

**FOR IMMEDIATE RELEASE**

***Icynene® Demonstrates the Hidden Benefits Behind the Walls at the 2009 Show Village Homes***

Featured in both the Green Home and the Quiet Living Home, Icynene® soft spray foam insulation delivers a superior air-seal to help the builder overcome the diverse challenges and meet all of the objectives set forth by each of these homes.

***Green Home***

Show Village Green Home is certified to Environments For Living® standards. The Environments For Living® program provides a rigorous set of requirements that treats a home as a “system”. This means that all components of the home work together to deliver high-performance results, translating into optimal comfort and efficiency for the homeowner.

One such product that integrates well with other building components and facilitates the implementation of the ‘systems approach’ to building is Icynene® spray foam insulation and air barrier. For instance, as an ASTM qualified air barrier, Icynene® significantly reduces random air leakage, conserving up to 40 percent of a building's energy loss. By controlling air infiltration, it minimizes the intrusion of airborne odors and pollutants. When paired with mechanical ventilation, Icynene® helps improve indoor air quality and extend the life of a building by minimizing the flow of airborne moisture that can breed condensation, mold growth and decay.

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## ***Quiet Living Home***

The Quiet Living home boasts quieter living spaces for the ultimate getaway that's just on the other side of the wall. And Icynene<sup>®</sup> plays a major role in controlling airborne sound and helping occupants escape from noise originating from the media room, home theater or even common outdoor activity. An effective way to control these common sounds is by controlling the air movement. Since Icynene<sup>®</sup> is classified as an air barrier; it effectively minimizes these unwelcomed sounds that would otherwise compromise the quality of the indoor environment.

Soft, flexible Icynene<sup>®</sup> is also ideal for insulating around plumbing runs and other areas that produce unwanted sounds, such as plumbing vibrations caused by a flushing toilet or a running shower. Icynene<sup>®</sup> is installed and displayed in the exterior walls, ceilings/ attic of the media room in the Quiet Living Home.

## ***The Icynene<sup>®</sup> Advantage***

Icynene<sup>®</sup> insulation creates an unvented attic assembly in the Green Home. When applied directly to the underside of the roof deck, Icynene<sup>®</sup> helps reduce latent air-conditioning loads and provides further reductions in energy consumption.

Icynene<sup>®</sup> is sprayed into walls, ceilings, attics, and floors expanding 100 times to create a superior air-seal, effectively minimizing air leakage and delivering advanced moisture control, improved air quality, and energy savings of up to 50%. 100% water-blown, Icynene<sup>®</sup> contains no HFCs (that can off-gas into the indoor environment and diminish the insulation's rated R-value) or PBDEs that may compromise occupant health.

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Icynene® helps buildings qualify for Green Building Programs such as LEED (Leadership in Energy and Environmental Design) and the NGBS (National Green Building Standard) providing homeowners the energy efficient and environmentally sound insulation option that offers an immediate return on their investment.

See Icynene® in action, on display at Show Village, or visit Booth #N1363 at the International Builders' Show. Click [www.BuildersShow.com/Icynene](http://www.BuildersShow.com/Icynene) and register for a FREE four-day, exhibits-only pass to attend the IBS.

**For more information, contact:**

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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® 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).

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