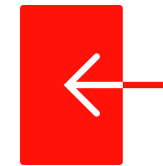
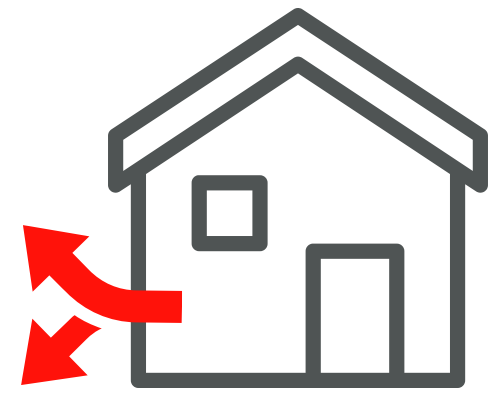
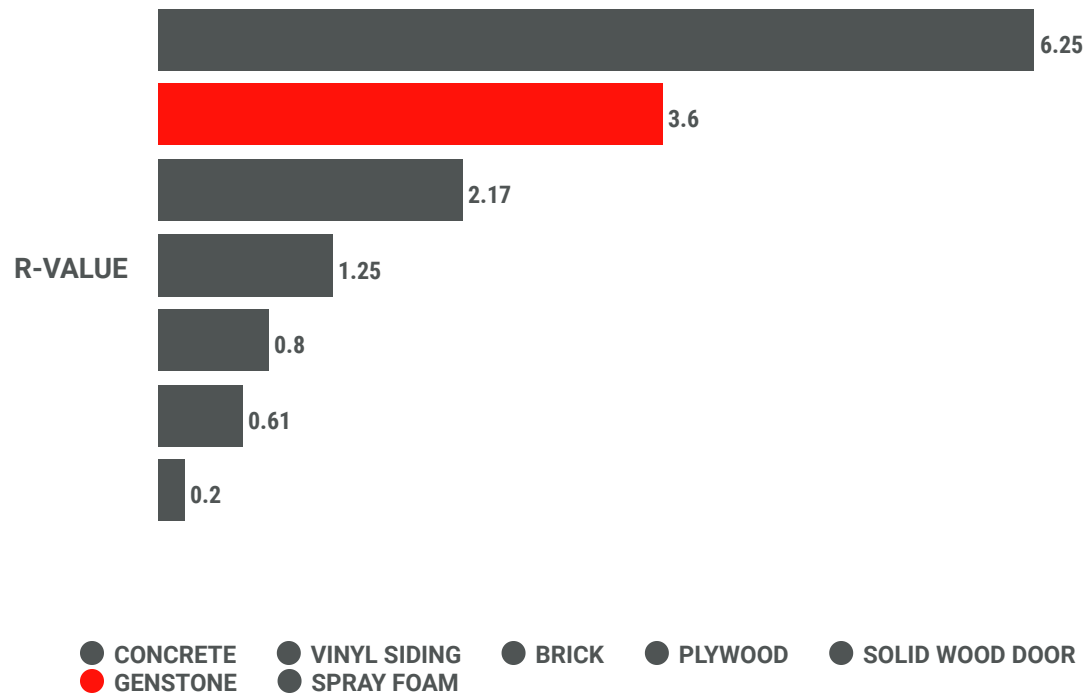


# WHAT R-VALUE MEASURES

Heat moves in and out of a structure in four ways: conduction, convection, radiation and infiltration.

**R-Value is only a measure of conduction** and should not be the sole measure of a structure's energy efficiency.



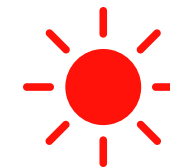
## CONDUCTION

Heat escaping through a solid material like a wall.



## CONVECTION

Hot air rises and carries heat throughout the home.



## RADIATION

Building materials can reflect, absorb or transmit solar heat.



## INFILTRATION

The introduction of outside air (hot or cold) to the home.