

# Reflective RUFF RAP

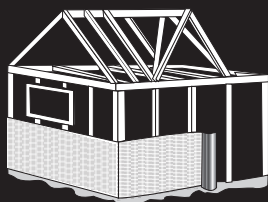
The future of housewrap  
and energy conservation



**R-3.8\***

# Stopping 96% of radiant heat in the home

Housewrap serves as a dual-purpose weather barrier. It not only minimizes the flow of air in and out of a house, but also stops liquid water and acts as a drainage plane. Housewrap uniquely allows water vapor to pass through it while blocking liquid water. This permits moist humid air to escape from the inside of the home, while preventing outside liquid water (rain or snow) from entering the home. . .but, does it help save energy by preventing radiant heat loss or gain?



Approximately **2/3** of the total heat gain in the summer and heat loss in the winter occurs by radiant heat transfer. **TVM Reflective Ruff Rap (RRR)** helps increase the R-value of a home's building envelope and dramatically reduces radiant heat transfer all while performing the necessary functions of a regular housewrap.



**Increases comfort in your home while  
reducing your monthly energy costs!**

To understand how TVM Reflective Ruff Rap (RRR) works, it's important to first understand the three types of heat transfer— **conduction, convection and radiation** – that describe the way heat moves through a wall.

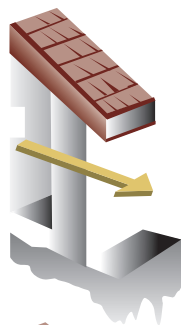
### Heat travels in 3 ways:

**Conduction:** Occurs when heat moves through a solid or liquid. Heat from one molecule transfers to another by touch.

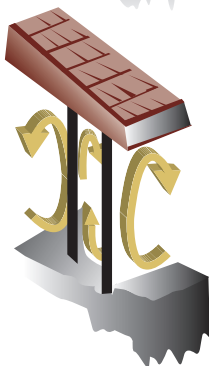
**Convection:** Occurs with the physical movement of air or liquid mass via circulation. Warm masses overtake cooler masses, and exchange heat energy in the process.

**Radiation:** Approximately **2/3** of all heat gain and heat loss in a structure is the direct result of radiant heat transfer. Radiant heat waves travel at the speed of light and are either reflected or absorbed by an object.

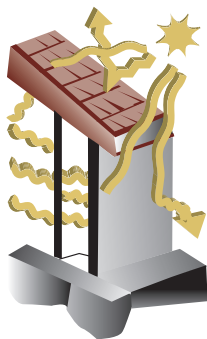
**TVM Reflective Ruff Rap** can dramatically reduce this form of heat transfer by effectively reflecting 96% of the radiant heat and in turn, making your home more comfortable and more energy efficient!



Conduction



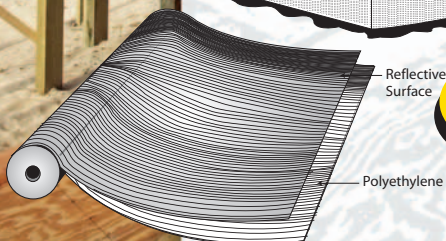
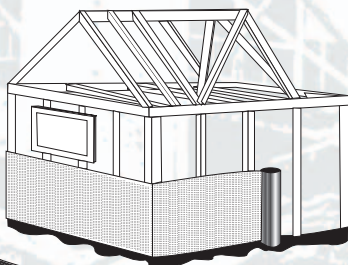
Convection



Radiation

## *What are the main benefits of TVM Reflective Ruff Rap (RRR)?*

- Increases wall insulation efficiency by 20% and also stops 96% of Radiant Heat Transfer
- Reflects Heat out in Summer – *Reduces Air Conditioning costs*
- Reflects Heat back inside in Winter – *Reduces Heating costs*
- Increase overall Home Comfort while reducing your monthly energy costs!



**R-3.8\***

**Reflective Ruff Rap works against the Loss and Gain of Radiant Energy and provides an Air Infiltration Barrier**

# ***TVM Reflective House Wrap*** ***is the next generation in*** ***house wrap technology.***

This revolutionary new product offers the construction industry all the unique features of a regular housewrap, but with all the energy saving features of a radiant barrier! With 96% reflectivity, **TVM Reflective House Wrap** can effectively control radiant heat loss and heat gain in your home.

**TVM Reflective House Wrap** is a highly reflective radiant barrier, laminated to a six mil layer of polyethylene and pin perforated for the right amount of breathability. With an R-3.8\* and a perm rating of 22, **TVM Reflective House Wrap** acts not only as a superior air infiltration barrier, effectively sealing up cracks or gaps in the external sheathing, but it also adds a radiant barrier to the exterior of the home blocking up to 96% of the radiant heat transfer.

The result – better year-round efficiency and comfort levels in the home you live in.

***Working for you 24/7/365!***

\*ASHRAE Handbook: 1997 Fundamentals with a 1" airspace



**1.888.699.1645**



## ***The SilverHouse Advantage***

***TVM Building Products is a leading provider of Energy Saving and Building Sealing solutions. Our goal is to create significant energy savings and make buildings more comfortable and safer for people to live and work in.***

USA    Johnstown, PA  
         Kansas City, KS  
CDA    Ontario, CDA

Tel:     814.269.9674

Fax:     814.269.4683

Email us: [customerservice@tvmi.com](mailto:customerservice@tvmi.com)



TVM-IN-037

**[www.tvmi.com](http://www.tvmi.com)**