



***For immediate release***

## **Icynene launches new interactive, responsive website**

**Mississauga, ON. 16 July 2013.** Leading spray foam insulation manufacturer, Icynene, is pleased to announce the launch of its new interactive responsive website – [www.icynene.com](http://www.icynene.com). The new-look website offers architects, builders and homeowners across North America comprehensive and tailored resources and information for their individual insulation requirements. A key feature of the new website is responsive design, which automatically adjusts layout to provide an enhanced user experience on smart phones, both Apple iOS and Android, as well as tablet devices.

The new Icynene website has been designed to segment the information specific to the user, allowing architects and builders to reach key data quickly for both residential and commercial building projects. Technical data, building specifications and project examples for residential and commercial buildings are only a click away.

For homeowners, the change is even more dramatic. The new website takes homeowners through the research process for new homes or renovations in an interactive format helping users to understand the advantages of spray foam insulation, how the product can help them save money as well as how Icynene has grown to become the market leader.

“A considerable amount of research went into optimizing our website to ensure it was more user-friendly and intuitive so that users could understand the product and its benefits as well as find their local licensed Icynene contractor. The new-look website is fresher, cleaner and filled with useful resources case studies, videos, and project details that architects, builders and homeowners alike will be able to take advantage of,” said VP Marketing Betsy Cosper.

“As the market leader, we consistently strive to be at the forefront of delivering the right information to our audience and this new interactive website does that. People are becoming increasingly aware of spray foam insulation and how it can be used in their projects, so it’s important for us to provide the right information quickly.” said Mrs. Cosper.

The Icynene website can be accessed at [www.icynene.com](http://www.icynene.com).

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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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