



For immediate release

Icynene showcases open-cell spray foam innovation in NextGen Home at 2014 International Builders Show

Mississauga, ON. 30 January 2014. Spray foam insulation manufacturer, Icynene is set to continue its collaboration with NextGen Home this year, as it showcases its open-cell spray foam insulation product, Icynene Classic™, at the upcoming 2014 International Builders Show in Las Vegas, Nevada.

Icynene's collaboration with the 2014 NextGen Home follows the spray foam manufacturer's involvement with NextGen Home TV series 'First to the Future Home' with personality Ty Pennington and the 'Make It Home' series with interior designer Jillian Harris. Both projects showcase the immediate and long-term benefits of Icynene spray foam insulation and how homeowners can be more energy efficient by insulating and air-sealing in one step.

Visitors to the NextGen Home will be able to learn how Icynene Classic™ both insulates and air-seals a home's envelope to reduce energy waste and air leakage for a more efficient home. With Icynene Classic™, homeowners are able to reduce their monthly heating and cooling expenses by up to 50%. The spray foam insulation is applied as a liquid and expands 100 times its size within seconds to fill every nook and cranny within the building envelope.

As the industry leader in innovation, Icynene's range of spray foam insulation products help improve the efficiency of homes and commercial buildings. For instance, the spray foam manufacturer's Icynene Classic Max™ is the only product that offers homeowners the opportunity to build the safest attic, by self-extinguishing an attic fire before it has a chance to spread. This product has the most comprehensive fire testing in the industry.

Held at the Las Vegas Convention Center from February 4th to 6th, the International Builders Show is the largest building and construction conference in North America. Conference attendees are invited to visit the NextGen Home and discover the evolution of insulation with Icynene.

ENDS



About Icynene Corp

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.

For more information, contact:

Icynene Marketing Communications
media@icynene.com 800-758-7325, x215
www.icynene.com