



For immediate release

Icynene extends WSB Titan partnership into British Columbia

Mississauga, ON. 3 June 2015. Canadian spray foam insulation manufacturer, Icynene today announced it has extended its longstanding distribution partnership with construction materials distributor, WSB Titan, to include British Columbia.

WSB Titan will take two-pound, closed cell Icynene ProSeal and half-pound, open cell Icynene Classic to the market to meet the growing demand for Icynene spray foam insulation products in British Columbia.

“WSB Titan is a complete building and construction materials distributor and Icynene is pleased to be able to further our partnership. Icynene is committed to meeting the more demanding residential and commercial building codes in British Columbia and across Canada with our innovative products and our agreement with WSB Titan will deliver our spray foam insulation solutions to a new customer base within the province,” said Bruce Young, Canadian Regional Sales Director for Icynene.

“Icynene is an industry leader in quality spray foam insulation and product innovation in North America. We are excited to have the opportunity to extend our partnership and complement each other’s business and growth strategies,” said Ryan Shoemaker, a co-founder of WSB Titan.

Icynene and WSB Titan will host a series of spray foam building science seminars for construction industry professionals in British Columbia on June 9 and June 10.

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About Icynene Corp.

Established in Canada 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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