# ICYNENE®

SPRAY FOAM
INSULATION

**THE FIRST NAME**
IN SPRAY FOAM
INSULATION

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## SPRAY FOAM INSULATION

**IT'S TRUE** insulating with Icynene spray foam insulation is a bigger initial investment than conventional insulations.

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**BUT IT'S ALSO TRUE** that you'll start saving even more on your utility bills than you would by installing conventional insulation.

Invest now to start saving even more right away.

Here's why.

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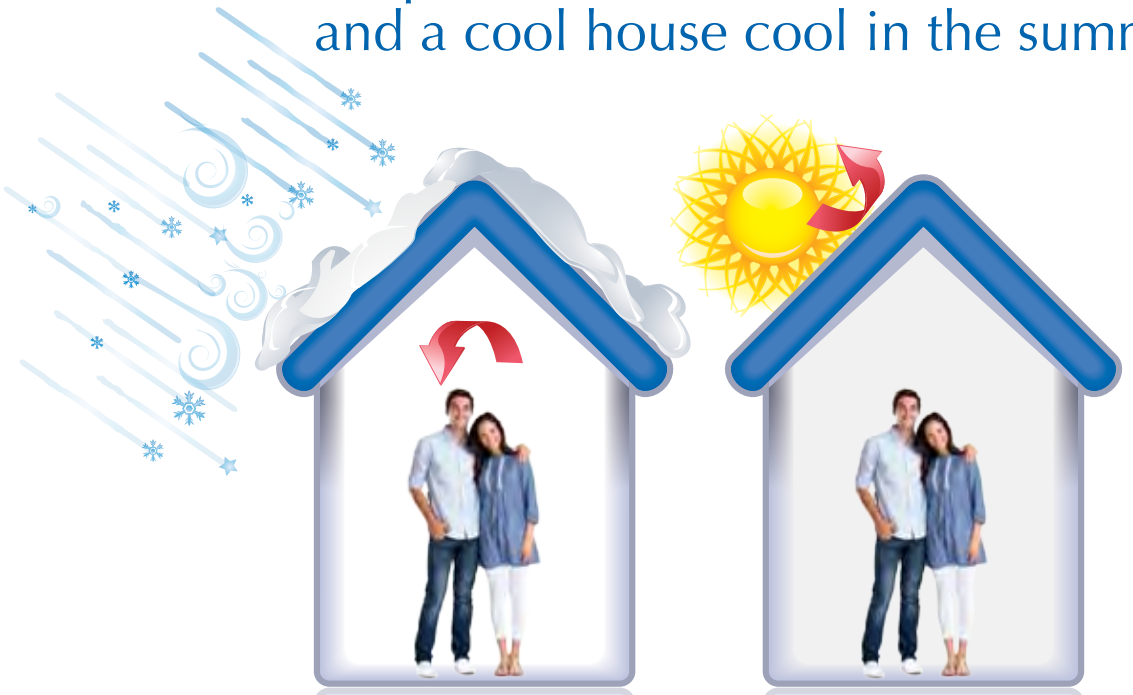
## All Insulation Materials are NOT created equal

| Icynene | Benefits | Conventional Insulation | |
|---|---|---|---|
|  Icynene | |  Fiberglass |  Cellulose |
| Soft sponge | Feels like | Scratchy wool | Paper litter |
| ✔ | Meets Air Barrier Requirements | | |
| ✔ | Fills Spaces | | ✔ |
| ✔ | Not a Food Source for Mold | ✔ | |
| ✔ | No Sagging | | |
| ✔ | Won't Wick Water | | |

Purpose of insulation is to resist **heat flow** in or out of a space.

Keep a warm house warm in the winter, and a cool house cool in the summer.



Heat stays inside.

Lower heating costs.

Heat stays outside.

Lower cooling costs.

**HAPPIER HOMEOWNERS**

## Major Types of Heat Flow

### Conduction

Heat flows **through** certain material better than others.

### Air Leakage and **Convection**

Heat flows, or leaks **out** through open spaces.

A wool sweater on a cold fall day is warm and welcome.

Wool has a high R-Value.

But it doesn't help keep you warm if the wind is blowing and flowing right through.

A windbreaker will be more effective in keeping you warm.

## R-Value IS

the numeric value given to insulation material based on its resistance to heat flow in a controlled laboratory setting.

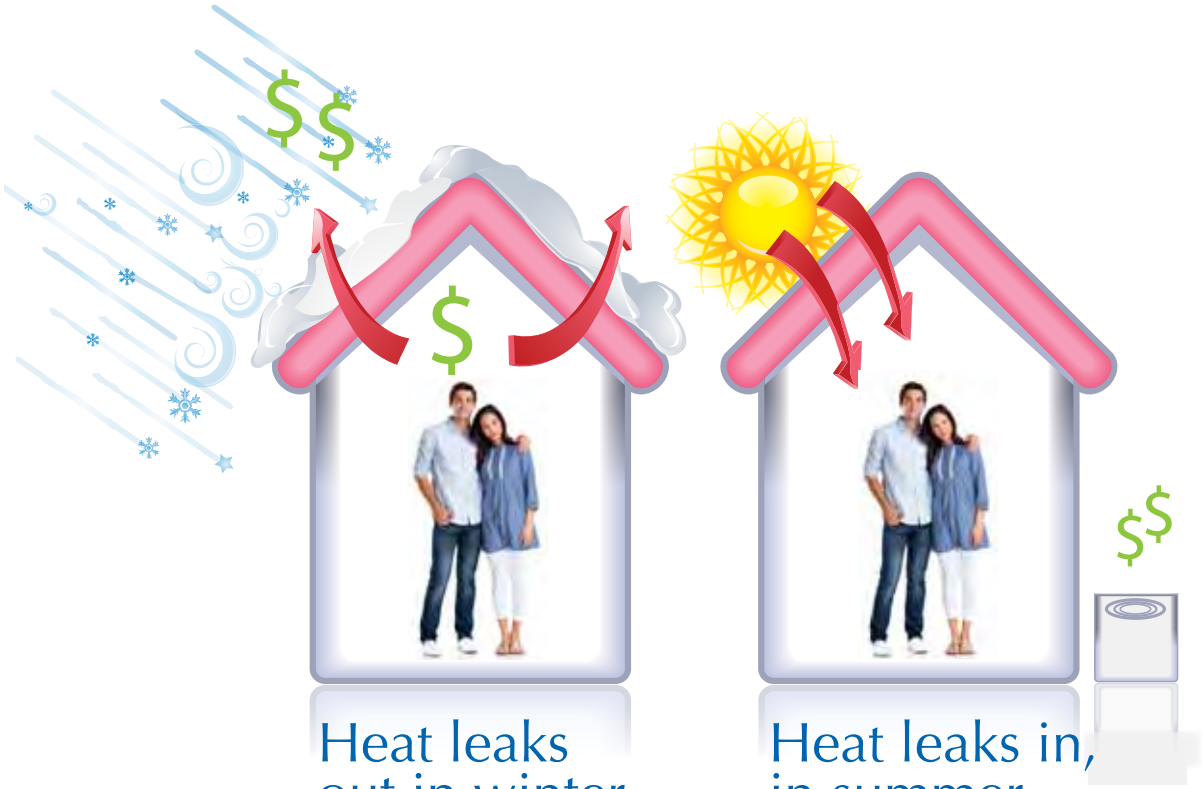
It is a measure of heat conductivity.

## R-Value DOESN'T

consider air movement through or around the material once it is installed in your home.

It does not measure heat loss due to convection.

**R-Value** has limited value, as a measure of insulation effectiveness, without an air barrier.



Heat leaks out in winter.

Higher heating costs.

Heat leaks in, in summer

Higher cooling costs.

The Department of Energy (D.O.E) reports air leakage can account for as much as 40% of the energy cost to heat and cool your home.

Imagine leaving a window open 24 hours a day, all year long.

**HOW CAN THAT BE?!**

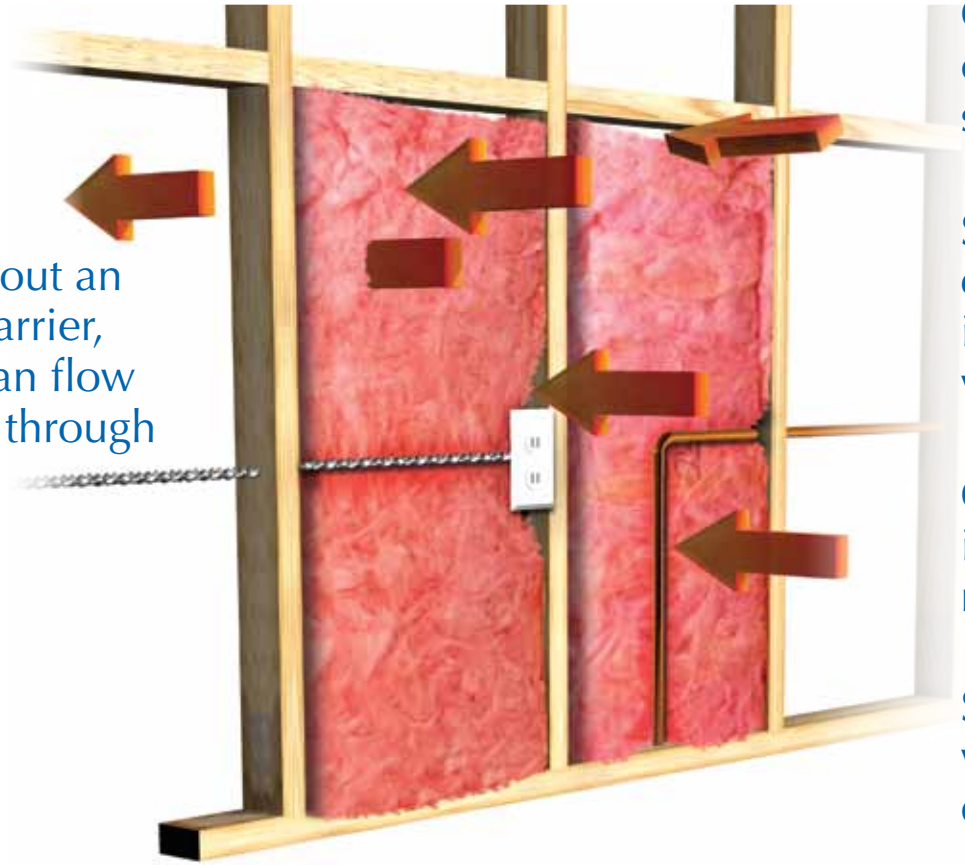
Source: Department of Energy Building America Program.

# Insulation Effectiveness Comparison

| | Conduction (R-Value) | Convection (Air Barrier) |
|---|---|---|
|  Icynene Spray Foam Insulation | ✔ | ✔ |
|  Fiberglass | ✔ | ✘ |
|  Cellulose | ✔ | ✘ |

**Only Icynene spray foam insulation protects against the single biggest source of heat flow: air leakage (convection) because it forms an effective air barrier.**

## **Conventional Insulation**
installed in walls



Without an air barrier, air can flow right through

Older insulation can settle and sag creating gaps

Space around electrical outlets improperly stuffed with insulation

Compressed insulation reduces R-Value

Spaces around windows and doors

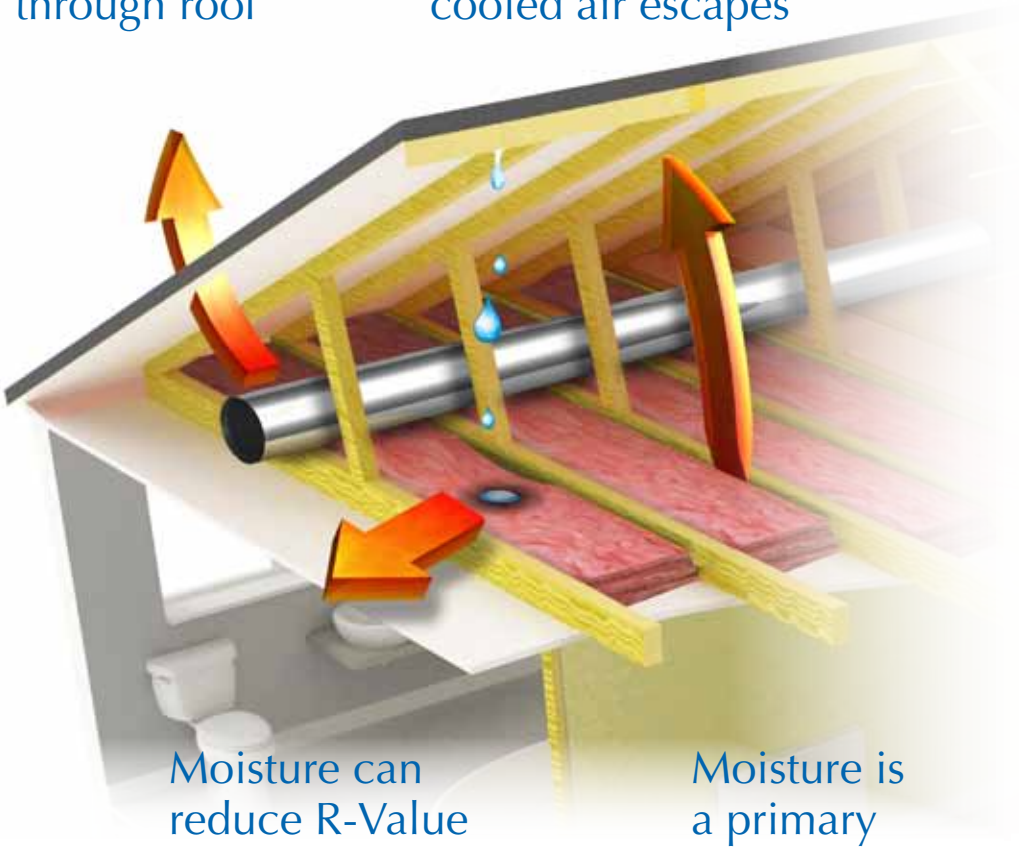
R-Value is compromised.

But with Icynene, gaps and sagging are never an issue for the life of the building.

## Conventional Insulation
installed in attics

Air escapes from ducts and exits through roof

Insulation loses contact with framing creating gaps heated/ cooled air escapes



Moisture can reduce R-Value

Moisture is a primary cause of mold

But with Icynene, risks of moisture and mold are minimized.

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## Never Loses Its Shape

Unlike conventional insulation materials Icynene fills cracks, gaps and crevices on installation.

Icynene won't compress, sag or settle over time.

Icynene creates an air barrier to virtually eliminate leaks, which can account for up to 40% of the energy cost to heat and cool your home.

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## Controls Moisture

Icynene spray foam insulation controls airborne moisture and related mold issues for a healthier environment inside your home.

Icynene is open-celled which allows water to drain and dry quicker.

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## Results in Quieter Homes

Open-celled Icynene spray foam insulation has excellent mid range sound barrier qualities making your home quieter.

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## Suitability of open-cell and closed-cell spray foam

| | Icynene  Open-cell | Icynene  Closed-cell |
|---|---|---|
| Remains soft/flexible to expand & contract during normal structural shifting | ✔ | ✘ |
| Drains water through (in the event of roof leak) | ✔ | ✘ |
| Not a food source for mold | ✔ | ✔ |
| Controls airborne moisture flow | ✔ | ✔ |
| Controls flanking sound | ✔ | ✘ |
| Air barrier | ✔ | ✔ |
| Blowing agent | Water | Chemical |
| Cost | Moderate | High |

Data above pertains to Icynene's open- and closed- cell products. Check with manufacturer for other product specifications.

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# What Happens Next?


## The Contract

Let's review the Icynene contract to start the installation process.

## The Day Before Installation

As this is a construction process, certain precautionary measures are needed. Cover personal portable belongings, (i.e. treadmills). Pull furniture/belongings away from walls in rooms or areas to be worked on.


## Installation Day and the Day After

Icynene installers wearing protective clothing and equipment will arrive and begin setting up. As with any construction process, safety procedures require that the home is unoccupied by family, including pets, during installation and for a period of 24 hours after to allow foam to set and application odors to dissipate. For better comfort and energy efficiency, we recommend having an HVAC contractor re-assess your heating, cooling and ventilation needs after the Icynene installation.

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## Quality Assurance

Look for the “I’ve Checked” Card filled out and left by your Icynene Installer. It is your assurance that your home was correctly prepared, Incynene spray foam insulation was professionally installed to specification, and the work checked.

## Start Saving From Your First Energy Bill

Compare your energy use before and after installation. Energy savings start from day one.

**FEEL THE DIFFERENCE WITH ICYNENE INSIDE.**