

AN AIRTIGHT SOLUTION

for energy-efficient design & construction

With double-digit percentage increases in energy costs, there's a growing sense of urgency for the building community to find a better approach to energy efficient buildings.

Expanding knowledge of the building envelope offers valuable clues to creating more energy-efficient homes and happier homeowners. There's no better place to capitalize on this knowledge than in our approach to R-value and insulation performance.

The building industry has grown comfortable with the concept that more insulation is better, along with higher R-value, but product options like The Icynene Insulation System® offer a better approach to energy efficiency.

Consider:

R-value can't do a thing about air leakage



R-value measures an insulation's ability to inhibit conductive heat flow, but can't do a thing about the primary method of heat transfer – air leakage (convection) - which causes up to 50% of building energy loss (U.S. Department of Energy's Oak Ridges Laboratory).

Higher R-value provides minimal and diminishing returns



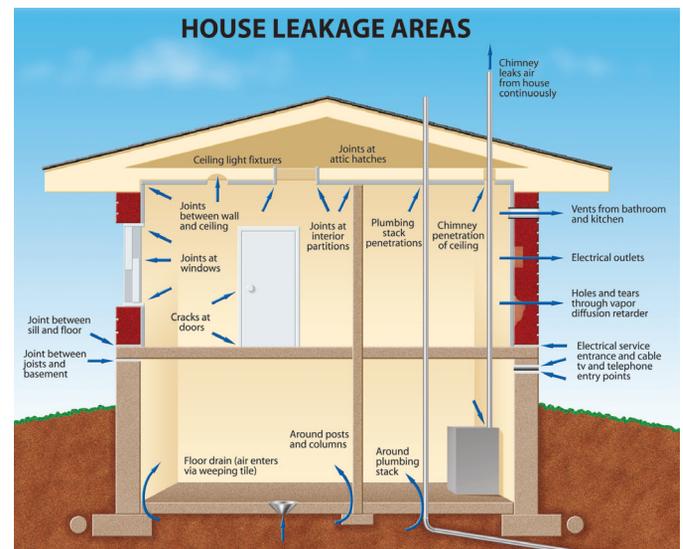
93% of conductive heat flow is stopped by R-13 insulation. Upgrading from R-13 insulation to R-32 insulation, for example, reduces conductive heat flow by only another four percent (Fourier's Law of Thermodynamics).

SEAL THE DEAL WITH ICYNENE... for superior energy efficient building performance

The science is clear. Building and remodeling practices that promote air-sealing offer far greater potential energy savings than added R-value. That can only help seal the deal with homeowners who prefer energy-efficient alternatives.

THE ICYNENE INSULATION SYSTEM® CAN:

- **Create a continuous air barrier system** capable of addressing air leakage so can reduce energy use by up to 50%
- **Help reduce heating and cooling loads (and costs)** and the need for larger/costlier mechanical equipment
- **Improve indoor air quality** by reducing entry of outdoor pollutants, allergens and airborne moisture



To find out more, visit www.icynene.com

