

INSULATION FOR YOUR  
**DREAM HOME**

It's What's  
Inside That  
Counts

Homeowner  
Advantage

Healthy  
& Green

Save  
Even More



**ICYNENE**<sup>®</sup>

HEALTHIER, QUIETER, MORE ENERGY EFFICIENT\*





# It's What's Inside That Counts



**Planning the details of your new house is an exciting process.**



Choosing finishing materials, fabrics and colors and getting the design just right are important. Picturing your family inside, and imagining how happy they'll be in their beautiful new home is the reward.

Did you know one of the most important measures of home comfort is how someone feels living there? Will they be warm on a cold and blustery winter's day, and cool and comfortable during a heat wave? Will they feel drafts or abrupt temperature changes when moving from



## Choosing the right insulation

room to room? Is peace and quiet preferable to outside noises and other distractions? Do allergies affect members of your family?

Choosing the right insulation will make all of the difference in how your family feels in their new home. With Icynene inside, home comfort counts as your first priority.




# Homeowner Advantage



Air sealing your house with Icynene® spray foam insulation creates a protective barrier that dramatically impacts home comfort in ways conventional insulations like fiberglass and cellulose can't.

Icynene spray foam insulation controls air leaks, which can account for as much as forty percent of energy loss in homes. Air naturally flows in and out of your house through cracks and gaps that can add up to a hole the size of a basketball.



Cracks and gaps can add up to a hole the size of a basketball.

A wool sweater on a cold fall day is warm and welcome. But it doesn't help you if the wind is blowing and flowing right through. Fiberglass and cellulose insulation are like the sweater. They are effective when the wind is calm, but, they do not keep blowing air from carrying away the heat.



It acts as an air barrier



## Expands to seal nooks and crannies

Icynene spray foam insulation, like a windbreaker, acts as an air barrier to keep conditioned air where it belongs.



Conventional insulations may begin to sag or compress with age and form gaps along framing and around electrical boxes and plumbing. These openings allow heat to flow out in the winter when you are trying to keep the house warm, and flow in during the summer, when you want to keep it cool. Only Icynene spray foam insulation expands to seal nooks and crannies, preventing energy loss.



Building a new home is the ideal time to install Icynene spray foam insulation, especially in hard to regulate temperature zones like basements, crawl spaces, attics, and rooms above garages.

The results: fewer drafts, more even temperatures, greater home comfort for you and your family, and the important homeowner advantage of significant savings on your energy bills right from day one.

The benefits of Icynene spray foam insulation begin with improved home comfort and significant energy savings.

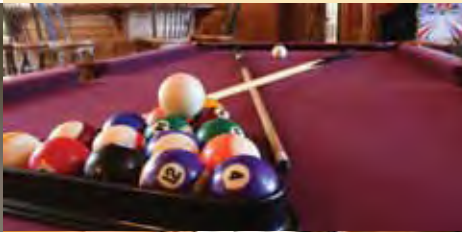




Helps you to protect your home



Noisy rooms?  
Don't let them disturb you.



Quiet comfort. Icynene's open-cell spray foam helps reduce sound from noisy indoor rooms such as media rooms, play rooms and laundry rooms, outdoor noises such as playgrounds, car traffic and pets, and transient noise like water flowing through drain pipes.


Protect against mold. Ninety-nine percent of the moisture that enters your home through walls,

floors and ceilings is carried in the air. By sealing your house with Icynene spray foam insulation, you help protect against wood rot and other building damage, as well as buckling hardwood floors.

Unlike cellulose insulation, Icynene spray foam insulation is not a source of food, or nesting material for rodents, termites, or other small animals.



# Healthy & Green

A woman with short blonde hair is sitting in a meditative lotus position on a green rug in a bright, modern living room. She is wearing a light green button-down shirt and beige pants. Her eyes are closed, and her hands are resting on her knees in a mudra. In the background, there is a light-colored sofa with a green throw blanket, a wooden coffee table, and large windows letting in natural light.

ICynene spray foam insulation helps improve indoor air quality by minimizing the entry of outdoor allergens and pollutants that can affect health and comfort. The volume of natural airborne irritants such as dust, humidity, and man-made pollutants like exhaust fumes and other chemicals is reduced.

By air sealing your home with Icynene spray foam insulation, you create a healthier and more comfortable living environment for you and your family. Fewer drafts, more even temperatures, quieter and more tranquil spaces, and improved air quality are all ways you can feel the difference everyday with Icynene inside.

Reducing household chemical use and choosing low odor flooring or furniture are just some of the recommendations to enhance air quality. For the chemically sensitive, the careful selection of building materials is recommended. Icynene light density insulation products are classified as Low Emitting Materials<sup>1</sup>. They are 100% water-blown, providing an ideal base for a healthy indoor environment.

<sup>1</sup> Icynene light density spray foam products are CHPS (Collaborative for High Performance Schools) EQ 2.2 Section 01350 Compliant, meeting nationally recognized requirements as Low-Emitting Materials (LEM).



Icynene's open-celled material is easily compacted, dramatically reducing the construction waste volume in comparison to other insulation materials.

Icynene can help reduce energy consumption by up to fifty percent, which is better for the environment, and better for the household budget.

**You can feel the difference everyday**



# Save Even More

Icynene spray foam insulation is a premium product that pays for itself quickly. It can help you save on heating and cooling costs by up to fifty percent, beginning on the first day of installation. By providing R-value insulation as well as air sealing, it reduces your home's energy loss.

Investing in insulation that creates an air barrier and minimizes random air leaks can deliver fast payback. And in the future, if you plan to sell your house, buyers may be willing to pay more for a home with lower energy costs.

Icynene warrants its insulation for the life of the building, and this warranty is transferable from one owner to the next.

With Icynene inside, you feel the difference everyday – at home and in your pocketbook.





Scan code now to  
view a short video of  
the Icynene advantage.

Speak with your contractor today



For more information, visit [Icynene.com](http://Icynene.com) or call toll-free 1-800-758-7325

Icynene® is installed in adherence with local building codes. Once applied, finished appearance may vary from installation photos shown in this brochure. Icynene® is a registered trademark of Icynene Inc.