



## Green Building Fact Sheet

### **New Insulation Solution Helps Builders, Architects, Designers and Specifiers Capitalize on Green Building Trends**

The growing energy crisis and interest in “green” building deliver new opportunities for architects, builders, designers and specifiers to increase profits and marketability through insulation know-how.

Energy efficiency and indoor air quality are more than passing concerns to homebuyers -- they have become the most important considerations in home upgrades, according to a recent green building industry survey\* of homebuyers and builders. Respondents also said they would pay more for greener, more energy efficient homes.

An important consideration for builders, designers, architects and specifiers is the divide between builders' perceptions of what homebuyers want and what buyers say they want with respect to green building. While 20 percent of buyers say they would pay \$10,000 for a package of green features in a new home, only six percent of builders believe buyers would pay more than \$5,000.

Nine in 10 consumers say energy efficient features in a home are extremely or very important and they are willing to pay more up-front for energy-conservation upgrades than last year — on average \$2,327 or 36 percent more.

With respect to indoor air quality, eighty-five percent of homebuyers say they want formaldehyde-free insulation, however only 64 percent of builders regularly use formaldehyde-free insulation.

### **New Insulation Offers Solution to Green Building Challenge**

New case study data from Icynene Inc. provides insight into how the building trade can dramatically improve the energy efficiency of buildings by using building science and an insulation category called polyicynene, or The Icynene Insulation System®. Highlights of the new data include:

- 24 percent reduction in energy consumption when R-50 fiberglass insulation was replaced with R-20 Icynene insulation in 75 percent of the attic/cathedral ceiling area of a Winnipeg, Canada home (*this energy reduction was achieved in a winter climate that was 12 percent colder than previous winters using fiberglass insulation*)
- 75 percent reduction in air changes per hour in a renovated corrugated steel panel building using Icynene® to fill construction seams/gaps (*a joint initiative between the University of Florida and the Florida Solar Energy Center*)
- 25 percent saved in energy costs and reduced number of fans required to achieve desired pressure for a poultry house using Icynene to renovate the existing building (*University of Georgia's study on the effects of air sealing and improved air tightness*)
- 29 percent reduction in gas consumption and the ability to eliminate extra heating equipment costs totaling \$700,000 in a 450-unit housing project in Delaware.

Unlike most insulation, Icynene is an environmentally friendly building material made from a water-based formula that contains no CFCs, HCFCs or formaldehyde. It is a spray-in-place, light density, expanding soft foam insulation that is installed by professionally trained Icynene experts. Once applied in liquid format, the product expands 100 times its initial volume and adheres to surrounding building components, filling and completely sealing all joints and gaps through which air and airborne moisture can leak.

### **Benefits of Icynene for the Building Profession**

According to the National Association of Home Builders, many homebuilder associations are developing green builder programs as a means to encourage the use of resource and energy-efficient products, techniques and practices during construction. With at least a dozen programs operating today, both builders and homeowners are turning to "green building" to lower utility costs, increase re-sale value and improve the environmental quality of the home.

- Increased Profits — Complete, one-step insulation systems, like Icynene, help reduce time, labor and costs associated with complete insulation detailing and provide clients with a superior home, which has lower utility costs and higher re-sale value.
- Increased Customer Satisfaction — Offering homebuyers increased energy efficiency (and in turn superior indoor air quality, better sound control and greater comfort) increases customer satisfaction and reduces callbacks.
- Competitive Advantages In The Marketplace — Unique products, like Icynene, can be added to a portfolio of superior product upgrades, including finishes, security systems, etc. The construction industry and companies also have the opportunity to participate in the Environmental Protection Agency's Energy Star™ program, which provides a seal of approval to homes that are 30 percent more energy-efficient than homes simply meeting model energy code requirements.

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\*Second Annual Green Building Survey conducted by Reed Residential Group in partnership with industry manufacturers and associations.

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**The Icynene Insulation System®**