

*For immediate release*

## **Spray foam manufacturer, Icynene, launches new consumer-oriented mobile application**

**Mississauga, ON. 22 June 2016.** North America's leading spray foam insulation manufacturer, Icynene, today announced the launch of its second mobile application. The Icynene Home Owner App allows homeowners across the United States and Canada explore and understand the performance advantages of spray foam insulation in new home construction.

The launch of the consumer-oriented mobile app comes just two months after the launch of the Icynene Technical Support App which allows licensed contractors access to vital technical documentation, videos and calculators while on a jobsite.

The Icynene Home Owner App gives consumers the ability to explore the areas where Icynene spray foam insulation can be applied throughout the home, the immediate and long-term benefits and provides answers to some of the more commonly asked questions about the product and its installation.

The app further demonstrates Icynene's leadership position in the spray foam insulation category and its commitment to providing effective educational materials to consumers seeking to better understand the range of high performance building materials that are available to them.

"The new Icynene Home Owner App is a great interactive tool for any homeowner looking to get a better sense of how spray foam insulation can make a difference in their home. This new app lets the homeowner understand where in the home spray foam insulation can be installed and what the corresponding advantage is," said Betsy Cosper, Vice President Marketing for Icynene.

The free app is suitable for Android and Apple mobile devices and is available for download on the Google Play Store under "Icynene Apps" as well as Apple's App Store.

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### **About Icynene**

Established in 1986, Icynene helps to build energy efficient residential and commercial structures in over 31 countries worldwide. Our portfolio of industry leading light density open cell and medium density closed cell SPF solutions are both insulation and air barrier materials for improved indoor air quality and reduced energy costs making Icynene the smart choice for builders, architects, building owners, and homeowners.



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