



*For immediate release*

## **Icynene Asia-Pacific broadens regional reach with new management and new distributor**

**New Asia-Pacific President and Sales and Marketing Manager join Icynene and welcome new Mongolian distributor.**

**Mississauga, ON. 29 April 2014.** Global spray foam manufacturer, Icynene is pleased to announce the expansion of its Tokyo-based Asia-Pacific operations as it welcomes a new management team and a new Mongolian distributor, Noyonkhurd LLC.

Eric De Groot joins Icynene Asia-Pacific as President and is joined by Keishi Noro as Sales and Marketing Manager for the region. Both Mr. De Groot and Mr. Noro will be responsible for driving brand recognition and increasing market share and sales within the region.

Mr. De Groot brings a wealth of experience and knowledge in the Japanese building materials industry to Icynene, most recently as Country Manager for Forbo Flooring B.V. where he built distribution channels, strengthened brand image and awareness and drove sales growth.

Mr. Noro also brings extensive experience and knowledge in the Japanese building materials to Icynene. Most recently, Mr. Noro was Sales and Marketing Manager at Owens Corning where he built up the asphalt roof shingle business from zero to \$8million in sales between 2001 and 2012.

The Asia-Pacific team welcomed new Icynene distributor, Noyonkhurd LLC recently. The Ulaanbaatar-based distributor is set to rapidly grow the spray foam insulation category in Mongolia, which itself has seen vast growth recently.

"The Asia-Pacific region is one of our largest and most diverse markets and we are pleased to have two highly experienced individuals join our growing team. Both Mr. De Groot and Mr. Noro will help us surge ahead in terms of growth and brand recognition within the Asia-Pacific region. We've already seen this with the addition of Noyonkhurd LLC in Mongolia who has made significant advancements in growing the spray foam category in that country," said Mr. Howard Deck, President and CEO of Icynene.

Icynene entered the Asia-Pacific market in 1998 and has expanded to include Japan, China, South Korea, Taiwan, Australia, New Zealand and Kyrgyzstan. Since 1998, Icynene grown to become the third most recognized spray foam insulation brand in Japan.



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**About Icynene Corp.**

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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