

## NEWS

Contact: IMRE, 410-821-8220  
Amy Bowman, amyb@imre.com  
Kyle Rubeling, kyler@imre.com

### **CASH FOR CAULKERS AND DAP PUT AMERICANS IN THE KNOW** *Stimulus Program And Manufacturer Deliver the Why and How of Weatherization*

BALTIMORE (December 22, 2009) – President Obama proposed on Tuesday, December 8, a home weatherization version of the Federal Government's successful Cash for Clunkers program, fittingly coined Cash for Caulkers.

While the announcement brings visibility to the message of the energy saving benefits of weatherization, the truth is many homeowners do not know how to conserve energy and save money relative to home sealing. According to David Leonhardt of *The New York Times*, “To date, energy experts, in the government and the private sector, have not done a good job of distributing useful information. What does exist tends to be either too complicated or too general.”

DAP Products Inc. has established a consumer education website that provides a viable solution – [www.sealyourhome.info](http://www.sealyourhome.info). The website meets the need for more readily available, effective information on home weatherization. “Sealyourhome.info is a repository of information that gives homeowners the tools to plan and execute home weatherization projects,” said David Fuller, Vice President of Marketing, DAP Products Inc. “Our company is a leading marketer of caulk and sealants used in home related projects such as home weatherization. We also provide solutions and education such as [sealyourhome.info](http://www.sealyourhome.info) and remain committed to energy efficiency measures that conserve natural resources, making energy more affordable for all Americans.”

The website, [www.sealyourhome.info](http://www.sealyourhome.info), is a DAP sponsored website that offers a “seal it” house tour. This gives easy-to-use step by step instructions where common air leaks may be in the home, how to seal them, and everything homeowners need for their do-it-yourself project. An ENERGY STAR calculator compares a home’s energy consumption to national averages and based on the results, homeowners receive a list of ways to improve their home’s energy efficiency; therefore, decreasing their heating and cooling bills through simple do-it-yourself projects. Visitors can also find what State and Federal stimulus programs are currently available with an option to contact their senator.

DAP complements these online resources with a wide variety of leading caulks, sealants and insulating foam sealants available for use with most weatherization projects. For more information or where to find DAP products, visit [www.DAP.com](http://www.DAP.com).

#### **About DAP Products Inc.**

DAP markets reliable, long-lasting products for contractors and do-it-yourselfers. Headquartered in Baltimore, MD, DAP is a leading marketer of caulks, sealants, adhesives, insulating foam, spackling, glazing, and other general patch and repair products. For more information about our products visit our website at [DAP.com](http://DAP.com). To learn about home weatherization, visit [sealyourhome.info](http://sealyourhome.info). DAP Products Inc. also sponsors the DAP Help Line, a seven-day-a-week consumer hotline, 1-888-DAP-TIPS (1-888-327-8477).



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