



**For Immediate Release: April 16, 2007**

*Top green builders rely on smart products, like Icynene®*

(Toronto, ON) Earth Day is a time to celebrate the progress we have made in creating a healthier environment; and the construction industry has a lot to celebrate. At the 9th annual National Green Building Conference hosted by the North American Home Builders Association (NAHB) in St. Louis last month, the country's top green builders were honored for their exemplary practices.

The Vision House 2006 was named Single-Family Concept Home of the Year. Built by Sun Mountain Construction of Albuquerque, New Mexico in accordance with the NAHB Model Green Home Building Guidelines, this elegantly crafted home demonstrates cutting edge building technologies and systems including The Icynene Insulation System®. A practical and advanced product, Icynene® was carefully selected to exhibit how green building can adhere to budgets and lifestyles without compromise, demonstrating that builders can blend sustainability with beautiful design, functionality, and cost effectiveness into their homes.

This innovative spray foam insulation and air barrier system was also chosen by custom home builder CMI Homes, Inc. of Roslyn, Washington for the [Built Green Home at Suncadia](#), winner of the Green Home Marketing Project of the Year. Applied to the roof, walls, floors and crawl space, Icynene® ensured an airtight building envelope – the key to energy efficiency. Combined with proper mechanical ventilation, Icynene® also delivered superior indoor air

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quality and moisture control. Applying Icynene<sup>®</sup> in the crawlspace and underneath the roof deck brings both of these spaces into the conditioned area, increasing the square footage of the living area. Despite this increase, air-sealing with Icynene<sup>®</sup> allowed the builder to incorporate a smaller HVAC system.

In addition, Carl Seville of Seville Consulting in Atlanta, Georgia – who often incorporates Icynene<sup>®</sup> into his green remodeling projects to ensure a tight building envelope – was named Remodeler Advocate of the Year.

100% water-blown and environmentally-friendly, Icynene<sup>®</sup> is one product that's making a significant contribution to green building. When sprayed into walls, ceilings, attics, and floors, Icynene<sup>®</sup> expands 100 times its initial volume in seconds to create a soft foam insulation. It is an effective air barrier and with this unique air-sealing ability, Icynene<sup>®</sup> supports green building in five ways:

### **1. Indoor Environmental Quality (IEQ)**

By minimizing random air leakage, Icynene<sup>®</sup> helps create an indoor environment without drafts while it reduces airborne sounds and the intrusion of outdoor allergens, odors and pollutants. Combined with proper mechanical ventilation, homeowners can control the quality of air they breathe. Icynene<sup>®</sup> contains no ozone-depleting substances, PBDEs or any other brominated compounds that could compromise the quality of indoor air.

### **2. Moisture Management Strategy**

Up to ninety-nine percent of the total moisture movement through a home is carried in air. As a qualified air barrier, Icynene<sup>®</sup> helps reduce the movement of moisture through the building

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envelope along with potential problems such as mold growth. Combined with proper mechanical ventilation, Icynene<sup>®</sup> helps control the indoor relative humidity between 35% and 50% - a level at which the growth of mildew, dust mites and other allergens can be minimized. Reducing excess moisture also helps to extend the life of the building materials and the systems within it.

### **3. Energy Efficiency Strategy**

Icynene<sup>®</sup> works as an insulation and air barrier to keep the home warm in the winter and cool in the summer. Its ability to control airflow also allows for rightsizing of the mechanical system and can also save building owners up to 50% in heating and cooling costs.

### **4. Materials Strategy**

A key goal of sustainable building is to reduce the amount of material used in construction and minimize the impact to the waste stream. Icynene<sup>®</sup> provides a significant barrier to airflow without the need for labor-intensive sealing material. As an open-celled material, Icynene<sup>®</sup> is easily compacted, dramatically reducing the waste volume in comparison to other insulation materials.

### **5. Whole Building Design Strategy**

Icynene<sup>®</sup> is a key component of the integrated systems approach. It adheres to and integrates well with other building components to deliver improved airtightness levels and create a healthy, comfortable, more energy efficient home.

As a result of growing concerns with environmental and human health, the groundswell to build 'green' is well underway. "The number of entries in the recent NAHB Green Building Awards competition was triple the number submitted for the 2006 awards", noted Green

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Building Subcommittee chair Ray Tonjes. "This is an indication of the explosive growth in green building." For more details of the awards and information about the NAHB, please visit their website at <http://www.nahb.org/>.

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**About Icynene Inc.**

Icynene Inc. is the leading manufacturer of soft foam insulation products that are designed to help create Healthier, Quieter, More Energy Efficient<sup>®</sup> homes. These products are distributed (across the United States, Canada, Mexico, Japan, and Korea) through a network of Icynene Licensed Dealers who then install the Icynene products on-site for each custom application. For more information about Icynene, visit [www.icynene.com](http://www.icynene.com).