



For immediate release

Icynene spray foam insulation to be featured in new Ty Pennington NextGenHomeTV series

Mississauga, ON. 21 August 2013. Icynene spray foam insulation, with its energy efficiency and improved home living benefits, is being featured in a new series hosted by television personality, Ty Pennington. Called the 'First to the Future Home', the series of programs will be available on NextGenHomeTV – NGHTV.com and will showcase a truly next generation home.

As the industry's leading spray foam insulation manufacturer, Icynene is showcasing its innovative light-density spray foam insulation, Icynene Classic™ to highlight how spray foam insulation outperforms traditional insulation types. Through its insulating and air-sealing properties, Icynene Classic™ offers the 'First to the Future' home the opportunity to significantly reduce annual heating and cooling costs by up to 50% as well as contribute to moisture management.

Taking a 'systems approach', Pennington, host of the popular television series *Extreme Makeover Home Edition*, will chronicle the progress of the Florida-based home from concept to the final reveal giving building professionals and homeowners the opportunity to discover new and environmentally-sound options to consider when building their next home.

"We are thrilled to be involved in a sustainability project with Ty Pennington and NextGenHomeTV that presents builders and homeowners with innovative solutions that they can use in their homes. Spray foam insulation's air-sealing qualities can truly help improve a home's heating and cooling efficiency by as much as 50% in some cases all while maintaining a comfortable and healthy living space for its occupants," said VP Marketing, Betsy Cosper.

"For more than 25 years, Icynene has been helping builders and homeowners globally create healthier and more energy efficient homes. Participating in the NextGen 'First to the Future' home allows us to demonstrate that spray foam insulation is the evolution of insulation and that sustainable living is within reach of the average homeowner," said Mrs. Cosper.

Construction of the 'First to the Future' home is expected to be complete by Spring 2014.

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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.

For more information, contact:

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