



*For immediate release*

## **Tests confirm Icynene Classic Max spray foam insulation helps smother attic fires in less than sixty seconds**

**Mississauga, ON. 11 December 2013.** Comprehensive testing by leading spray foam insulation manufacturer Icynene, in collaboration with the International Code Council Evaluation Service (ICC-ES), has confirmed that its Icynene Classic Max™ spray foam product is the industry's safest and most economical option for builders and homeowners looking to protect their homes from attic fires spreading.

Icynene collaborated with the ICC-ES and an ICC-ES endorsed fire consultant to conduct a series of computer modelling and End Use Configuration testing to determine the performance of the spray foam in an unvented attic in a real-life fire scenario. The test results confirm that Icynene Classic Max™ helps smother the fire in less than a minute.

With approximately 10,000 attic fires occurring annually causing an estimated \$477 million in damage, Icynene's proactive approach to End Use Configuration testing has been commended by experts in the fire industry.

"True to our commitment in delivering top quality spray foam products, we wanted to go beyond the standard testing methodology and develop a series of tests that truly represented the performance of real-life attic fires. Existing tests only offers a limited point of reference, so it was important for us to consider a broader array of factors such as unlimited oxygen supply and venting, flame growth and the truer geometry of an attic," said Icynene VP Engineering, Paul Duffy.

"No other spray foam insulation product has been as extensively tested as Icynene Classic Max™. Unvented attics insulated with Icynene Classic Max™ spray foam have a distinct advantage over traditionally-insulated vented attics when exposed to fire. It is this advantage that will help protect homeowners from being devastated by a runaway attic fire," said Mr. Duffy.

"Icynene's pioneering research in the area of fire safety has set a new standard for design - Icynene has proven it is possible to produce a design that limits the burning duration of a fire, containing the fire in the attic and extinguishing it quickly without fire damage to the structure. The Icynene Classic Max unvented attic is a unique innovation," said Deg Priest, President of Priest & Associates Consulting.



Icynene Classic Max™ is an open-cell, light density spray foam insulation product that simplifies unvented attic design in that it does not require an additional ignition barrier thereby allowing builders to save time and money in residential construction projects.

#ENDS #

**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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