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CMHC Backs "Hot" Insulation Company
by PJ Wade

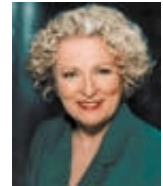
Icynene Inc., the Ontario-based manufacturer of a polyisocyanurate foam-based insulation system, has support from the Canada Mortgage and Housing Corporation (CMHC) to expand its operations south of the border.

CMHC International is currently working with Icynene Inc. to conduct Canadian housing technology seminars entitled "Control of Condensation and Mold in Buildings." The seminar highlights innovative Canadian technologies that impact building performance by improving energy efficiency and indoor air quality. U.S. architects that attend the seminar receive an educational credit through the American Institute of Architects.

This is one of several initiatives by which CMHC International helps to support and promote the export of Canadian housing products in U.S. markets. CMHC International supports Canadian exporters of building products through its trade missions, matchmaking activities, market-specific reports, incoming delegations, and seminars on distribution channels and building codes and standards. CMHC is the federal government's national housing agency.

According to Canada's federal Department of Foreign Affairs and International Trade, Icynene Inc. is one of the country's leading and most innovative building material exporters currently exporting to the U.S., Japan and Korea. The company is also in the process of developing new markets in Mexico and China. Icynene currently has a dealer network in 46 U.S. states and is expanding its presence. Its line of products conforms to "Energy Star" and is the only insulation material with an Envirodesic certification in addition to complying with the BOCA, SBCCI, NES, CCMC and ICBO uniform building codes.

The Icynene Insulation System is sprayed as a



Columnist PJ Wade

Mortgage Rates

30 Year Fixed: 6.05%
 15 Year Fixed: 5.36%
 1 Year Adj: 3.79%

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liquid and expands to 100 times its initial volume in seconds to create a superior insulation and air barrier, without ozone destroying gases (HFAs or HCFCs) or formaldehyde. Reportedly, it is extremely durable, resistant to mold and mildew and controls air leakage resulting in up to 50% energy savings.

The Icynene insulation system has been used for various healthy home projects across the U.S. and was the selected insulation for the American Lung Association's (ALA) "health houses" in six states. It was also the insulation of choice for Orlando House, a Florida-based progressive green building project which displayed the latest environment friendly and energy efficient building products and constructions.

In an effort to keep up with growing demand, Icynene recently opened a new facility in Mississauga, Ontario: "This new plant will increase our production capacity to four times the current levels and will allow us to expand our export shipments as this plant is the only production facility for our proprietary formula," said Alan Rankin, Icynene's President and Chief Executive Officer.

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"The Canadian Connection"



[PJ Wade](#), The Improvement Coach, is a business strategist and an internationally recognized authority on retirement and the Maturing Marketplace (= baby boomers and seniors). PJ's firm, The Catalyst, provides strategic

communication and educational services to the financial, healthcare and housing sectors - and the clients they serve. Author of 6 books and over 850 published articles, PJ's current books are *Have Your Home and Money Too*, "the owner's manual for your home," (Wiley, ISBN 0-471-64400-5) and *Caring for Your Aging Parents* (Coles, ISBN 0-7740-0613-7). PJ is a widely-known and often-quoted financial commentator and a popular strategic speaker. For more, visit <http://www.thecatalyst.com>.

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