

Achieve true home
comfort with Icynene
spray foam insulation



Is spray foam insulation right for my home?



Ask yourself the following questions:


- Do I want to create a more comfortable home for my family?
- Do I want to improve my home's energy efficiency?
- Do I want to reduce my monthly cooling or heating bills?
- Do I want to extend the life of my home's HVAC equipment?
- Are any family members affected by allergies?
- Is upstairs hotter than downstairs?
- Am I concerned about energy costs rising further?
- Do I want to add value to my home?

If you answer 'yes' to any of these questions, then **upgrading your existing insulation** to spray foam insulation is your **best choice** to turn your house into a home.

Greater Comfort. All Year Round.

The purpose of insulation is to resist heat flow in or out of your home. Insulation works year round. Keep a cool house cool in the summer, and a warm house warm in the winter.

Invest once and save \$\$\$ for the life of your home!



During **winter**, heat stays inside
and heating costs are lower.



During **summer**, heat stays outside
and cooling costs are lower.

Control heat transfer, effectively.

Heat transfer occurs three different ways:

Conduction

The transfer of heat through any mass or liquid



Convection




The transfer of heat through circulation (e.g. air in a room)

Radiation

The transfer of heat from a heat source

Control heat transfer, effectively.

What insulation solution are you looking for to effectively control heat transfer?

Type of Air Movement	Spray Foam	Conventional Insulation	
	 Icynene	 Fiberglass	 Cellulose
Convection	✓		
Conduction	✓	✓	✓
Radiation	✓		

Only spray foam insulation is an **All-in-One** insulation solution

What does this really mean?



There are two forms of air that exist in your home:

Free Air

That is, typically what is outside of your home, office, etc

Expensive Air

This is the air you pay to condition for comfort!

In summer, you run your air conditioning unit. In winter, you run your heater/furnace system.

The primary purpose for using insulation is to keep the expensive air inside your home.

Our desire for more comfort drives-up HVAC costs!

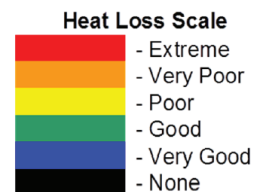


Heat Bleed

Do you know where the air is leaking from your home?

Heat bleed is the energy escaping from your home. This thermal image identifies the many inefficient areas of this home.

80 million U.S. homes are under insulated with the majority of the energy loss escaping through the attic alone!



Staying comfortable.



A wool sweater on a cold day keeps you warm. Wool has a high R-value.



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



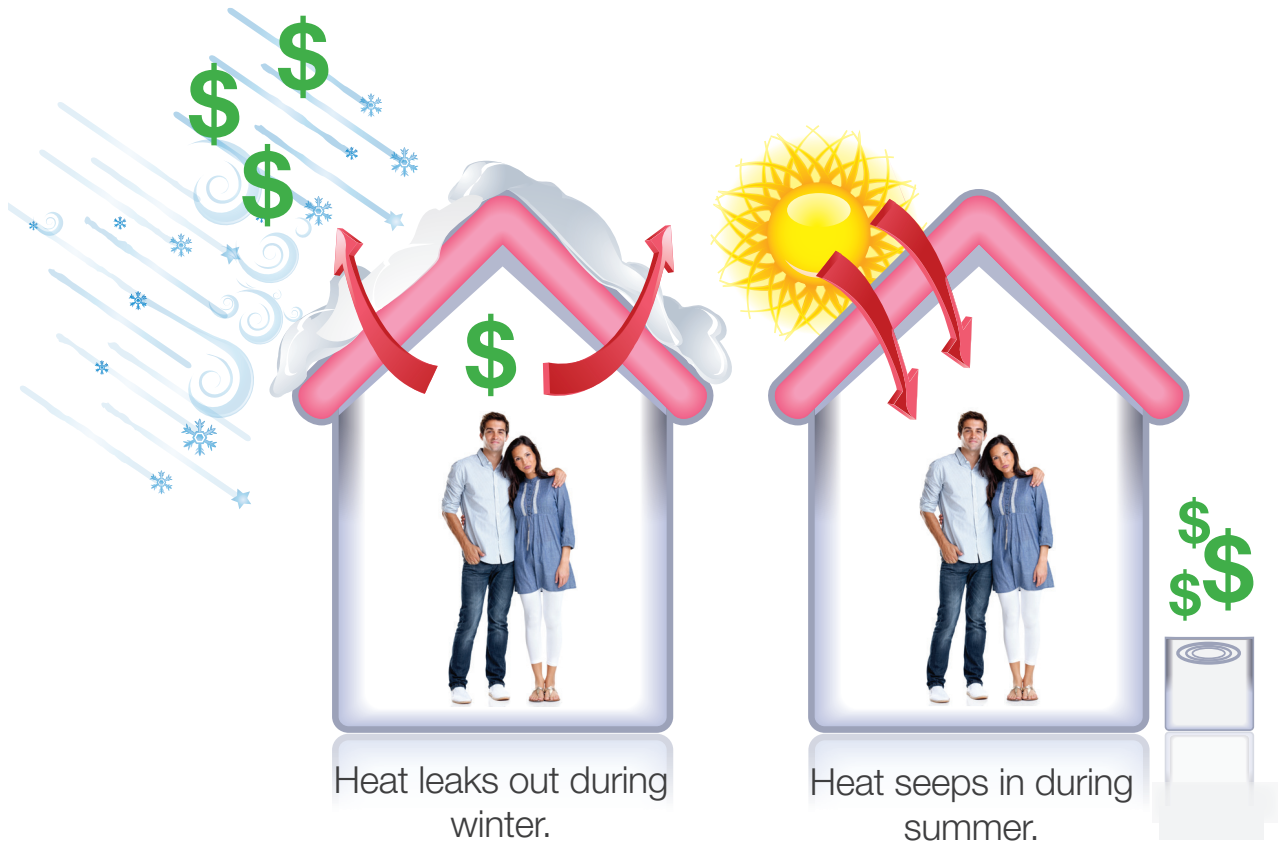
A thermal wool windbreaker will be more effective in keeping you warm.

R-Value measures insulation's ability to reduce heat gain or loss.

Spray foam insulation is the **most effective solution** to control air infiltration.

Go beyond R-Value.

While R-Value measures insulation's ability to reduce heat gain or loss, **air sealing** reduces unwanted air flow and makes insulation more effective.



Heat leaks out during winter.

Energy is wasted. Higher heating costs. Furnace runs more frequently.

Heat seeps in during summer.

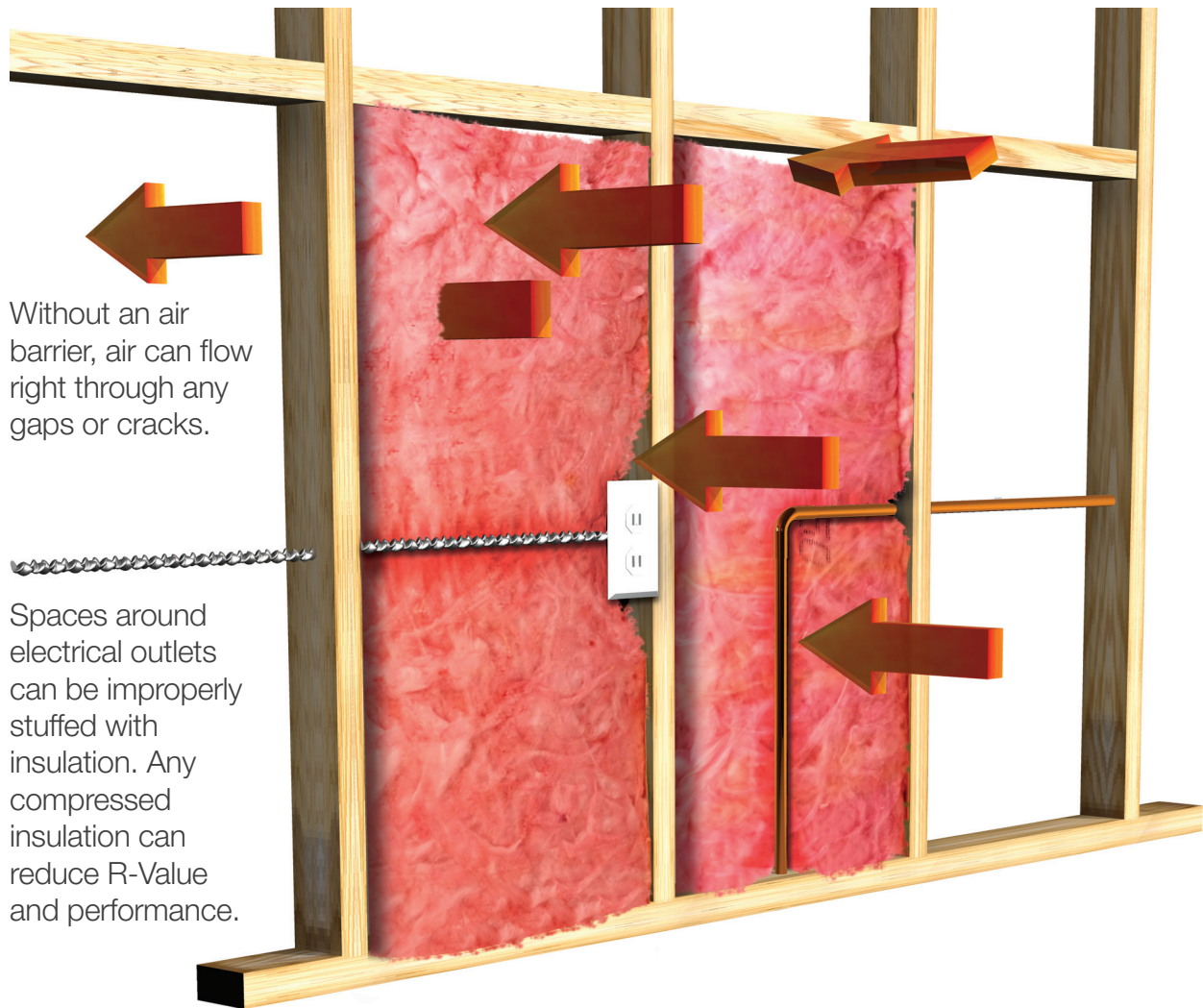
Discomfort and wasted energy. Higher cooling costs. A/C runs more frequently.

Are you losing expensive air?



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. The expensive air you've paid to keep your home comfortable is lost to the outside.

Traditional Insulation in Walls

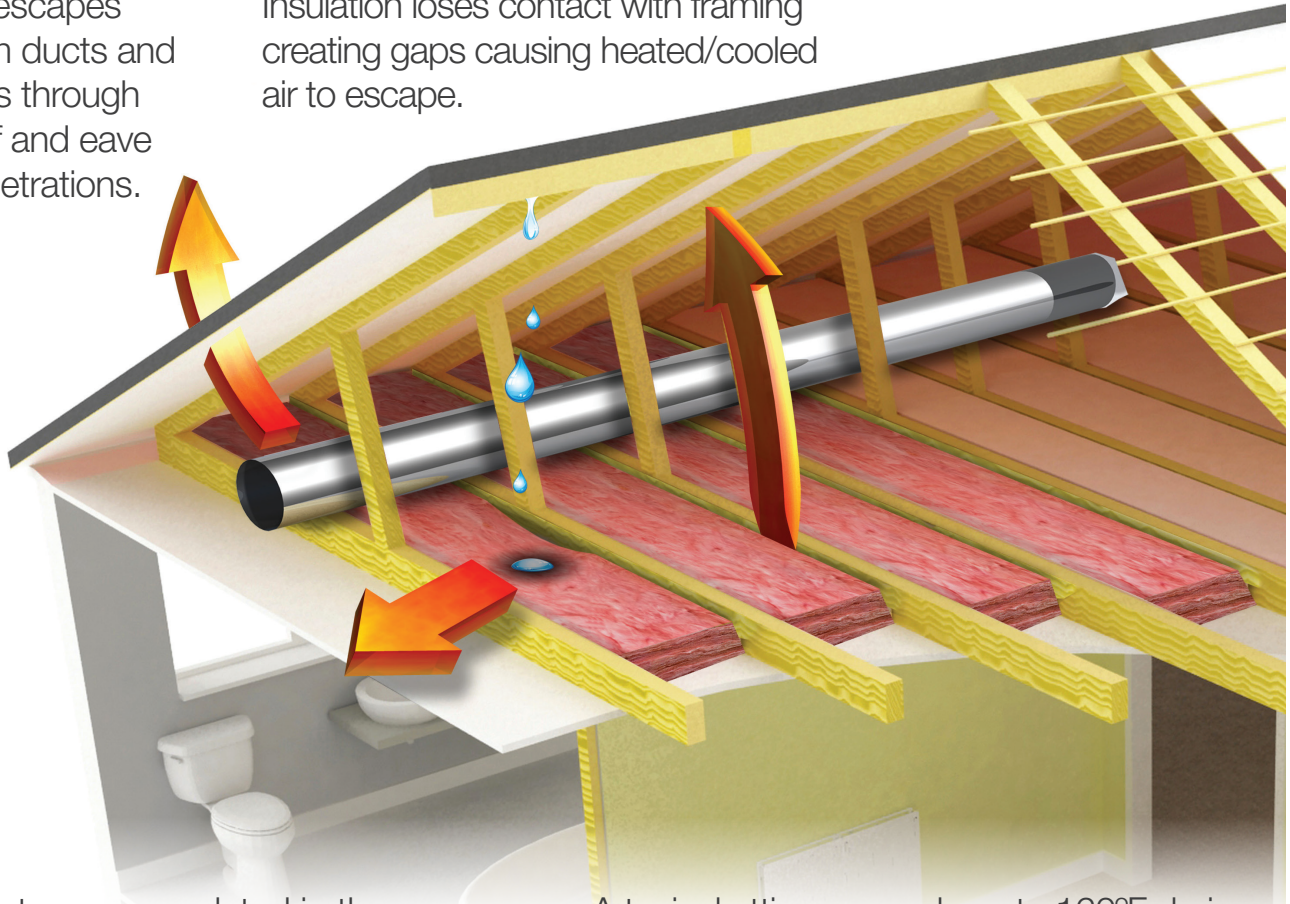


If R-Value is compromised, then comfort is compromised and air loss can contribute to higher heating and cooling bills each month.

Traditional Insulation in Attics

Air escapes from ducts and exits through roof and eave penetrations.

Insulation loses contact with framing creating gaps causing heated/cooled air to escape.



Moisture accumulated in the material can reduce the R-value. Moisture is a primary cause of mold.

A typical attic can reach up to 160°F during summer, making your HVAC equipment work harder and reduce its operating life.

With spray foam insulation, risks of moisture and mold are minimized.

Upgrading to spray foam insulation



Spray foam insulation fills every nook and cranny helping you to:

- curb air loss/air leakage
- save up to 40% on your heating and cooling costs*
- improve the comfort of your home
- improve HVAC equipment performance
- increase the lifespan of HVAC equipment
- improve energy efficiency
- create a more comfortable living space

Take your insulation to the next level with an All-In-One solution!

* Savings vary. Find out why in the seller's fact sheet on R-values. Higher R-values mean greater insulating power.

Added benefits of spray foam insulation

A man and a woman are sitting on a white sofa in a bright, modern living room. The man is on the left, wearing a light blue button-down shirt and khaki pants, smiling at the camera. The woman is on the right, wearing a white button-down shirt and blue jeans, smiling and looking towards the man. The room has a bookshelf in the background and large windows with white blinds.

Year Round Comfort

Due to its air sealing and insulating properties and ability to reduce air loss, spray foam insulation works to maintain even temperatures throughout your home, creating a cozier, more comfortable home for you and your family all year round.

Added benefits of spray foam insulation

A close-up photograph of a window pane. The upper portion of the pane is covered in a dense layer of fine condensation droplets, while the lower portion is clearer. This visualizes the concept of moisture control and condensation prevention.

Controlling Moisture

Spray foam insulation works to help control the entry of airborne moisture and any moisture-related issues such as condensation to help reduce the risk of mold growth and mildew.

Added benefits of spray foam insulation



Better Living

Spray foam insulation has excellent mid-range sound dampening properties to help create a quieter home. Plus, it is not considered a food source for mold.

A woman with her hair in a bun is sitting on a bed, reading a red book to two young children. The children are looking at the book with interest. The scene is set in a bright, sunlit room with white curtains and a window in the background. The overall atmosphere is warm and intimate.

Added benefits of spray foam insulation

Breathe Easy

Spray foam insulation's air barrier helps to reduce the entry of allergens and pollutants into your home.

Spray foam insulation like Icynene adds tangible value to your home.

Why Icynene?



- Icynene is the first name in spray foam insulation
- #1 preferred spray foam insulation brand by U.S. builders¹
- #1 open-cell spray foam insulation brand²
- Leading innovation with low VOC and GREENGUARD Gold certified products



- Proven quality with 30 years of experience in more than 30 countries worldwide
- Successfully installed enough foam to circle Earth over 60 times!
- Installed by a network of licensed, trained professionals

A professional installation.



Only a licensed spray foam installer can install Icynene spray foam insulation. Your local Icynene contractor has been licensed to meet or exceed Icynene's stringent installation standards. Each spray foam installer has been thoroughly trained and is licensed to install Icynene spray foam insulation, so you can be confident that they will complete the job to the highest standards.

A quality installation starts right from the beginning

Installed in three easy steps.



Preparing the Job Site

On the day prior to installation, your licensed spray foam contractor will walk you through the installation process and what to expect. The crew will then begin to prepare the workspace, and begin to safely remove the existing traditional insulation material, if required.

Please note - All customer possessions must be removed or protected prior to installation.



Installing the Spray Foam

Once cleared, the space is ready to be insulated with Icynene spray foam insulation. Upon application, the insulation expands within seconds to fill in every nook and cranny where it is applied.



Cleaning Up the Job Site

Once the installation is complete, the spray foam crew will ensure the space is cleaned up as it once was and remove any excess materials and equipment. Soon after, you and your family will be able to enjoy the long term benefits of a spray foam insulated home!

Call 1.800.758.7325 or visit
icynene.com to learn more about
Icynene spray foam insulation.

