



For immediate release

Insulation manufacturer Icynene unveils world's first 100% water blown closed-cell innovation – Icynene ProSeal Eco™

Mississauga, ON. 12 September 2013. Leading spray foam insulation manufacturer, Icynene unveils a world first innovation today as it introduces Icynene ProSeal Eco™ – a 100% water-blown medium-density closed-cell spray foam. The ground-breaking new product is set to change how the construction industry uses closed-cell spray foam insulation thanks to the product's superior environmentally responsible formulation and wide commercial application possibilities.

As a 100% water-blown medium-density closed-cell spray foam insulation, Icynene ProSeal Eco™ does not include any ozone-depleting blowing agents. Moreover, it is a smarter replacement for chemically-based medium density, closed-cell spray foam insulation products for architects and designers seeking a more environmentally sound option. In addition to its positive environmental footprint, Icynene ProSeal Eco™ has significantly expanded the number of commercial assembly approvals allowing it to maximize the use of closed-cell spray foam insulation in commercial applications.

"The architectural and construction communities have been demanding a product like this, and as the pioneers of modern spray foam insulation, Icynene is evolving the insulation industry unlike anyone else. This environmentally responsible product has been thoroughly tested and evaluated by the industry's key organizations ensuring that we continue to deliver high-quality spray foam products that deliver to the highest standard," said President and CEO, Howard Deck.

Icynene ProSeal Eco™ has been comprehensively tested in a range of ASTM E119 approved wall assemblies with cost effective materials resulting in a wider range of commercial application possibilities. With an excellent R-Value and superior adhesion performance, Icynene ProSeal Eco™ is suitable for projects in any climate zone across North America.

"Icynene ProSeal Eco™ is the next logical step in the evolution of the insulation industry. As a medium-density, closed-cell spray foam, Icynene ProSeal Eco™ is an environmentally responsible solution that offers the most design flexibility in a variety of commercial and residential applications. The possibilities are truly endless," said VP Marketing, Betsy Cosper.

The ESR Report for Icynene ProSeal Eco™, ESR #3493, can be downloaded from the ICC-ES website www.icc-es.org or from the Icynene website www.icynene.com.



The introduction of Icynene ProSeal Eco™ follows the recent launch of Icynene's superior performing light-density, open-cell spray foam, Icynene Classic Max™ in November 2012.

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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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