

***For immediate release***

## **Icynene Europe re-aligns business focus within Benelux**

**Brussels, Belgium. 1 December 2015.** Icynene Europe S.P.R.L., the European arm of global spray foam insulation manufacturer, Icynene, has announced that from today it will assume control of distribution within Benelux.

The announcement comes as the spray foam insulation manufacturer moves to re-align its business operations and focus within the Benelux market to better service its local dealer network and grow business within the region. The launch of a new website complements the renewed focus within Benelux and specifically within Belgium and the Netherlands.

“Since formally establishing a European presence and opening our first European office here in Brussels in early 2013, Icynene Europe has seen tremendous growth and entry into new markets across Europe. As one of our more well-established markets, Benelux is an important and growing market for Icynene,” said Bertrand Lauret, the Contracted Director of Icynene for Europe, Africa and the Middle East.

“Our focus on the region means that we are able to allocate more resources to addressing the needs of our customers as well as providing the additional support they need to respond to market demand. Plus, the new website means that architects, builders and homeowners can gain a better insight into the immediate and long-term performance advantages of Icynene spray foam insulation,” said Mr. Lauret.

The new Benelux website can be visited at [www.icynene.be](http://www.icynene.be).

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### **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.

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