



**For Immediate Release – April 19, 2006**

***Icynene® shows its true color: green***

*Icynene® insulation recognized for stepping up to offer a ‘green’ product that supports improved air quality and energy conservation*

(Toronto, ON) Over the last three decades, total emissions of six principal air pollutants have decreased by 54 percent.<sup>1</sup> Earth Day is a time to celebrate the progress we have made in creating a healthier environment; and the construction industry has a lot to celebrate. The groundswell to build ‘green’ is well underway as a result of growing concerns with environmental and human health. One product that’s making an impact on green building, while lessening the impact on the environment, is Icynene® soft foam insulation/air barrier system. Icynene’s contribution to improving air quality and conserving energy was recently recognized by *Green Builder*® Magazine, a monthly trade publication mailed to National Home Builders’ Association Members.

At the 2006 National Green Building Conference held in Albuquerque, NM, the editors of *Green Builder* surveyed products on display and selected winners for their “Best of Show” awards program. Icynene came up a winner as an environmentally-friendly product that promotes green building and design, while helping homeowners and building owners consume less energy.

“We congratulate Icynene Inc. for stepping up to offer a green product that helps improve the lives and health of building occupants. Icynene is an innovative insulation product that contributes to a safe, healthy built environment,” states John Wagner, Editor in Chief of *Green Builder* Magazine.

Icynene supports green building in five ways:

1. Efficient Material Use

Classified as an air barrier, Icynene creates a tighter building without the need for excess sealing material. Icynene alone can reduce airflow within the structure by as much as 93%. Constructing an airtight thermal envelope can be achieved in fewer steps and using less material.

2. Material Composition

Icynene is sprayed into walls, ceilings, and attics without the use of ozone-depleting substances that can harm the quality of the indoor and outdoor air. Sprayed on as a liquid (using water as the blowing agent) and expanding to 100 times its initial volume, Icynene emits no harmful gases once cured.

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3. Environmental Impact

In its cured form, Icynene does not emit harmful gases, whereas other insulation can continue to off-gas over time. Not only would these harmful emissions compromise indoor air quality, but they would also diminish the insulation's rated R-value. Icynene maintains its efficiency with no loss of R-value, providing total thermal comfort and a healthy living environment today and for years to come. Selecting an insulation material that provides longevity will eliminate the need for re-installing additional material in the future, reducing the impact on the environment.

4. Indoor Air Quality

Icynene creates a protective air-seal to minimize the intrusion of outdoor allergens and pollutants. Combined with proper mechanical ventilation, occupants can control the quality of the indoor air they breathe. They are no longer subject to outdoor weather and ozone conditions like smog and humidity. And since air leakage accounts for 99% of moisture movement, minimizing airflow through the building is the most effective way to reduce the risk of moisture problems such as mold and mildew.

5. Energy Efficiency

Buildings insulated with Icynene cost less to heat and cool because the insulation works as an air barrier to keep the building warm in the winter and cool in the summer. Icynene's superior thermal performance helps reduce heating and cooling loads on mechanical equipment, helping homeowners and building owners conserve energy and save money.

***Celebrating 20 years of 'greening' the industry***

In 1986, before the blackout in the Eastern U.S. (2003) and the continued inflation of energy prices, Icynene Inc. was established to create a soft foam insulation and air barrier system that would change how the world insulates its homes and buildings. Twenty years later, Icynene insulation is recognized for its contribution to more eco-friendly and energy efficient buildings. Visit Icynene's online [project gallery](#) for a vast selection of commercial and residential projects that have been "greened" with Icynene.

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### **About Icynene Inc.**

Icynene Inc. is the leading manufacturer of soft foam insulation products that are designed to help create Healthier, Quieter, More Energy Efficient<sup>®</sup> homes. These products are distributed (across the United States, Canada, Mexico, Japan, and Korea) through a network of Icynene Licensed Dealers who then install the Icynene products on-site for each custom application. For more information about Icynene, visit [www.icynene.com](http://www.icynene.com).

### **About Green Builder<sup>®</sup> Magazine**

*Green Builder* Magazine is published by Green Builder Media, LLC and focuses on the delivery of information and news about green building, responsible growth, and sustainability for the North American residential home building and remodeling markets. *Green Builder* Magazine offers practical ways to profitably employ sustainable solutions through generously illustrated features, columns, builder profiles, photo essays, tool and book reviews, and news. *Green Builder* Magazine is delivered free to more than 95,000 NAHB builder/architect members and associate members. [www.greenbuildermag.com](http://www.greenbuildermag.com)

Earth Day Resources:

[www.epa.gov/earthday/](http://www.epa.gov/earthday/)

[www.earthday.gov](http://www.earthday.gov)

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<sup>1</sup> <http://www.earthday.gov/fedactions.htm>