowner in New York performs an extensive home energy upgrade installing all new airtight IC fixtures. First extreme winter weather he noticed ice-crystals on his new fixtures.

**He installed CanCoverIt™ which effectively isolated the fixture from the cold harsh attic and the problem vanished immediately!**

# CanCoverIt™ Thrives In The Wild

Homeowner in Massachusetts installed new mandated airtight IC fixtures with efficient LED light bulbs. First winter he noticed stains and water dripping around the new fixtures.

**We discussed condensation, dew points and conduction dynamics. He installed CanCoverIt™ and the problem was solved in minutes.**

# CanCoverIt™ Thrives In The Wild

An engineer in Hawaii had 38 airtight IC-rated can-lights and his house was hot, uncomfortable and costing him a fortune to cool. Hawaii energy costs are six times those of the mainland!

**He installed CanCoverIt™ Low-Profile and some attic insulation. The air conditioner now comes on, cools the room and then stays off.**

# **CanCoverIt™ Thrives In The Wild**

Homeowner in Arizona with airtight IC fixtures experienced lights flickering and shutting off completely.

**After installing CanCoverIt™ Low-Profile Series the lights shine steady.**

# CanCoverIt™ Thrives In The Wild

A Seattle Washington mold mitigation company used CanCoverIt™ successfully for fixing can-light related mold problems.

But later they tried switching to LED inserts.

Soon after they emailed a large order and said:

**“We’ll be back on track for ordering more and more of these. The LED retrofit, just didn’t work as well as [we were] thinking, so we’ve gone back to these on a more regular basis. Have a great day!”**

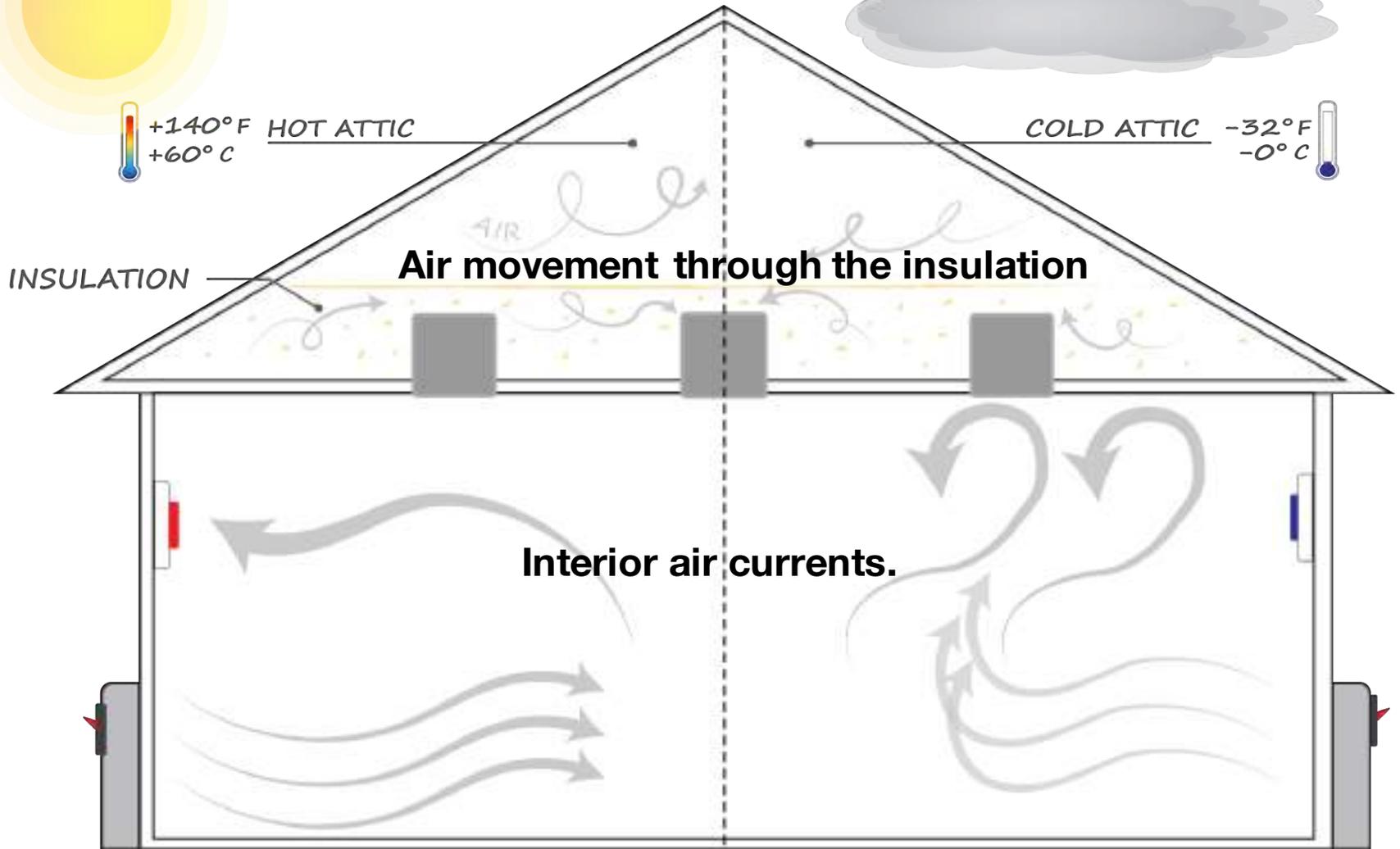
# The Riddle Deepens

What's the deal? Light bulb flickering and failure, hot and cold spots in the ceiling, water problems, ice crystals, even mold!

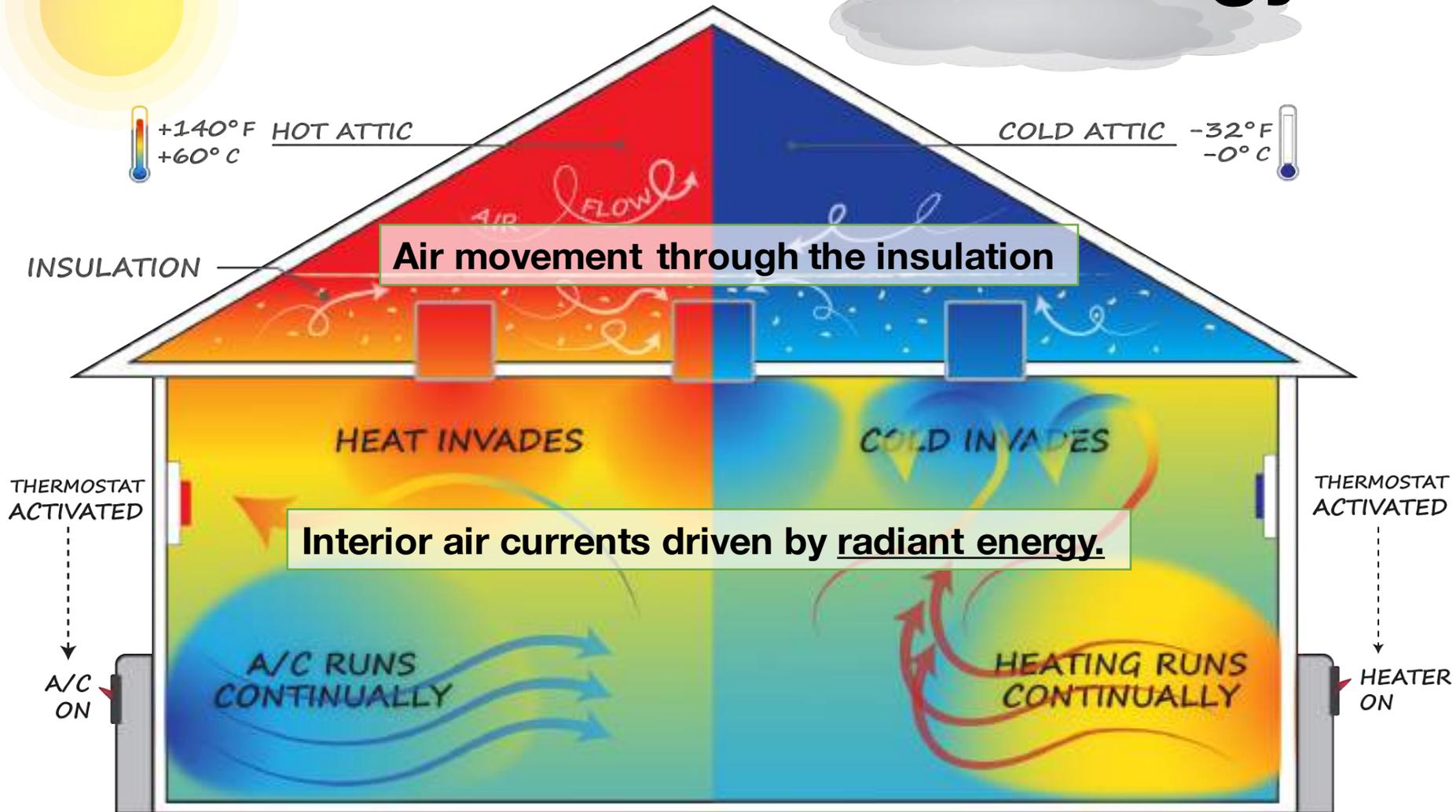
**Why are the Airtight IC Can-Light fixtures failing in bad weather conditions?**

The riddle must be deeper still...

# IC Airtight Can-Lights: Air Drafts In Harsh Weather



# Airtight Can-Lights Didn't Account For Radiant Energy!



# It's Physics!

Just drawing a straight line across the ceiling can't stop energy transfer!

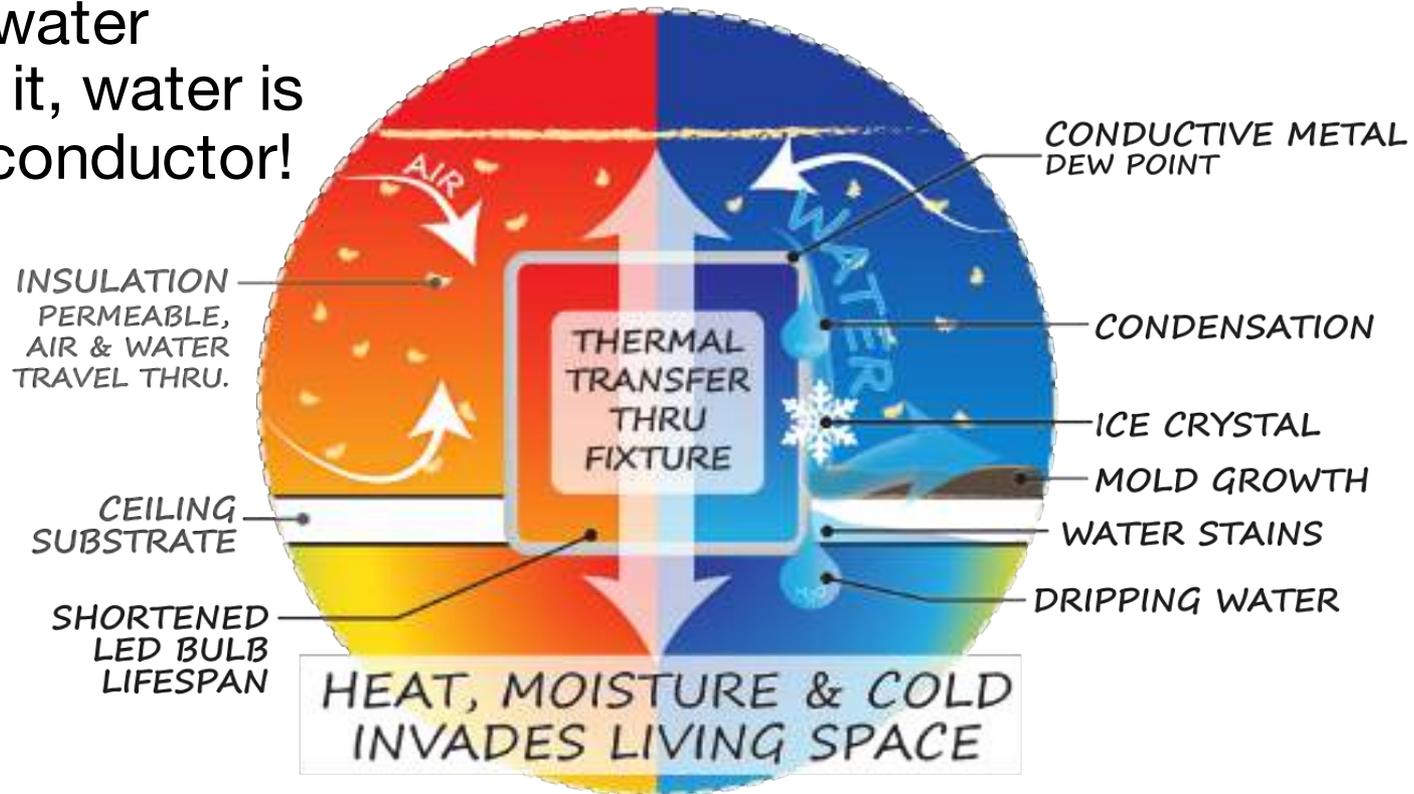
All metal ceiling fixtures including can-lights and bathroom fans must obey the law of thermal equilibrium.

These fixtures project into the attic and connect it with the inside living space.

**Metal can-light fixtures can not solve conduction related problems because the conductive nature of metal itself *is the cause* of the problems !**

# Airtight Can-Lights Conduct Attic Radiant Energy

The metal fixture draws water toward it, water is also a conductor!



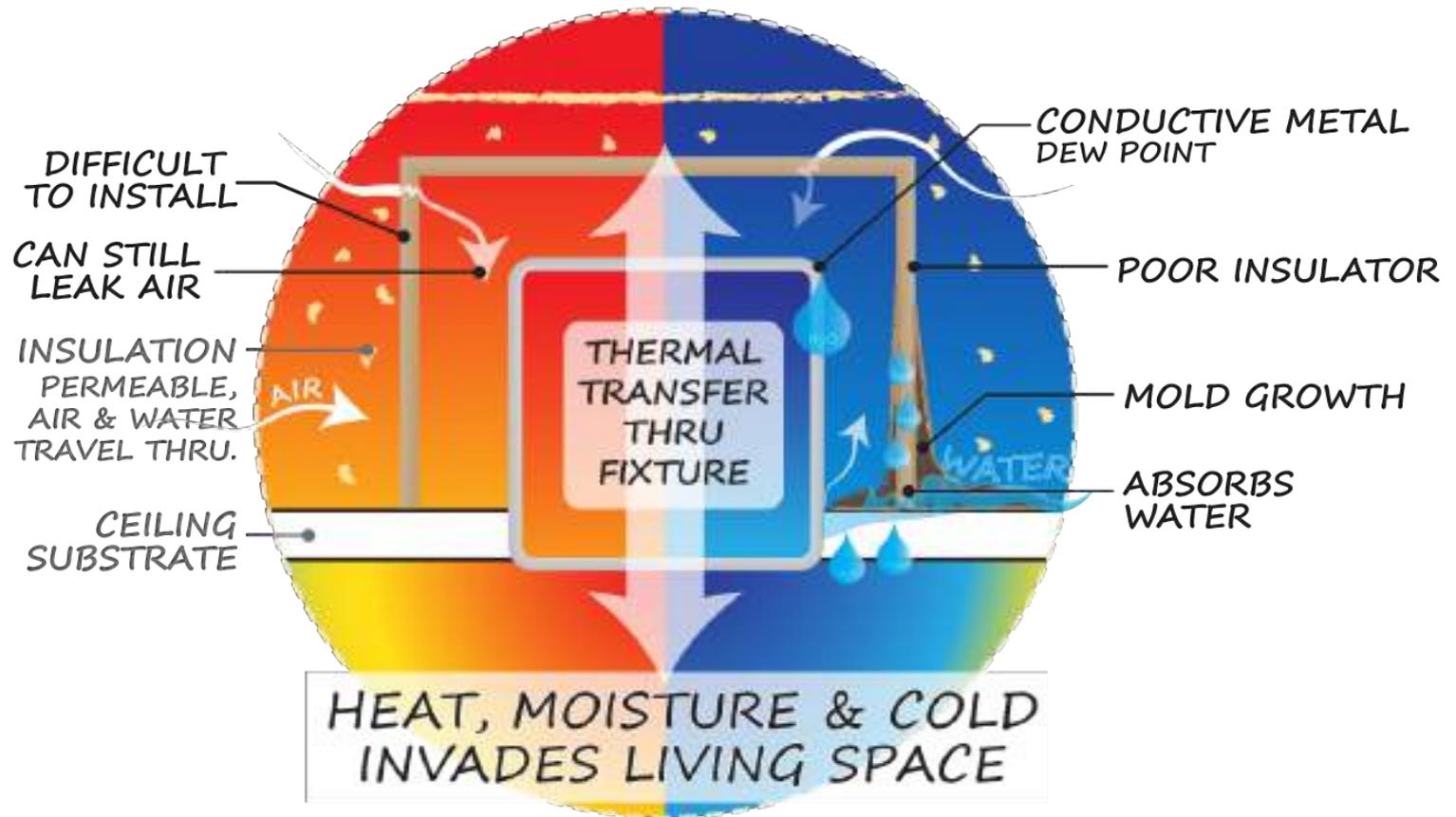
# Fixture Itself Must Be Isolated To Stop Radiant Energy!

“Solutions” such as:

makeshift foam boxes, drywall and cardboard boxes, mineral wool tubs, plastic tubs and foam tubs...

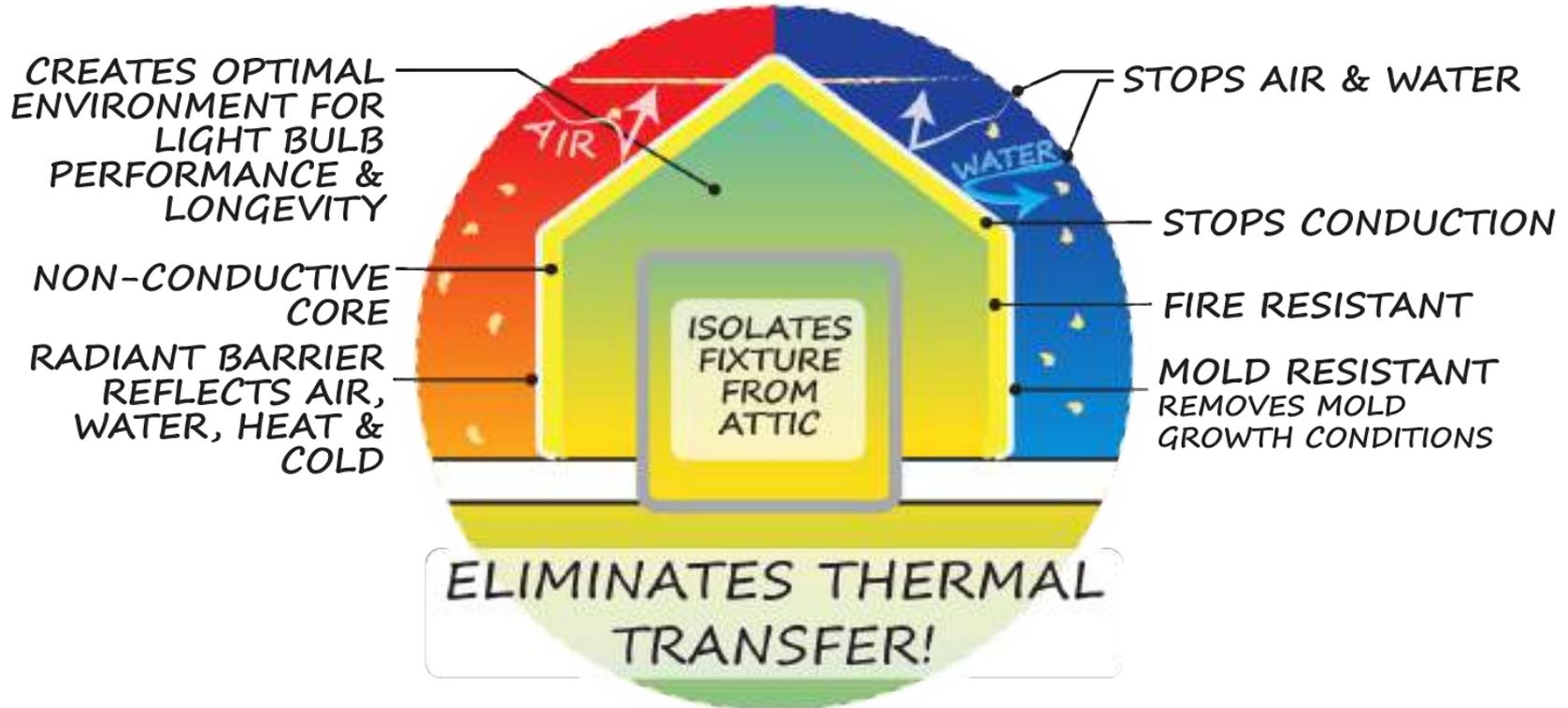
fail at isolating metal can-light fixtures and don't perform as a complete balanced workable solution.

# Drywall & Cardboard Boxes Don't Stop Moisture and Radiant Energy

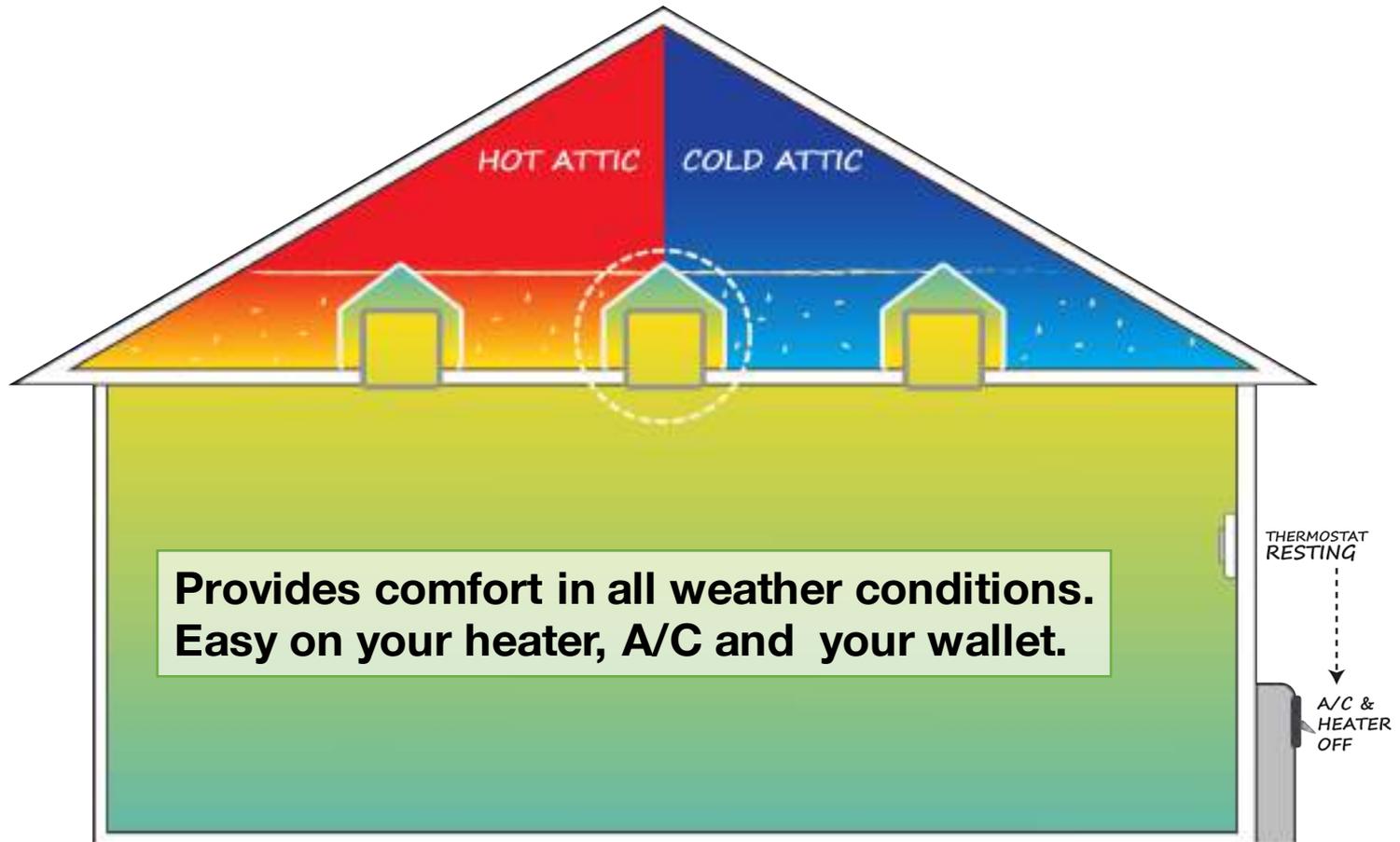


# So How Do You Effectively Isolate Fixtures? CanCoverIt™

## You Need Geometry, A Radiant Barrier & Non-Conductive Core

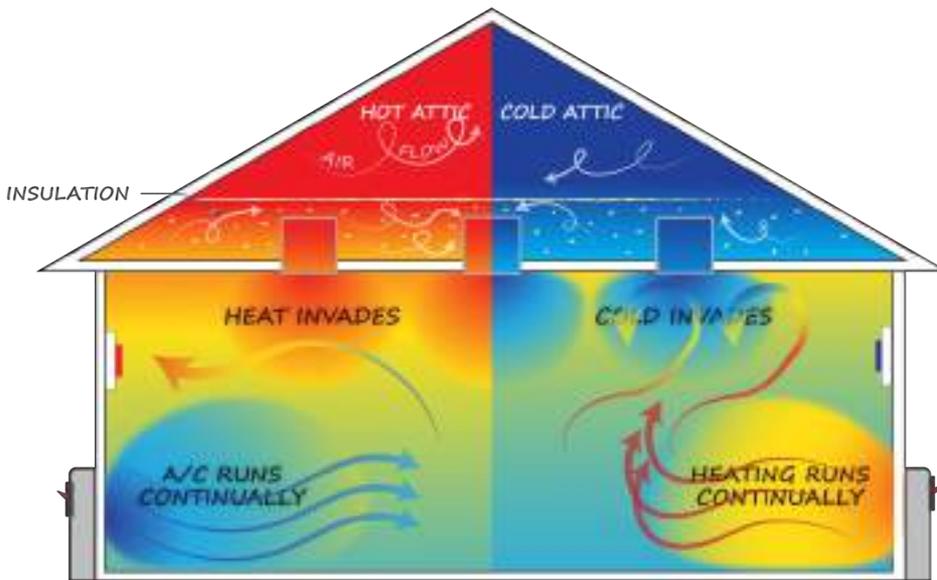


# CanCoverIt™ Stops Extreme Weather From Entering House

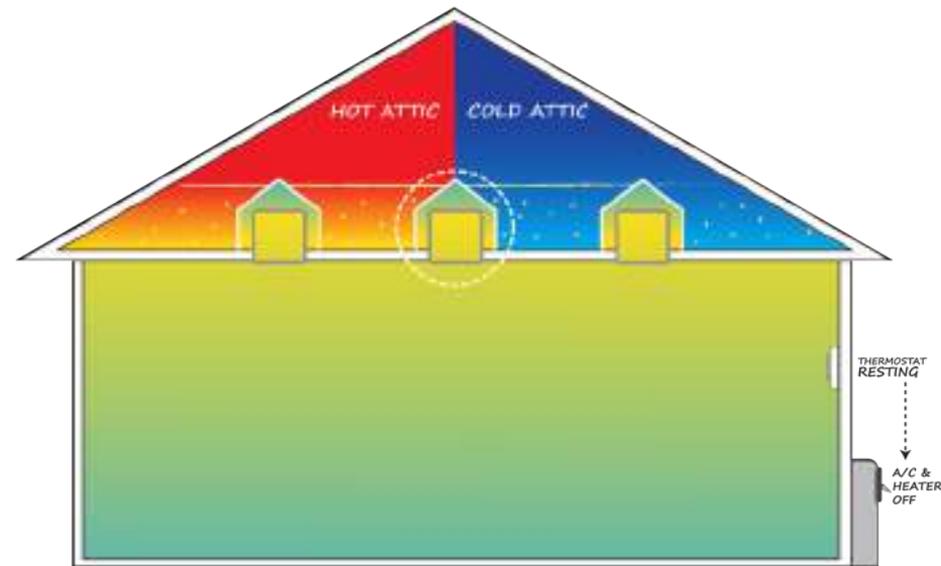


# CanCoverIt™ Stops Extreme Weather From Entering House

**Without CanCoverIt™:**  
Thermals Run Wild



**With CanCoverIt™:**  
No Extremes Can Mess With You!



# CanCoverIt™: Your Building Envelope R-Value Companion



CanCoverIt  
ECOCYCLESOLUTIONS™  
CAUTION:  
Handle fiberglass with care  
wash hands after contact  
do not block top vents  
recommended 65 watt max  
table top use - always refer to  
light fixture manufacturer's  
specifications for max lamp  
size and type

09844 01235

Made in USA



# R-Value: Clearing Up Confusion

R-value is a measure of thermal resistance for materials and assemblies of materials. It gives an indication of how quickly they will lose heat.

$$R = \Delta T / \dot{Q}_A$$

**R** is expressed as the thickness of the material *normalized to the thermal conductivity*, and under uniform conditions it **is the ratio of the temperature difference across an insulator and the Heat Flux Density** (heat transfer per unit time per unit area,  $\dot{Q}_A$  )

# R-Value: Clearing Up Confusion

**The R-value for a given material or assembly depends on its resistance to heat conduction, as well as the thickness and any heat losses due to convection and radiative heat transfer.**

Insulation R-Value is often calculated using just material thickness, but **Can-Lights and other metal fixtures draw energy toward them, meaning *their small surface area is offset by incredible energy density.***

# CanCoverIt & R-Value: Beyond Thickness

Because there is limited space around Can-Lights, **CanCoverIt™ utilizes the power of a radiant barrier to stand in for thick insulation.**

Insulation *absorbs* energy and requires thickness for effectiveness.

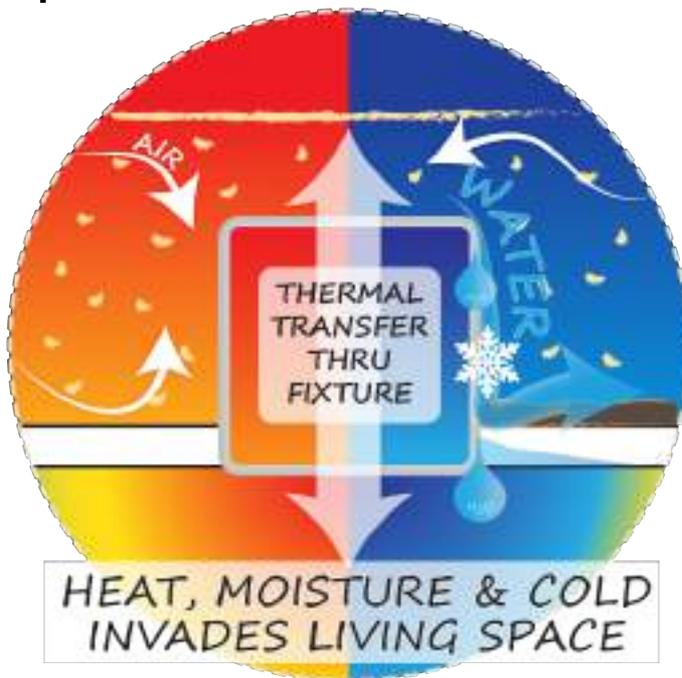
Radiant barriers *block* energy and actually improve the effectiveness of surrounding insulation.

CanCoverIt™ combines a non-conductive insulation core with a radiant barrier to isolate the fixture and allow the surrounding attic insulation to work at optimum R-Value

# CanCoverIt™: The Solution For All Non-IC & IC Can-Lights

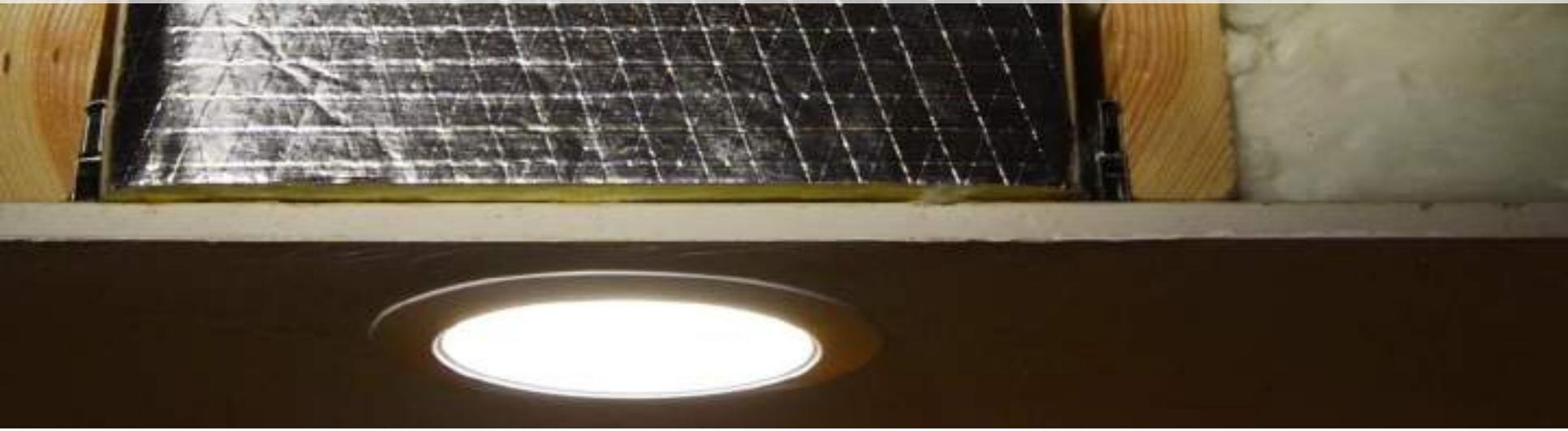
Airtight Can-Lights, even when covered with insulation, cannot change the conductive properties of metal.

CanCoverIt™ Stops Radiant Energy Transfer



# CanCoverIt™: Your Building Envelope R-Value Companion

CanCoverIt™ is the keystone in the overall attic insulation envelope: **by isolating the high energy density metal fixtures from the attic, CanCoverIt™ allows the surrounding thick insulation to express its maximum R-value.**



# Airtight Can-Lights Fail Under Extreme Conditions

**Being a fair weather friend is not enough!**

Minimum requirements for a real solution must be: work all the time - in all conditions – dry - humid hot - cold – fix and not create more problems.

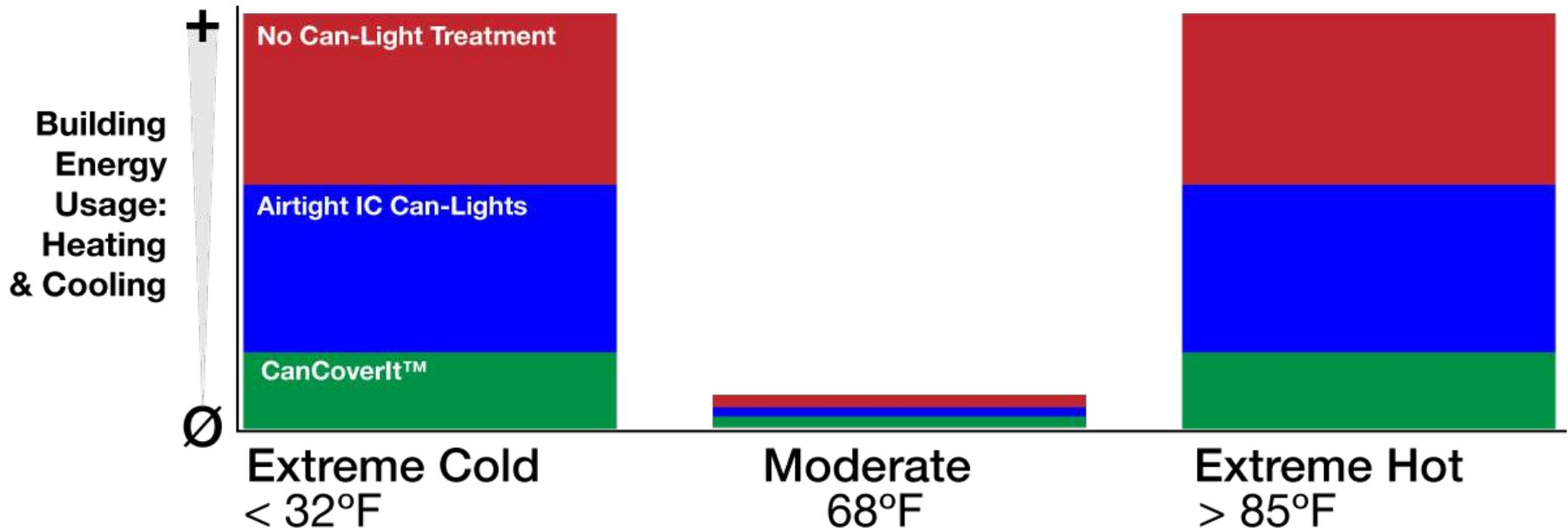
Airtight IC Can-Lights don't solve the core efficiency problem, and they create many unintended serious problems.

**AIRTIGHT CAN-LIGHTS ARE NOT A REAL SOLUTION!**

# Airtight Can-Lights Cost You Big On Extreme Days

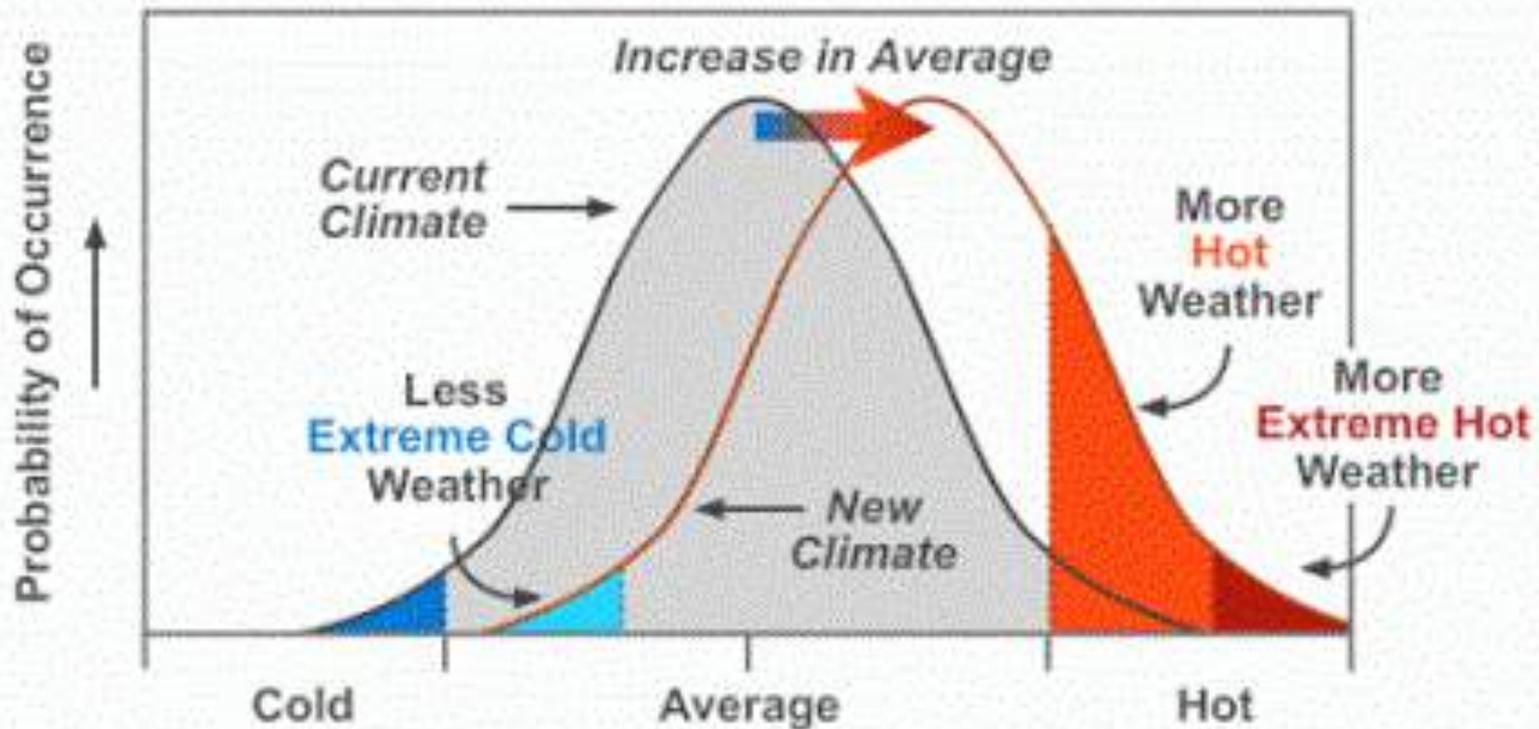
Airtight fixtures appear to work on moderate days, when nothing is needed anyway.

**Only CanCoverIt™ works effectively in all conditions**



# Why CanCoverIt™ Is a Must: Extreme Is The New Norm

Extreme weather is the new norm – CanCoverIt lets us cope with it now



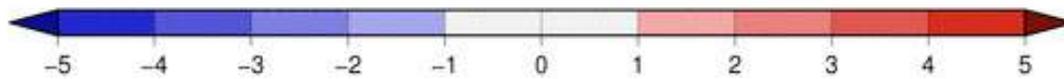
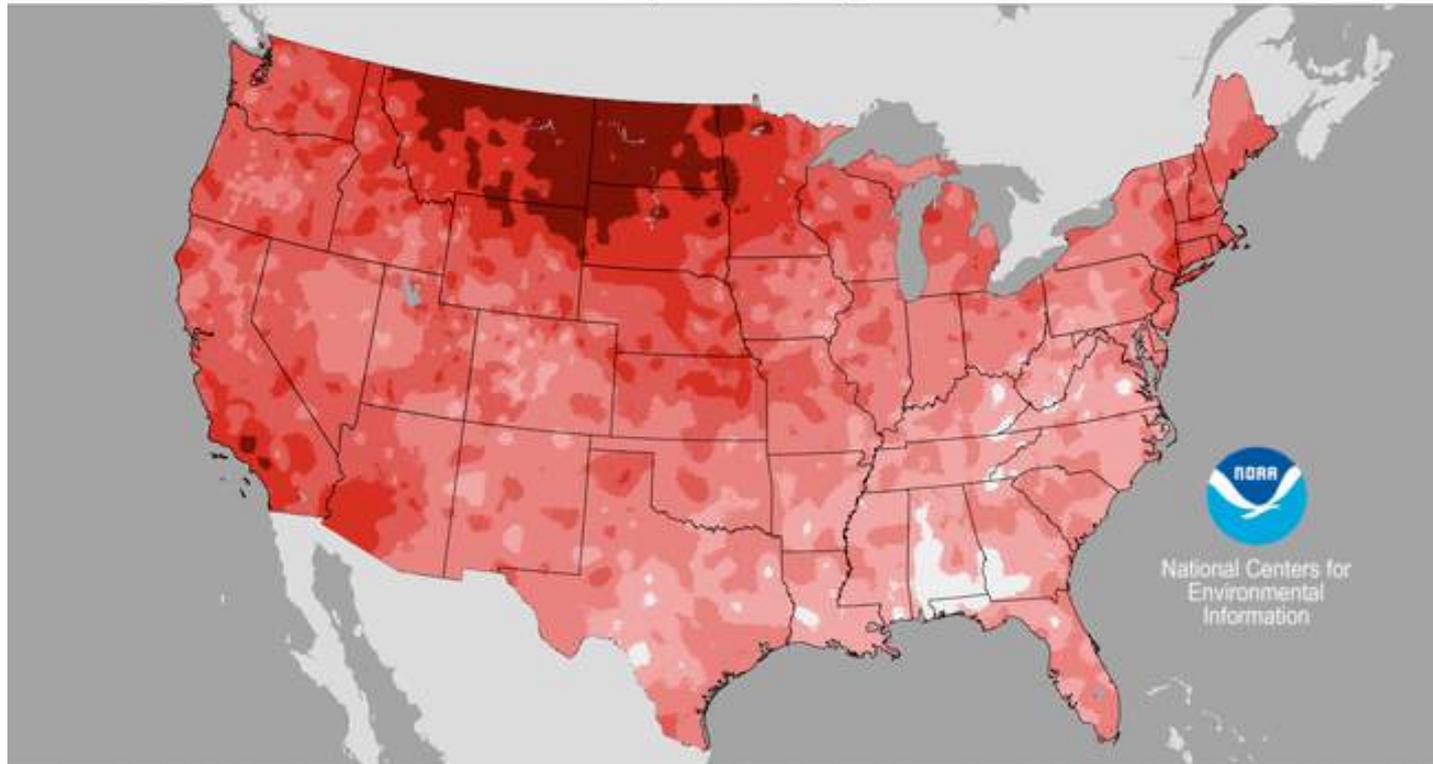
<https://www.epa.gov/climate-change-science/understanding-link-between-climate-change-and-extreme-weather>

# Extreme Weather Is New Norm

Mean Temperature Departures from Average

January–July 2016

Average Period: 20<sup>th</sup> Century

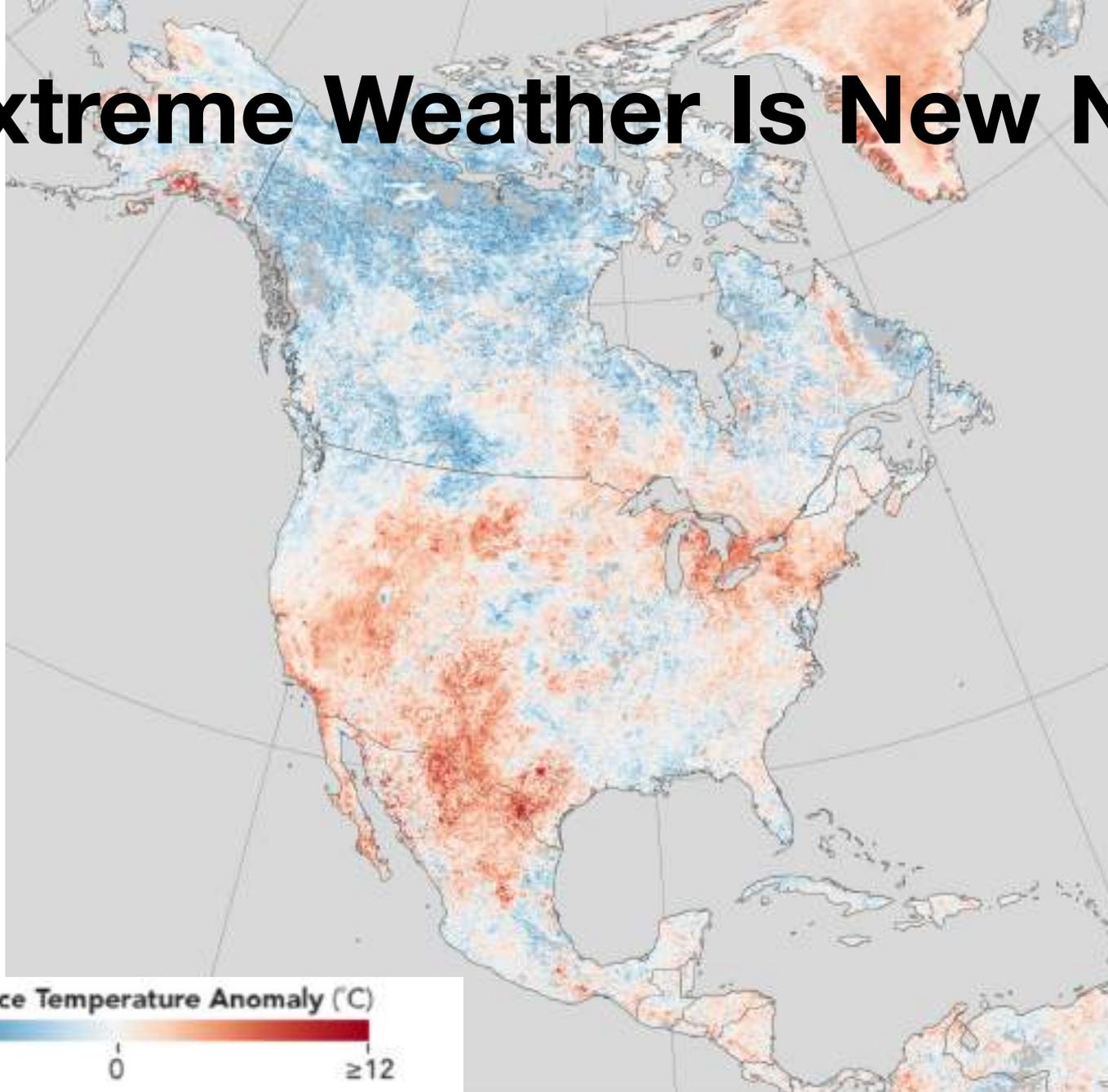


Created: Thu Aug 04 2016

Degrees Fahrenheit

Data Source: 5km Gridded (nClimGrid)

# Extreme Weather Is New Norm

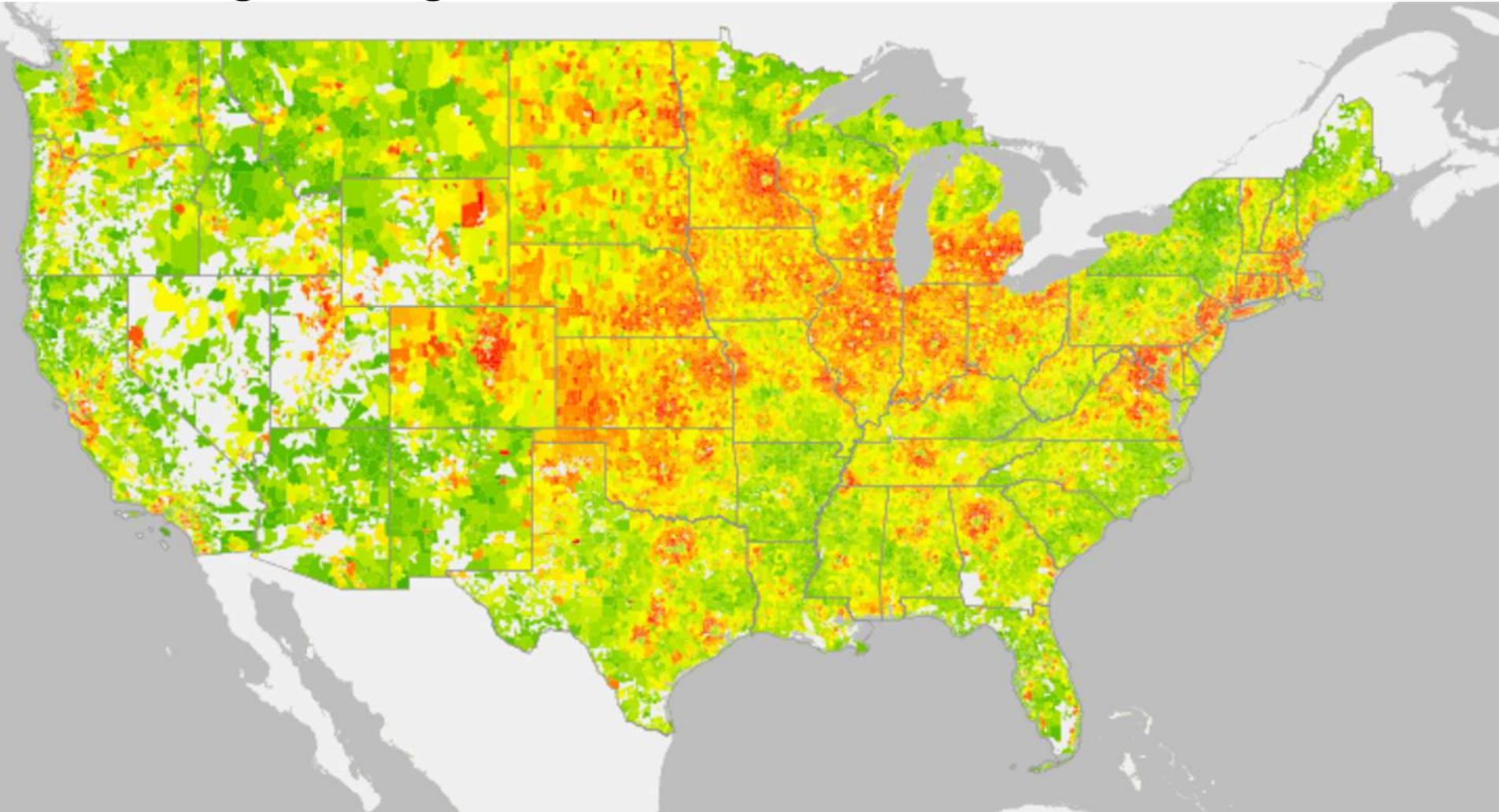


Land Surface Temperature Anomaly (°C)



# Suburban Homes Bleed CO2

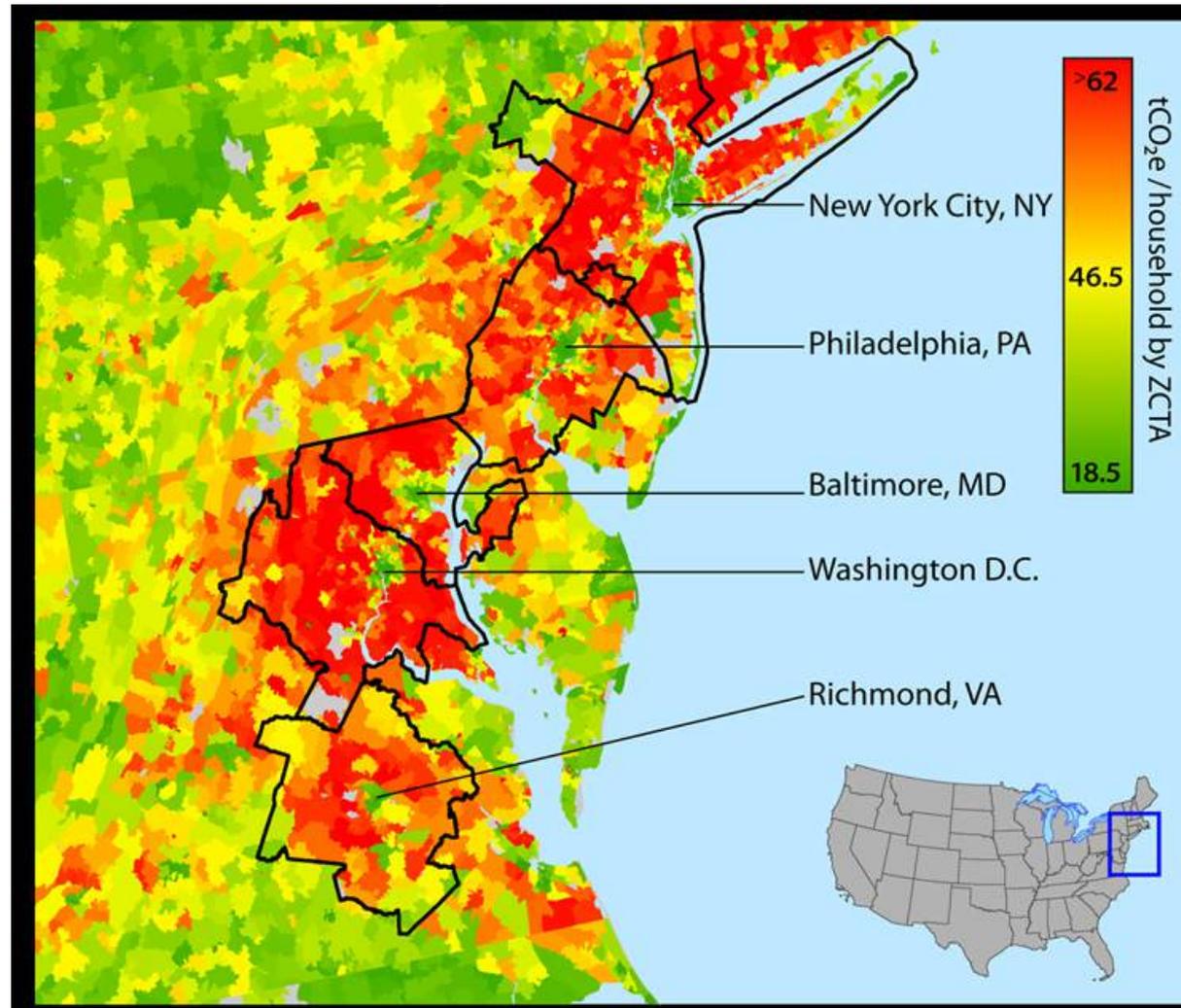
Orange = Highest CO2 emissions



# Suburban Homes Bleed CO2

**“Metropolitan areas look like carbon footprint hurricanes, with dark green, low-carbon urban cores surrounded by red, high-carbon suburbs”**

- Christopher Jones, doctoral student working in the Energy and Resources Group at Berkely.



# Extreme Weather Means More Dirty Energy Needed

Suburban homes already bleed CO2

Extreme weather energy demand means shortages and higher costs.

Requires ramping up previously idling dirty power generation facilities.

Economic activity suffers when regions are under “flex alerts” limiting energy usage.

Even weather-related deaths occur if regions are starved for energy and have inefficient buildings!

# Solving The Air Conditioner Crisis

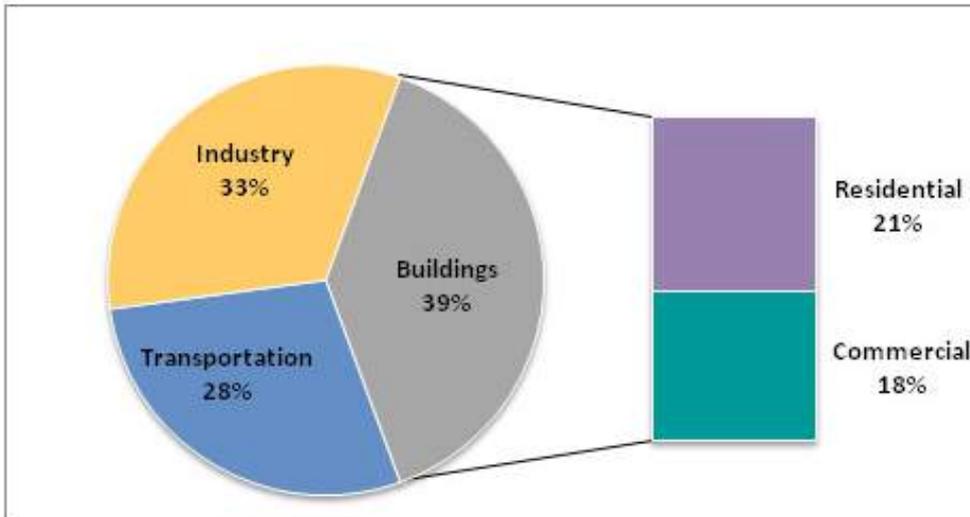
Last year in US alone:

110 million A/C's consumed 6% of the nation's electricity, produced 117 million metric tons of carbon dioxide pollution and cost homeowners \$29 billion dollars.

CanCoverIt™ reduces A/C on cycles by more than half - being off is as good as being gone.  
**We can eliminate millions of tons of pollution and save billions of dollars – NOW !**

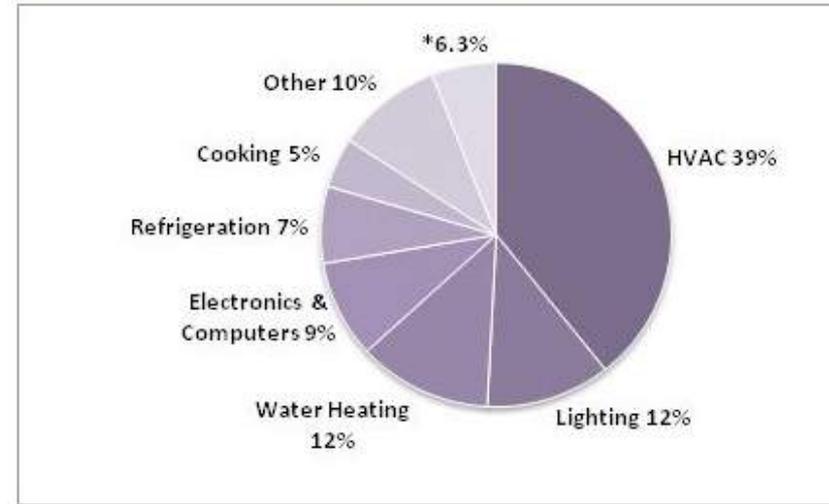
# Fix Buildings, Fix The World

Figure 1: Buildings Share of U.S. Primary Energy Consumption (2006)



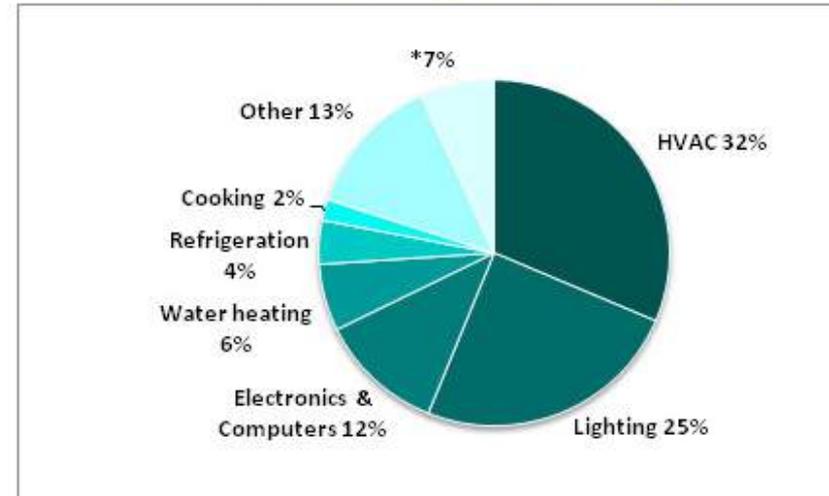
Source: U.S. Department of Energy (DOE), 2008 Buildings Energy Data Book, Section 1.1.1, 2008.

Figure 2: Residential Buildings Total Energy End Use (2006)



Source: DOE, 2008 Buildings Energy Data Book, Section 2.1.5, 2008.  
This pie chart includes an adjustment factor used by the EIA to reconcile two datasets.

Figure 3: Commercial Sector Buildings Energy End Use (2006)



Source: DOE, 2008 Buildings Energy Data Book, Section 3.1.4, 2008.  
Note: This pie chart uses an adjustment factor (\*) used by the EIA to reconcile two datasets.

# Efficient New Buildings Don't Fix Existing Buildings

New buildings are only a fraction of total existing homes and can't fix or offset them.

It will take more than 225 years to replace existing homes.



# CanCoverIt™: From Home To Nation To World

**CanCoverIt™ is a NOW solution to reach over 135 million homes that need improvement.**

Installing CanCoverIt™ in all existing and new homes is the fastest way to make the largest impact on overall building efficiency in all of North America!

*Our big climate problems are really millions of little problems – fix enough little problems and the big one goes away!*

# CanCoverIt™ Expanded Product Line To Meet All Fixture Needs

**Universal Series**

**Low Profile Series**

**Pro Line Series (commercial)**

**UPCOMING: One-Hour Series**



# CanCoverIt™ Consumer Pull: They Ask For Us By Name

On product strength alone CanCoverIt™ has sold 10,000s of units and scored perfect results throughout the US including Hawaii and Alaska. Canadian requests are consistent and distribution is needed.

The power of this product: it resonates with people and **It Works!**

Savvy homeowners have known for years that CanCoverIt™ is the only true fix for can-lights

# Why CanCoverIt™ For Homeowner

Homeowners get it - a typical call starts with:  
“Looks like you guys figured this out!”

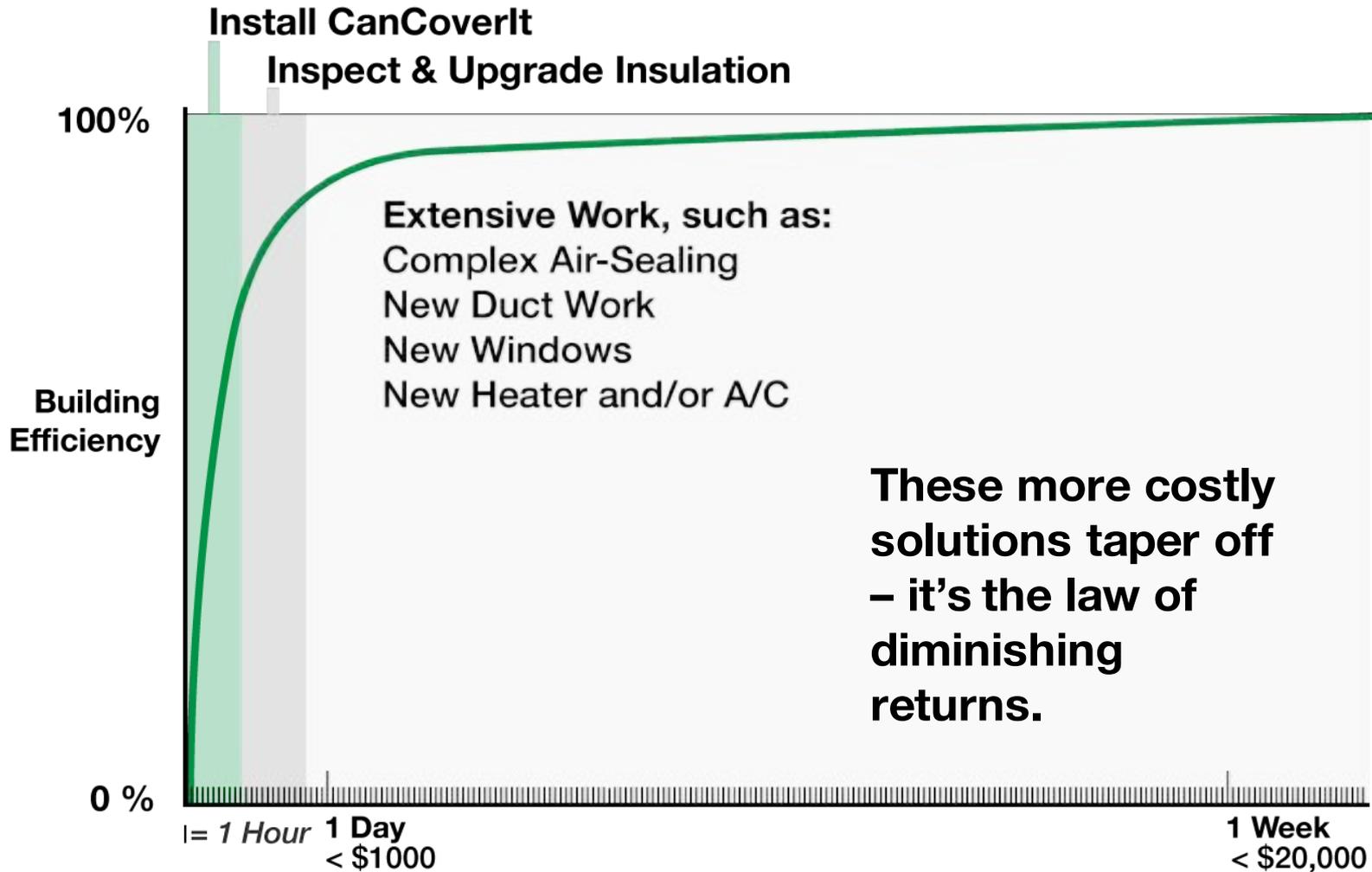
They want fast, easy, affordable home solutions  
that deliver comfort, safety, health and savings

Saves \$100's in energy bills every year

Just a few minutes effort = lifetime of savings!

CanCoverIt™ offers a perfect weekend warrior  
project that a DIYer can actually do, be proud  
of and enjoy forever.

# CanCoverIt™: Big, Impressive Efficiency Upgrade In Minutes



# Homeowner Testimonials

**Chad Sires** Denver, CO (Real Estate Appraiser)

“The simple solution was to find a product to cover the light and after several hours and several phone calls, it was the vented version of CanCoverIt that seemed to be the Best solution... and it sure was! Armed with a simply utility knife, it took me about 20 minutes to cover 4 lights... an Amazing product and so simple to install that anyone who can properly use a ladder and the business end of a utility knife can do it... especially with the helpful instructional video provided on your website!”

**Garrick Gallagher** Phoenix, AZ

“Thanks to David at CanCoverIt for solving my can light dilemma. I searched the internet to find the best solution, and while I found cheaper options than CanCoverIt, no other product addressed my concerns as well as CanCoverIt. All told, I used 21 covers to cover 17 can lights and 4 speakers. It was very easy.”

# Homeowner Testimonials

**Kris Chernik** Palmer, AK

“Love your product, thanks for making a simple affordable project for saving energy any homeowner can do. Now I can afford a great warm tropical vacation. - Kris from Alaska”

**Michael MacDougall** Boston, MA (Owner of a 100-yr old home)

“As I prepared to upgrade the efficiency of my home, I wanted to find solutions that would protect the home and be safe for me and my family. After working with my local electrical and fire code officials to find the best product, they both agreed on CanCoverIt. I am happy to have found CanCoverIt, because I sure wasn't looking forward to building boxes out of drywall.”

# Why CanCoverIt™ For Contractors

Easy sell to homeowners – in fact consumers pulled it to market from simple on-line exposure.

Fast time saving – great way to reach customers.

Great presentation tool – helps explain attic jobs – allows for powerful marketing – *upgrade your home in minutes for a few hundred dollars.*

# Why CanCoverIt™ For Contractors

Homeowners have Ladders - DON'T BE THAT GUY!

Homeowners are shocked, horrified, and downright angry to see cardboard boxes over can-lights.

Nobody wants customers feeling cheated.

They'll pay more for the best, plus CanCoverIt™ actually saves you money in labor!

Reputation is everything – using CanCoverIt™ gives your customers the confidence that your work is the highest quality

# Why CanCoverIt™ For Contractors

CanCoverIt™ delivers fast, easy, uniform results saving you time and money.

Installs in minutes so it's actually less expensive than using a cardboard box.

Only perfectly balanced solution available.

Out performs all other solutions.

Provides maximum results with minimum effort.

Fast easy perfect results the first time.

# Installing CanCoverIt™: A Massive Opportunity For Contractors

CanCoverIt™ provides fast, affordable, high-value comfort and efficiency upgrades.

Contractors can get many more, smaller, faster jobs that homeowners actually want, rather than relying on a few big complex jobs.

More jobs, more ongoing client relationships, more repeat and add-on work, more referrals, more customers and greater profit margins!

# Contractor Testimonials

**Kenny Knapp**, Shamrock Insulation (Colorado Springs, CO)

“I had been using Insullite, but constructing the box in the cramped attic is a bit tedious, not to mention trying to tape the seams. After trying CanCoverIt once, I am sold. I have already told my distributor that they better start carrying CanCoverIt if they want my business.”

**Jon Maxwell**, CORE (New Orleans, LA)

“We love CanCoverIt! When will you make it easier to find, though? We perform work throughout the New Orleans area and it would be great if we could find the product in a retail outlet.”

“We are on pace to work on 100 homes per month later this year, which will require 700 can light covers. I would love to have a local source for CanCoverIt.”

# Contractor Testimonials

**Donna Prince**, Tidewater Insulation (Virginia Beach, VA)

“Thank you for producing CanCoverIt, everyone in our organization loves the product. Our sales team loves it because it shows well to homeowners and helps them sell jobs. Our installers love it because it helps them complete their work faster, and I love it because I now have confidence that my team is using the right product to safely cover can lights in the home.”

**Dan Ignosci**, Comfort Advisors (Ladera Ranch, CA)

“After years of searching, I finally found a fast, safe, easy to install can light cover designed to cover all can lights”

# Why CanCoverIt™ For Retailer/Distributors



# Why CanCoverIt™ For Retailer/Distributors

New revenue opportunity – retrofit for existing homes, new can-light and fan sales

Reaches both DIY and contractor market

Cross merchandising with insulation, lighting and ceiling fan departments

Add-on sales – little projects tend to expand

Each SKU requires only 15” of bay front space

Customers care about the planet -

CanCoverIt™ provides good solutions, good will and good PR

# Why CanCoverIt™ For Retailer/Distributors

Opens a new massive product category – not just switching one product for another.

CanCoverIt™ is an expanding brand - One-Hour Series coming soon.

A single high-rise requires 15,000 units.

Annual US sales of Can-Lights over 20 million – each one needs CanCoverIt™

Retrofit alone is over one billion units – every inadequate fix – cardboard boxes, drywall – eventually needs CanCoverIt™

# ***The Opportunity: Every Building Deserves CanCoverIt™***

More than one billion metal ceiling penetrations, (can-lights, fans, speakers), need CanCoverIt™ treatment and not just for maximizing efficiency.

CanCoverIt™ also controls sound transmission between floors and improves health, safety and overall comfort for all buildings.

CanCoverIt™ opens up a vast new lucrative market hidden within a mature commodity industry, and enables maximum performance for all structures both existing and future.

# Millions of Little Fixes: One Big Solution

A new power plant costs billions and takes years to construct. Reducing usage NOW eliminates the most polluting plants and reduces the total number of new power plants needed.

**“The cheapest energy is what you don’t use”**  
– Arthur Rosenfield, the ‘Godfather’ of energy efficiency

Our greatest problems are the sum of millions of little problems; solve enough little ones and the big ones vanish!

# Improving The World With CanCoverIt™ - Next Steps

**Product strength and real world use helped prove the need for and value of CanCoverIt™**

**Increased product availability through convenient retailers and distributors is the next step for expanding awareness and achieving widespread use.**

To further accelerate implementation we propose **Common Sense Upgrades™**: an inclusive platform unifying efficiency upgrade technologies – CanCoverIt™, efficient appliances, smart thermostats, solar / battery storage, etc – and local professionals into a simple, cost-tiered menu of affordable options for homeowners.

# **The Revolution Is Here, and It's Easy and Doable Now!**

CanCoverIt™ is an elegant, easy solution that can be implemented NOW.

CanCoverIt™ creates direct economic benefits, direct energy efficiency benefits, direct health and comfort benefits, and results in reduced CO2 emissions.

**CanCoverIt™ is the keystone making every existing & future home and building in the world maximally efficient and comfortable.**



# CanCoverIt™