

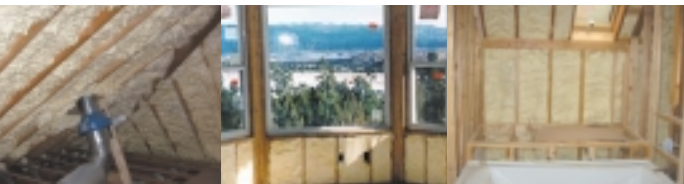
Custom Home Builders



We'll change the way
you think about



The Icynene Insulation System[®]
Healthier, Quieter, More Energy Efficient[™]



Today it's almost impossible to think of any type of building material that hasn't been improved upon over time. Insulation is no exception.

What is The Icynene Insulation System®?

It is a superior insulation that weds building science technology with design performance.

Icynene®:

- is a soft, spray-in-place, light density, expanding foam insulation
- acts as both an insulation and air barrier
- provides superior control of air leakage
- provides a custom fit every time it is installed because it expands 100 times its initial volume
- is environmentally-friendly, non-toxic, odorless, and formaldehyde free



- delivers improved sound control
- provides an ideal base for a healthy home

By using Icynene®, you can offer your customers the quality, craftsmanship and innovative design they demand.



Complicated Designs –Wood or Steel Frames

When applied to walls, ceilings, floors and basements, Icynene® –*in a one step installation process*– softly expands to form a protective barrier, ensuring a Healthier, Quieter, More Energy Efficient™ structure.

A Healthier Home

More important to a growing number of homeowners, Icynene® is a healthier alternative to conventional insulation. By completely sealing the building envelope, Icynene® provides a protective barrier preventing allergens, dust and mold spores from entering the home. It is a water-based product containing none of the harmful chemicals and gasses often associated with other insulations. By minimizing air infiltration, Icynene® also reduces the amount of airborne moisture that can result in condensation and mold.

Healthier



Basements, Crawspaces, and Floors



Attics and Ceilings

A Quieter Home

Traffic, neighborhood activities, and plumbing runs can be the sources of annoying sounds –the unwanted noises that can invade living spaces, hindering comfort and enjoyment. These sounds most commonly travel through the air.

By sealing the building envelope, Icynene® effectively minimizes airborne sounds in the mid-range frequencies. Icynene® is perfect for limiting noises from plumbing runs, roads, home theaters and playrooms.

Quieter

A More Energy Efficient Home

With Icynene®, energy costs are reduced by up to 50% versus conventional insulation. And the savings don't stop there. The elimination of random air leakage (which is a common occurrence in many buildings) allows Icynene® homes to maintain the same heating and cooling performance with smaller, less expensive HVAC equipment. Labor and materials normally required to achieve a properly sealed building envelope are no longer necessary. And Icynene® also significantly contributes to homeowners securing an energy efficient mortgage.

More Energy Efficient

And A More Mold Resistant Home

Recently we've all read the numerous reports of dangerous molds growing in and on walls, crawlspaces, and attics. This can happen when warm moist air contacts cooler surfaces and generates condensation. Because Icynene® completely seals the building envelope, it can be an effective component in a mold prevention program. In addition, testing by Texas Tech University confirmed that Icynene® is not a food source for mold.

More Mold Resistant

Benefits Your Customers Demand

The recent NAHB customer preference study detailed what many custom home builders have known for years –upscale, discerning homebuyers want the peace of mind that can only be found in a Healthier, Quieter, More Energy Efficient™ home. Some of the key report findings include;

- Homeowners with higher incomes or those expecting to buy a more expensive home, were more likely to pay a premium for an environmentally-friendly home than the average homeowner. Overall, 70% of all homeowners surveyed indicated that they were very concerned about the structural materials going into their homes.
- 72% of respondents with homes valued over \$350,000 rated soundproofing as desirable or essential.



Insulation

- Households with incomes of \$100,000 or more, or expecting to pay \$350,000 or more for their homes, said they would be willing to pay \$7,000 or more up front for their home to ensure a yearly savings of \$1,000 in utilities.



The Icynene Insulation System® is featured in

- **International Builders Show** – The New American Home
- **American Lung Association** – Health House National Demonstration Home
- **Bob Vila's DotCOM Dream Home**
- **Michael Holigan's Your New Home**
- **A National Advertising Campaign** – TV, Radio & Magazines (various consumer and trade publications)

Product Approvals and Tests

- BOCA, SBCCI, ICBO, NES, CCMC, ITS/Warnock Hersey
- ASTM E-86, ASTM C-518-85, ASTM E96-80, ASTM E90-83
- ASTM E-84, ASTM D2863-77, ASTM D2842-69, ASTM E90-85
- Meets ALA Health House, EarthCraft and Energy Star energy efficiency standards
- Certified by Envirosdesic as a healthy building product

Affiliations

- NAHB, NCHI, AIBD, AIA CEU Provider, EEBA

Technical Data

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| • HCFC's, VOC's | none |
| • Formaldehyde | none |
| • Corrosiveness | negative |
| • Flame Spread | <20 |
| • Smoke Development | <400 |
| • Fuel Contribution | zero |
| • Oxygen Index | 23 |
| • Density | 0.5 lb/ cf |
| • Thermal Performance | R3.6 per inch |
| • Air Permeance | 0.0049L/s-m2 @75 Pa for 5.25" |
| • Vapor Permeance | 10 perms or 565 ng/(Pa.s.m2)
@ 5" thick |
| • STC | 37 |
| • Icynene® is not a food source for mold based on testing by Texas Tech University | |

The Icynene Insulation System®

Healthier, Quieter, More Energy Efficient™

For more information, visit Icynene.com
or call us at 800.758.7325

