



FOR IMMEDIATE RELEASE

**Good Things Come in Small Packages:
Icynene Delivers Convenience and Efficiency with A Multi-Purpose Kit –
GOLD SEAL 400®**

Toronto, Ontario (August 16, 2004) – Icynene Inc., manufacturer of The Icynene Insulation System®, recently launched its latest formula, GOLD SEAL 400®, to make it more convenient than ever for trade professionals and homeowners to incorporate sustainability into new construction, retrofits or renovation projects.

The company's original creation, The Icynene Insulation System®, has been used in over 100,000 building projects across North America. Icynene developed this unique system back in 1986 to meet the growing need for a Healthier, Quieter, More Energy Efficient® insulation – when the construction industry was on the cusp of health, economic and environmental consciousness in building and design practices.

As an industry leader, Icynene is continuously looking for time saving, efficient and effective ways to insulate and air-seal any area, including hard-to-reach and irregular ones. With the recent launch of its latest product development, GOLD SEAL 400®, the company has succeeded in adapting the original Icynene® formula to extend its same advantage for GOLD SEAL 400® users - a Healthier, Quieter, More Energy Efficient® environment.

This self-contained, portable, soft foam insulation and air-sealing dispensing system is designed for use in an even greater number of applications. Some examples of its efficacy include: area around windows and doors (the formula is designed to protect sills and jambs from distortion), touch-ups in small areas that have undergone repairs, rim joist areas, cracks and penetrations in the building envelope (i.e. around electrical boxes), and it's also effective for dampening sound from plumbing runs and other such areas.

GOLD SEAL 400® is distributed through a network of Icynene Licensed Dealers who install the product on site for each custom application.

Now, no project is too small with the GOLD SEAL 400® portable soft foam insulation system from Icynene.

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