

*For immediate release*

## **Icynene introduces new ultra-cohesive open-cell spray foam innovations – Icynene Classic Ultra and Icynene Classic Ultra Select**

**New Icynene ultra-cohesive open-cell spray foam products eliminate need for hand paddle mixing and feature outstanding cohesion for improved results.**

**Mississauga, ON. 3 January 2018.** The undisputed leader of open-cell spray foam innovation, Icynene, has unveiled its latest high-performance light density spray foam insulation products – Icynene Classic Ultra and Icynene Classic Ultra Select. In a first for Icynene, both new open-cell products go beyond the expectations of spray foam contractors by eliminating the requirement of paddle mixing by hand prior to application with the introduction of an expanding blade mixer – the Icynene Draw Mixer. Both new products offer significantly better cohesion than existing Icynene open-cell spray foam insulation products – namely Icynene Classic Max and Icynene Classic Max Select.

Formulation enhancements see cohesion properties improve as much as 90 percent for Icynene Classic Ultra and a 30 percent improvement for Icynene Classic Ultra Select, when compared to Icynene Classic Max and Icynene Classic Max Select open-cell spray foam insulation. Icynene Classic Ultra is a low VOC innovation and holds a GREENGUARD Gold certification. Both new open-cell products feature:

- No paddle mixing by hand of resin prior to spraying. The new Icynene Draw Mixer does all of the work.
- Ability to start spraying with drum temperatures as low as 60°F for Icynene Classic Ultra and as low as 70°F for Icynene Classic Ultra Select
- R3.7 per inch R-Value

The elimination of manually hand mixing Icynene spray foam resin is a first for the spray foam insulation manufacturer. Spray foam applicators can use the Icynene Draw Mixer, a 13.3 pound expanding blade mixer, which is exclusive to Icynene through equipment partner, Graco. Use of the Icynene Draw Mixer ensures consistent foam properties throughout the spray application.

“The introduction of Icynene Classic Ultra and Icynene Classic Ultra Select demonstrates our commitment to delivering customer-valued innovation in the insulation category. Sprayers no longer need to paddle mix the resin material, or wait for the liquid to warm up – so they can



quickly start spraying these two high quality, high yielding products,” Mark Sarvary, Icynene-Lapolla President.

“This is truly a game changer. Icynene has a long history of driving change within the insulation category and the introduction of Icynene Classic Ultra and Icynene Classic Ultra Select is no exception. These two products stand out from the rest in terms of cohesion, sprayability, performance and yield. Both products spray beautifully and spray foam applicators will notice ease of application as well as an improvement in their own time management when on a job site,” said Randy Scott, Vice President and General Manager, North America for Icynene.

“We work tirelessly to develop, introduce and refine the next generation of high-performance open-cell spray foam insulation products that respond to market demand and address anticipated advancements in building codes, architectural design and industry requirements,” said Mr. Scott.

The ICC Evaluation Service report for Icynene Classic Ultra and Icynene Classic Ultra Select - ESR #1826 - can be downloaded from the ICC-ES website [www.icc-es.org](http://www.icc-es.org) or from the Icynene website [www.icynene.com](http://www.icynene.com).

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**About Icynene-Lapolla**

Icynene-Lapolla is a leader of high performance building material innovations aimed at optimizing the building envelope and maximizing energy efficiency. Available in more than 31 countries, Icynene-Lapolla is a global manufacturer and supplier of spray polyurethane foam for insulation and roofing applications, reflective roof coatings and equipment. Serving architects, builders, contractors and homeowners, Icynene-Lapolla’s solutions enhance residential and commercial structures, in both new and retrofit construction.

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