

# ICYNENE LD-R-50™

News Release:

## **Icynene introduces renewable-based spray foam insulation – ICYNENE LD-R-50™**

**Mississauga, ON** (January 21, 2009) – Icynene Inc., the leading manufacturer of open-cell foam insulation products, has introduced ICYNENE LD-R-50™, a renewable-based foam insulation and air barrier material that reduces the need for petroleum-based polyols.

ICYNENE LD-R-50™, the next generation of Icynene's high-performance products, is responsibly made using castor oil and exceeds United States Department of Agriculture (USDA) BioPreferred<sup>SM</sup> and International Code Council (ICC) requirements for a rapidly renewable product.

### **Numerous environmental benefits**

Extracted from the castor plant, castor oil is a natural ingredient that is safe enough for use in personal care products such as lip balm. Production of the castor plant has low energy dependence and requires no pesticides, fungicides or man-made irrigation. The castor oil used for ICYNENE LD-R-50™ has a make-up which is extremely consistent year over year, from location to location and has a higher yield by weight (~40%) than soya oil (~17%).

*"With the introduction of ICYNENE LD-R-50™, Icynene has moved forward and added another layer of green consciousness to an already superior product,"* says Alan Rankin, President & CEO of Icynene Inc. *"Homeowners, builders and architects can feel even more confident that the insulation they're using is helping reduce their environmental impact from production of the product through its contribution in the building envelope."*

### **Key benefits for homeowners, building professionals, architects**

ICYNENE LD-R-50™ offers many advantages for building professionals, architects and homeowners:

# ICYNENE LD-R-50™

- € It is an environmentally preferable product that is 100% water-blown, free from HFCs and PBDEs.
- € It insulates and air-seals in one step for maximum energy conservation while minimizing the environmental impact during manufacturing and construction.
- € By significantly reducing air leakage, ICYNENE LD-R-50™ contributes to a healthier, quieter and more comfortable indoor environment, while reducing energy consumption and related greenhouse gas emissions by as much as 50%.

## **Icynene takes green action**

As a company dedicated to producing product innovations that reduce our environmental footprint, Icynene is also reducing the environmental impact of its business operations. The company has established a “Go Green” company-wide initiative to reduce environmental impact in the workplace and offers green improvements employees can make at home.

Icynene is committed to reducing its environmental footprint and educating employees on conservation issues, teaching them how to be greener, and directing them to additional environmental resources.

## **About the company**

Established in 1986, Icynene Inc. is the leading manufacturer of open-cell foam insulation products that are designed to help create Healthier, Quieter, More Energy Efficient® environments. Icynene® is the insulation of choice for green building around the world, setting a standard for energy performance, comfort and reduced greenhouse gas emissions.

Icynene’s line of insulation/air barrier products is distributed (throughout North America, Australia, Asia and Europe) through a network of Icynene Licensed Dealers and Distributors who perform installation on-site for each custom application.

For more information or to locate Icynene Licensed Dealers across North America, visit [www.Icynene.com](http://www.Icynene.com).