



For Immediate Release
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Icynene® LEEDs the Way for Sustainable Building

MISSISSAUGA, ON – The ground breaking of Rodeo Fine Homes in Newmarket signals a new era in building design and construction in Canada. As the first housing development in Canada designed to meet LEED for Homes (LEED-H) Platinum certification, Rodeo Fine Homes Ecologic Model Homes are raising the bar in sustainable building.

And one product that helped with achieving LEED-H certification by making it healthier, quieter and more energy efficient is The Icynene Insulation System®. Classified as an insulation and air barrier, Icynene is in a class of its own.

By creating a superior air-seal, Icynene helps deliver what homeowners are seeking in greener homes. When applied, Icynene expands up to 100 times its original volume in seconds effectively minimizing air leakage to deliver:

- Advanced moisture management
- Improved indoor air quality
- Energy savings of up to 50%

Icynene is 100% water blown and, after curing, does not off gas in the indoor environment maintaining its R-Value for the life of the building. In addition, Icynene contains no ozone depleting HCFCs, thereby further reducing its environmental impact.

Formaldehyde, HFC and PBDE free, Icynene leads the pack in environmentally-friendly insulation.

LEED is a third party certification program and the nationally accepted benchmark for the design, construction and operation of high performance green buildings. Icynene has been participating in LEED certified projects since LEED's inception in 1998.

About Icynene Inc.

Icynene Inc. is the Canadian manufacturer of soft foam insulation products. Since 1986 Icynene has been helping to build Healthier, Quieter, More Energy Efficient[®] homes. Icynene is the insulation of choice for green building around the world, including the new World Headquarters of the Green Building Council at the Kortright Centre in Ontario. For more information about Icynene, visit www.icynene.com.

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