

ICYNENE LD-R-50™



For Immediate Release

ICYNENE LD-R-50™ an Award-Winning Green Building Solution

Mississauga, ON (May 15, 2009) – Since the U.S. launch of ICYNENE LD-R-50™ in March, this renewable-based insulation/air barrier is already receiving rave reviews. Listed as one of Green Builder magazine’s “Hot 50” green products for 2009, ICYNENE LD-R-50™ also recently took home the 2009 GREEN LOG Home Award for being an eco-friendly insulation option.

Barbara Kessler, GREEN LOG Award panel judge and editor of GreenRightNow.com, explains why ICYNENE LD-R-50™ deserves this recognition; “Icynene [LD-R-50™] cuts use of petroleum products, alleviates problems from using fiberglass, reduces mold issues and seals up a house effectively. Since it’s made of castor oil, from a bean crop that does not require irrigation, it is superior to soybean based insulation.”

GREEN LOG Awards set a goal to seek out useful green building solutions which met growing green demand. Up against BioBased Insulation, Insulation Depot, and Tiger Foam, ICYNENE LD-R-50™ won over judges based on the product’s innovation, effect on the environment, integration, and enhancement to the home.

This is an important win for ICYNENE LD-R-50™ manufacturer, Icynene Inc., because it demonstrates the demand for new and innovative green building solutions to help create more efficient and healthier homes. U.S. Green Building Council’s director of advocacy and public policy, Jason Hartke, believes that “Green building is at the nexus of creating jobs, saving energy, and saving money” – three priorities for the Obama administration. And Icynene Inc. is proud to be part of this powerful movement.

ICYNENE LD-R-50™ is responsibly made using 100% natural castor oil. Classified as an Environmentally Preferable Product (EPP), ICYNENE LD-R-50™ is water-blown and free from PBDEs (that may compromise occupant health) and HFC blowing agents. It insulates and air-seals in one step for maximum energy efficiency while reducing greenhouse gas emissions. Learn about the benefits of using castor oil by visiting Icynene.com/icynene-ld-r-50.

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About Icynene Inc.

Established in 1986, Icynene Inc. is the leading manufacturer of open-cell foam insulation products that are designed to help create Healthier, Quieter, More Energy Efficient® environments. Icynene® is the insulation of choice for green building around the world, setting a standard for energy performance, comfort and reduced greenhouse gas emissions.

Icynene's products are distributed (throughout North America, Australia, Asia and Europe) through a network of Icynene Licensed Dealers and Distributors who perform installation on-site for each custom application.

For more information about Icynene® or to locate an Icynene Licensed Dealers across North America, visit www.Icynene.com.

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