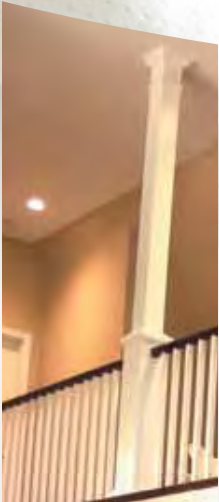




INSULATION FOR YOUR

DREAM RENOVATION



ICYNENE[®]

HEALTHIER, QUIETER, MORE ENERGY EFFICIENT*

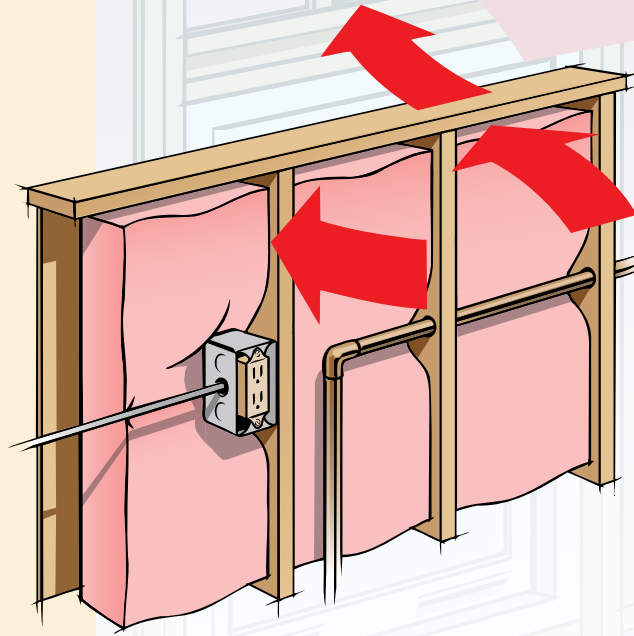
Older homes can be rich in character and charm, but poor in insulation – if insulated at all. Most houses built before 1940 had no insulation. But if they did, circa 1940's insulation just doesn't cut it anymore.

Fiberglass insulation became available around the 1940's and was a standard building product by the 1970's, as energy costs started to rise.

Like many products, insulation has evolved since the '70s.

One of the biggest problems with conventional insulation, such as fiberglass, is that it can start to sag or settle, compromising its ability to effectively insulate.

Gaps and seams become prominent in the insulation, causing air leaks and excessive energy loss. Eventually and inevitably, the insulation does not perform to its original and advertised R-value.



As shown above, air can leak through gaps or seams of traditional insulation material, compromising its performance.



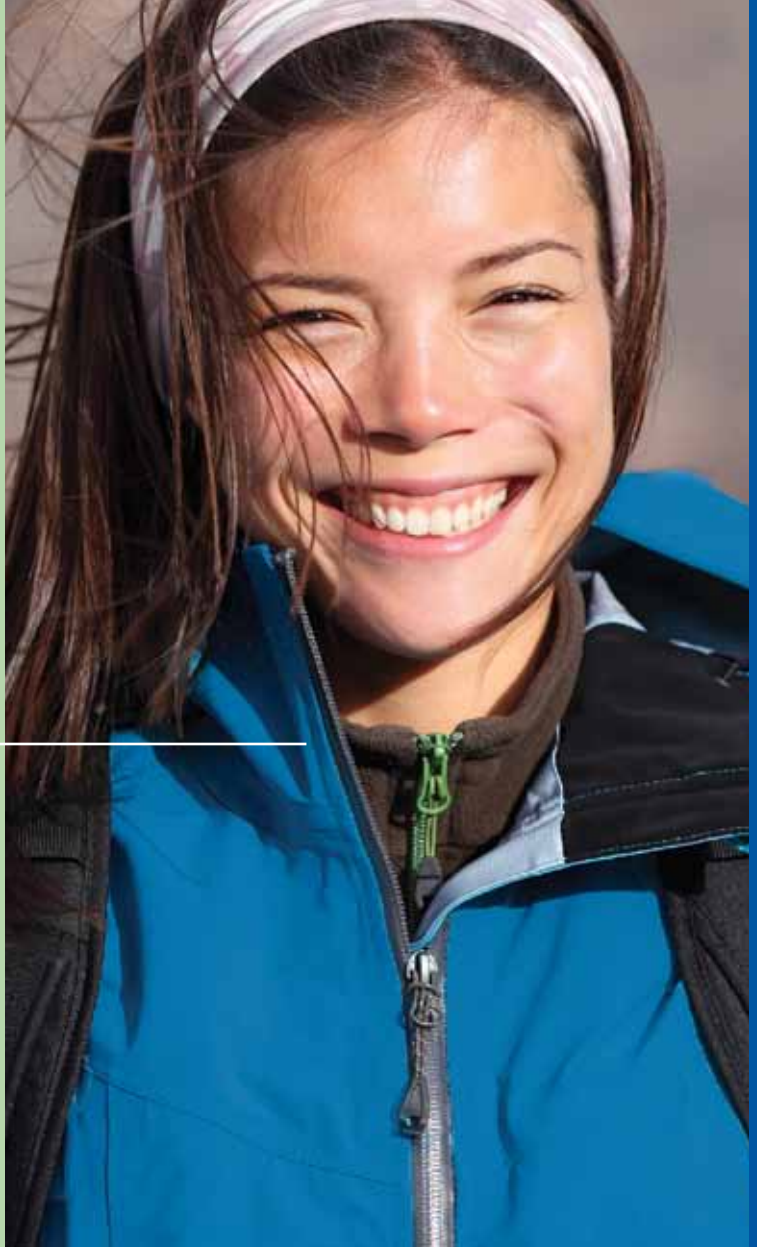
Say **goodbye** to *high energy bills, drafts, and uncomfortable spaces.*

THE HOME WINDBREAKER

It's the way you feel in a **windbreaker** jacket compared to a wool one...

A Windbreaker Jacket, like **Icynene**, keeps you comfortable and protected in extreme temperatures because it blocks air movement.

Wool, on the other hand, works similar to conventional insulation in that it protects against temperatures but offers less resistance against wind.



Control air leaks

The biggest difference between Icynene spray foam and the insulation of the past is how well it controls air that leaks in and out of a home.

As much as 40% of the energy lost in our homes is caused by air leakage.



PICTURE
THIS...

All the **cracks** and other points where air can move through the home can **add up** to a hole about the **size** of a **basketball**.

That's why choosing the right insulation can have a big impact on energy savings.

Icynene spray foam doubles as an insulation and an air barrier, while some other insulation materials (such as fiberglass batts) do not.

Insulation Myth

Contrary to popular belief, simply adding more R-value (or "topping up") won't deliver proportionate energy savings. Instead, air-sealing gaps and penetrations with **Icynene** is a more effective way to **dramatically reduce energy costs**.

Expands and seals all the nooks
and crannies for a continuous
air barrier

THE RESULTS?

- Less drafts, more comfort
- Better indoor air quality
- Fewer risk of moisture problems
- Optimal energy savings



It's the **energy-saving** solution that can deliver a significant return on your insulation **investment**



Does insulating seem like an overwhelming task?

By concentrating on areas of the home that are most susceptible to energy loss or inconsistent temperatures, home improvers get instant rewards – lower energy bills and comfortable living spaces.

1 Poorly insulated ATTICS are common energy-wasters.

In cold weather, heated interior air rises through a poorly insulated ceiling, into the attic, and outside through vents and other openings. In hot weather, the heat from the sun can transfer down into the living space through the poorly insulated attic.

Icynene fills and seals every inch of the attic floor or roof deck[†] to give homeowners more control of the temperature inside. It's the energy-saving solution that can deliver a significant return on your insulation investment.



2 NEW ADDITIONS offer the perfect opportunity to get it done right – the first time.

New wall, floor and ceiling cavities that have not yet been dry walled allow for a straightforward foam installation that creates an effective air-seal and optimizes the comfort and efficiency of your newly created space.

If additions are intended for use as playrooms or media rooms, Icynene's light density products are ideal for creating quieter spaces by minimizing sound transfer through walls, ceilings and floors.

Watch a good movie ***without the interruption*** of a toilet flushing, or the worry that you'll disturb someone in the next room.

Icynene is perfect for ***minimizing noises*** from plumbing runs, home theaters, and playrooms.

Every old house has one –

The uncomfortable room. It's too hot, too cold, or too drafty.



3 The ROOM OVER A GARAGE is often uncomfortable.

It offers desirable additional space, but in hot weather, an extra cooling zone can be required just to cool the space and remove the humidity. In cold weather, it is common to find floors that are 10 degrees cooler than the room.

Insulating the garage ceiling is easy with Icynene spray foam. Icynene adheres to the overhead construction material for a continuous air-seal and complete protective barrier against poor air quality and other irritants that originate from the garage below.



By insulating with **Icynene** spray foam, old-home owners can make every room *enjoyable*, while *saving money* on their energy bills every month.

4

Moisture-laden BASEMENTS and CRAWLSPACES

can pose a health threat.

One of the biggest threats of moisture is condensation due to inadequate insulation in foundation walls and crawlspaces.

As an air barrier, Icynene helps keep basements and crawlspaces drier, reducing the threat of moisture-related problems like mold or mildew. This also means that the air-conditioning unit doesn't have to work overtime to remove excess humidity, saving homeowners money while extending the life of the unit.

Buckling hardwood?

Protect your investment. Manage crawlspace moisture.

Insulate with **Icynene**.



RECLAIM THE BASEMENT

Make the perfect, enjoyable space for game night, rockband, or even a spare bedroom.



Expect the Best from Your **Icyne** Contractor

Good Advice

You can count on your professional contractor for knowledgeable advice. For instance, an Icyne Contractor may suggest the removal of existing insulation. One reason for removing the existing insulation is that if rodents or other pests have inhabited the space (like in an attic, for example), the removal will ensure that pests are eliminated prior to the foam installation.

Once the space is clean and clear, your Icyne Contractor will fill and seal all cracks and crevices with Icyne for a seamless air barrier.

Assessment of ventilation needs

Icyne is an effective air-seal that protects the home from air leaks by reducing the exchange of indoor and outdoor air. This change can impact the home's ventilation and heating/cooling needs. Icyne's Contractors offer guidance to ensure that new airtightness levels are taken into consideration for a heating, ventilating and air-conditioning (HVAC) system that will handle the needs of the occupants after the Icyne upgrade.

Speak with an **Icyne** Contractor today!

Making the insulation choice you can
feel good about... ***everyday.***



Invest in warmth you can feel
from head to toe.



*Healthier, Quieter,
More Energy Efficient®*



ICYNENE®



Scan this **QR Code** now to view a short video of Icynene in Action! Start living in a healthier, more energy efficient home.



ICYNENE[®]
HEALTHIER, QUIETER, MORE ENERGY EFFICIENT[™]

For more information, visit Icynene.com
or call toll-free **1-800-758-7325**

†Attic floors are insulated to create a vented attic, typical construction in cold climates; while attic ceilings (the underside of the roof deck) are insulated to create an unvented attic, typical construction in hot climates. Discuss the most suitable application for your home with your local Icynene Contractor.

Icynene is installed in adherence with local building codes. Once applied, finished appearance may vary from installation photos shown in this brochure. Icynene[®] and Healthier, Quieter, More Energy Efficient[™] are registered trademarks of Icynene Inc.