



[www.TAPinsulation.com](http://www.TAPinsulation.com)

## Energy savings add up for homeowners. Profits add up for PMPs.

**W**ith heating and cooling costs skyrocketing in the U.S., homeowners across the country will be looking for ways to save on their energy bills. Pest management professionals can now "T•A•P" into this growing need with a product that not only outperforms the competition, but offers a great range of benefits to the homeowner with T•A•P Insulation.

T•A•P stands for Thermal Acoustic Pest Control Insulation. With its unique combination of cellulose-based insulation and a boric acid for pest control, T•A•P Insulation protects homes from the elements and pests. Plus, because it is a denser material, it improves the home's soundproofing, is fire-retardant, resistant to mold and mildew and virtually lasts forever.

"Homeowners who choose T•A•P Insulation typically save 20

*The average attic cap job for T•A•P Insulation, at about 1,500 square feet, costs the homeowner \$1,200 and brings a gross profit of about \$800 to the PMP. Profit margins are even higher when both removal and install jobs are done.*



to 30 percent on their average utility bills," said Billy Turk, who founded Pest Control Insulation Systems (PCIS) with John Elliot in 1999 and together developed T•A•P Insulation. "T•A•P will pay for itself in about 24 months. And as we're expecting our heating and utility costs to go up, the savings will be even greater."

Studies have shown that the cellulose-based T•A•P Insulation outperforms fiberglass insulation in R-Value per inch by 20 to 38 percent, as the cellulose binds closer to walls and joints, and filling in cracks. Figuring an average of 30 percent, that's a \$720 savings per year. And that does not even figure the value added from pest control into the equation.

"The savings have been incredible," said Philip Smith, president of Compass Pest Management in Baldwin, Ga. "I moved into a home that tripled my living space, but with T•A•P Insulation in the new home my energy bills are nearly the same. There's hardly any pest activity. If something does get in, it's dead before long."

Smith was so impressed with the performance of T•A•P Insulation in his home that he will soon be offering the product at his own business.

"It will be a great add-on service during the off-season for our company," Smith said.

### **The savings with T•A•P Insulation are about to get even greater.**

Under the 2005 Energy bill recently passed by Congress, homeowners will receive an income tax credit of 10 percent on the cost of installing T•A•P, up to a maximum of \$500, for adding additional insulation, and \$2,000 on new construction.

"T•A•P is the only pest control product that pays for itself," Turk said.

PMPs have the market on T•A•P Insulation cor-

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nered. Because the product is labeled by the U.S. Environmental Protection Agency, most states will allow only PMPs to install it. It is currently registered in 37 states for control of cockroaches, silverfish, ants, termites and many other crawling insects. T•A•P Insulation has also received the Energy Star label issued by the EPA for products that are energy efficient and environmentally friendly.

"T•A•P is a perfect opportunity for any pest control operator looking for a niche market," Turk said. "There are a lot of opportunities with the product, and steps you can take that will allow your business to grow into the service."

**T•A•P programs include:**

■ **Attic capping** — useful because the U.S. Department of Energy reports that virtually every home needs additional insulation.

■ **Insulation removal** — for those homes whose insulation has been damaged by raccoons, bats, mice or other intruders. Once the old insulation is removed, T•A•P can be blown in. (Homeowners insurance will typically pay for re-insulation for damage caused by animals other than rodents.)

*T•A•P Insulation applied to stud walls in new homes provides 32 percent energy savings over batted fiberglass with the added benefits of permanent pest protection, odor absorbency and soundproofing.*



■ **Crawlspaces** — T•A•P actually costs less to install on the walls of a properly sealed crawlspace than under the floor. By installing a dehumidifier and a hydrometer/temperature gauge along with the insulation, PMPs create an opportunity for recurring revenue, because the filters and batteries for those products will need to be changed.

■ **New home construction** — T•A•P can be installed into the walls and attic of new homes and homes under renovation providing a thermal and pest-controlled envelope.

"Our product is not cheap, because it is an upgrade over the other insulation products out there," Turk said. "An innovative pest control operator is going to offer T•A•P as an IPM program for new homes, explaining to the homeowner that he will get his money back in his energy bills, resale value and pest protection."

"T•A•P is the only kind of insulation that I deal with," said Ed Carrow of Critter Control in Orlando and Tampa, Fla. "It completes the service I offer to my customers. After we clean up the soiled insulation, we blow the T•A•P back in. We take the animal out, and we leave something behind — a long-lasting beneficial product that will benefit my customers for years to come."

Equipment for the various programs can be purchased in stages, allowing PMPs to invest in the service over a period of time as business allows. PCIS even offers a T•A•P trial kit for less than \$500 so PMPs can learn more about the product, how to sell and install it, check out the market and pre-sell jobs that will pay for their equipment even before ordering it.

Turk said that in the past year, more than 60 new PMPS have added T•A•P packages to their range of services offered. Industry-leading companies such as Orkin, Terminix and Critter Control have trained their sales staff and PMPs in T•A•P Insulation.

On top of that, Turk said individual homeowners have started to hear about the benefits of T•A•P and have called the company directly to find a PMP who can install it.

"T•A•P has given us the opportunity to finish out the job," said Jeff Voelker of Critter Control in Omaha, Neb. "In years past, we've seen the problem in homes and attics, but we couldn't fix the problem. We never had a product that, in our opinion, is well-associated with the kind of work we do."

"We can't just offer to blow in fiberglass insulation when you know that it probably isn't the best insulation in the first place. Now we have an insulation that has its own niche, and it's not that hard to sell if you know what you're doing." ■

# T•A•P Pest Control Insulation



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### Mission statement

At T•A•P Pest Control Insulation, we provide pest management professionals (PMPs) and wildlife control operators (WCOs) with new revenue opportunities through innovative, high-value pest control systems for the homeowner and commercial customers.

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### CONTACT

**William N. "Billy" Turk,**  
President and Chief Executive Officer

**Below:** Spraying T•A•P into stud wall in new construction keeps comfort in, noise and pests out.

**At Right:** T•A•P blown over old or soiled insulation increases R-value and saves energy dollars.



### Product focus

- Attic Capping Program
- Insulation Removal Program
- Crawlspace Program
- Existing Home Renovation Program
- New Home Program

T•A•P, an EPA-labeled cellulose insulation, was developed as an off-season revenue generator for PMPs. With skyrocketing energy costs, however, many are getting into it full time through expanded programs. There is limited competition in a nearly unlimited market. In most states, only PMPs are legally allowed to install T•A•P.

T•A•P, manufactured using natural cellulose as a base, incorporates a patented borate additive process providing customers with superior insulating, acoustical and pest control properties. T•A•P, an EPA "Energy Star Award winner," is well documented to lower energy costs by as much as 32 percent over traditional fiberglass, and that's not all ...

T•A•P effectively creates a barrier to pests in the attic, walls and crawlspace of the home. The active ingredient, borate, never decays, working as long as the structure is standing, yet has long been accepted for use around humans and pets. Borates are also

used in many building products to guard against mold propagation. Under federal standards, T•A•P is tested for mold and mildew resistance. T•A•P is flame-retardant and is denser than other insulations, creating an effective acoustical barrier and fire barrier, slowing the spread of fire in a home.



William N. "Billy" Turk,  
President and Chief  
Executive Officer, T•A•P

### Manufacturing facilities

T•A•P manufacturing plants, located in Georgia, Kentucky, Louisiana, Michigan, Pennsylvania

and Texas, ensure that T•A•P can be delivered where you need it. T•A•P is registered in 37 states.

### Technical support

T•A•P sales and application certifications are offered to those who attend and pass our training course.

The T•A•P Web site, online at [www.TAPinsulation.com](http://www.TAPinsulation.com), is available to consumers, assisting you in your marketing efforts. As a certified T•A•P installer, you are also given access to a non-public, "members only" section of the Web site, where you can access and download technical and sales information and installation techniques. Additionally, T•A•P sales and technical support is always just a phone call away.

### T•A•P Installer Comments

- "T•A•P provides exceptional profit opportunity to my business."
- "I want to install as many T•A•P jobs as I can. It's straight-forward and the installation and removal equipment packages work very well. You can tell they were put together by someone experienced in our business. Margins are exceptional."

