



EnergyCraft: the final word in metal building energy conservation.

Integrating design-build services and the family of specialized Systera® products provides you superior value over traditional designs.

Your local EnergyCraft® Systems Franchisee is a specially trained, professional energy systems design-build subcontractor. He works closely with local designers, general contractors and metal building erectors to provide all of the products and services necessary to build the optimum energy efficient buildings. An EnergyCrafted® building delivers the highest quality products, performance and services needed to produce the lowest overall cost of ownership.

Traditional building designs are typically segregated systems that fail to consider the added value that may be obtained by integrating those systems into a single-source design. Design of the insulation systems, interior finishes, heating, ventilation, air conditioning, electrical, plumbing, utilities and more are typically segregated by trade, ignoring the beneficial inter-relationships among various building systems.

An EnergyCrafted building integrates the total energy design and takes maximum advantage of the offsetting cost savings that will result. This is known as value engineering, but we don't stop there. EnergyCraft Systems specially designs a family of products and services with features that

enhance and deliver the maximum integrated savings to you. Your local EnergyCraft Systems Contractor works with you, local building designers, and contractors by providing a free analysis and proposal for your project. Finally, your local EnergyCraft Systems Contractor works as a subcontractor to you or your building contractor to professionally install the EnergyCraft Systems in your building. Ultimate performance will produce the ultimate in value.



The Systera® Insulation System includes an inexpensive interior liner system with a bright white, washable finish. This liner system creates the space required for insulation to provide up to 250% more in-place R-value, while traditional insulation methods severely compress the insulation, reducing its performance up to 75%. The durable liner system isolates the conductive steel purlin and girts from the conditioned space, saving significant energy and preventing condensation and corrosion. Consequently, the EnergyCraft design:

- Requires 50% less HVAC equipment to purchase and maintain
- Saves the gas piping to each eliminated unit
- Saves the electrical circuit for each eliminated unit
- Contributes to reduced utility service costs (fuel and electric)
- Extends the useful life of the building roof and wall structure
- Saves typical oversizing required to compensate for compression loss of insulation value inherent with typical "compressed" metal building insulation methods.

The 85% light reflectivity of the smooth interior surface requires approximately 30% fewer light fixtures to obtain an equal candlepower. This results in:

- Thirty percent fewer light fixtures and bulbs to purchase and maintain
- Thirty percent less conduit, switch wiring, and circuits to purchase
- Thirty percent less energy cost for lighting (forever!)
- Reduction of utility service size, transformer costs, etc.
- Lower energy demand charges which can cost as much as the energy
- Hidden purlins and girts that provides a bright, finished looking interior or appearance. This eliminates costs of painting and other expensive finishing materials while making the interior easier to clean which lowers maintenance costs.



An EnergyCrafted building will always cost less to own and operate. Guaranteed.

An EnergyCrafted Building may initially cost more or less than the traditional designed building, but it always costs less to own because we cut your energy costs up to 50% and lower your overall costs of ownership.

To the right is an example of a typical 100' x 200' x 20' building that compares traditional over-the-purlin 6-inch insulation to the Systera® R-30 insulation system. The corresponding graphs represent the value that you can achieve by EnergyCrafting, assuming you earn a 10% return on money invested in your business and that the cost of energy will rise at a 3% rate higher than inflation. For every dollar you save in costs, the table shows the value of it for the time period indicated. The results show that even though good insulation costs more to purchase, the overall ownership costs—principal and interest payments, energy cost and maintenance costs—drop dramatically because of other savings. It costs less to own this building!

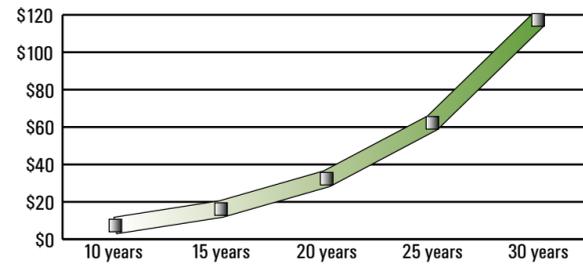
We are seeing the rapid escalation of energy costs in the U.S. compared to the past bargain prices. Our goals at EnergyCraft are to reduce your building energy dependence, save energy and put the significant savings in your pocket. Allow no substitutions—insist on EnergyCraft Systems.



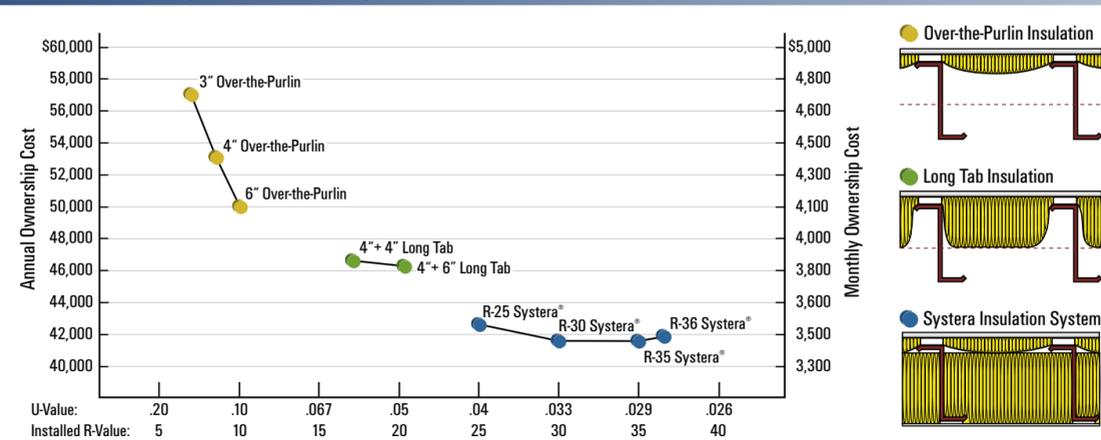
EnergyCraft Savings Over Traditional Building Insulation Methods

TIME PERIOD	FUTURE VALUE PER \$1 SAVED	FUTURE VALUE OF SAVINGS	FUTURE SAVINGS PER SQ. FT.
10 years	\$18.42	\$147,360	\$7.37
15 years	\$40.42	\$323,360	\$16.17
20 years	\$80.95	\$647,600	\$32.38
25 years	\$155.62	\$1,244,960	\$62.25
30 years	\$293.20	\$2,345,600	\$117.28

Future Savings per Square Foot



Annual and Monthly Costs of Ownership Based on the Method of Insulation Installation



Based on a 100' x 200' x 20' pre-engineered metal building; heating values only. Design temperatures: Winter (70° F inside/-20° F outside) 90° F difference; Summer (75° F inside/95° F outside) 20° F difference. Monthly amortization is 7% over 30 years. Ownership costs include principal and interest payments, energy cost, and maintenance cost. All graphs and tables are examples and not guaranteed values.

Systera® Systems: the intelligent choice that saves you money.

Building Analysis

Analyze the optimal design for your specific use and needs, then estimate your total savings values.



Design of Thermal Systems

Professionally design the optimal Systera® System for thermal insulation and control of air and moisture infiltration.



Size HVAC Units

Minimize energy-consuming HVAC equipment for optimal building thermal performance.



Daylighting Design

Design and propose simple daylighting options to minimize lighting equipment and power consumption.



Control Systems

Design and propose basic control systems you can use to manage your energy usage, demand charges, and security.



Installation Services*

Professional installation of all proposed EnergyCraft products.



Service After Sale

Ongoing service is an important part of insuring that you continue to receive maximum savings from your EnergyCrafted building.



*Installation not available in all areas. Contact EnergyCraft Systems to locate the nearest EnergyCraft Systems Contractor or for information on owning your own EnergyCraft Systems Franchise—(800) 350-0776.

BENEFITS OF YOUR ENERGYCRAFTED BUILDING

- Lowest Overall Cost
- Greater Building Value
- Superior Interior Appearance
- Maximum Control and Comfort
- Brighter Interior Lighting
- Reduced Noise Levels
- Enhanced Business Image
- Minimized Energy Use
- Higher Worker Productivity
- Confidence You Made the Best Choice

ERECTOR-FRIENDLY INSTALLATION

Your EnergyCraft Systems Contractor installs the products after the roof is covered, out of the path of the erectors and out of the wind and weather. This allows erectors to close the building much faster with less downtime due to unfavorable weather conditions. The Systera® Systems are professionally installed for better performance and appearance.

DON'T BE UNDERSOLD!

Insulation is the most important component of your new building. It is inexpensive and costs nothing to operate. So don't be lead to believe good insulation doesn't pay. Most importantly, make sure that you get every R-value you pay for by insuring the products and methods used do not compress the insulation thickness. The easiest and best way to do this is to insist on professionally installed EnergyCraft products for all of your building requirements. Your EnergyCraft Systems Contractor also can upgrade your existing buildings for optimum energy efficiency and renewed appearance. Call (800) 350-0776 for information on EnergyCraft Systems Contractors.



Systema®: the intelligent choice for pre-engineered metal buildings.



The foundation of an EnergyCrafted building is the Systema® Insulation System. This high R-value system combats condensation with a durable 0.02 vapor retarder and isolates the conductive steel structure from the conditioned air space. Factory double-extruded heat welded seams eliminate staple holes and hidden unsealed joints. Components of the system have been quality control tested for compliance with ASTM E-84 and comply with Class A fire resistance ratings.



The Systema® Premium System consists of the Systema® Insulation System and our custom-built EnergyCraft HVAC Units to provide the highest building thermal efficiency available. The combination of 92% efficiency heaters, 10 SEER air-conditioning units and high R-value insulation system can save up to 50% in HVAC mechanical acquisition and operating costs. All units are designed as appliances for fast, simple installation.



When nothing but overall cost savings is acceptable, only the Systema® Premium Plus System will do. The Premium Plus System adds any of our expanding line of products to the insulation system and HVAC units to form the most comprehensive metal building solution available. For more information on EnergyCraft windows, lighting fixtures and other services, please contact (800) 350-0776.

EnergyCraft is your best option. Let us prove it.

EnergyCraft Values

- Innovation:* We create new ideas to revolutionize our industry
- Challenge:* We take every opportunity to confront the status quo.
- Integrity:* Our reputation is our most prized possession.
- Education:* Our highest priority is customer education.
- Perseverance:* We will never stop working to achieve our goals.

Green Statement

Because we live on this planet, we have a responsibility to keep it clean. The earth is not ours to abuse; we'll pass it on to our children and generations thereafter. To this end, EnergyCraft Systems promotes renewable energy sources, recyclable materials, and the use of non-pollutants in all of our products where possible.

Affiliations

EnergyCraft Systems is pleased to offer products approved by and in compliance with the following organizations:



Interested in your own EnergyCraft Franchise?

For more information on how you can become a successful EnergyCraft franchise, call (800) 350-0776 or visit www.energycraft.com/franchise/ or e-mail prospect@energycraft.com.

EnergyCraft Systems, Inc.
100 Business Park Circle
Suite 203
PO Box 58
Stoughton, WI 53589

Your EnergyCraft Systems Contractor



Products

- Insulation
- Finishes
- HVAC
- Lighting
- Windows
- Control Systems

Services

- Analysis
- Integration
- Installation
- Maintenance