

Icynene NAHB IBS Fact Sheet

Top five reasons to include Icynene on your 2007 IBS agenda

The immense scope of building products, ideas and inspiration available at the International Builders' Show makes it difficult to pack it all into a few days. While it will be hard to miss Icynene®'s presence at the show, here are five good reasons to add a visit with the company to your agenda (see booth #W3089 in the West Hall).

Reason #1

Learn how Icynene's enhanced service offering to builders can provide the tools to help them overcome downward trends in new home starts - Icynene can help builders unleash opportunities to capitalize on intensifying consumer interest in more energy-efficient and environmentally sensitive homes. Come explore Icynene's new point-of-sale display that's available for builders' model homes.

Reason #2

Learn more about the contribution Icynene is making to advanced building design and construction - Through its participation in four demonstration homes on display at or near the 2007 IBS, Icynene is at the forefront in educating and inspiring builders and homeowners about leading-edge insulation products and practices. Walk through the demonstration homes listed below and then visit the Icynene booth for details on its contribution:

- NextGen "First to the Future" Home
- Show Village 2007 Baby Boomer Home
- The New American Home® 2007
- The Renewed American Home® 2007

Reason #3

Learn how Icynene can help builders capitalize on growing interest in green building – Green building is not a trend, it will define the future of home building. If builders aren't prepared to incorporate greener designs, products and building into their portfolio, they will be left behind. Learn how Icynene can help builders embrace green building for a healthier bottom line and reputation.

Reason #4

Retreat to a "quiet room" insulated with Icynene - Once you've had a chat with Icynene's helpful experts, explore the alluring design of Icynene's new 30 x 50' booth, which features an Icynene-insulated quiet room, specially-constructed for the Builders' Show.

Reason #5

Learn how Icynene is breaking down code barriers for builders and homeowners – Icynene helps drive advances in building code regulation that contribute to higher performance building design and construction. It actively educates code officials on the latest building science. The result: building codes that support more energy-efficient, healthier and sustainable buildings. Come learn about Icynene's most recent efforts and successes that are changing the code and building world.

And if you needed any more reasons – you simply can't miss Icynene's new exhibit. See the map of landmarks on the next page and look for Icynene at booth #W3089 in the West Hall.

Finding Icynene is easy (Booth #3089, West Hall)

Once you've refueled in the near-by food court located outside the Hall C entrance (near the BuilderBooks.com bookstore) – walk through the doors of Hall C and follow the dotted line on the map below.

In less than five minutes, you will have reached Icynene's new 1,500 sq. ft. booth. Ask for Susanne or Teresa who will give you the grand tour.

After your visit, continue walking towards the back doors and see Icynene in action in three of the demonstration homes on display in the parking lot.



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For more information, contact:

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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® 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