



For immediate release

Icynene launches new look, customer-centric website

Mississauga, ON. 20 September 2016. Leading spray foam insulation manufacturer, Icynene, is pleased to announce the launch of its new website – www.icynene.com. The new website has a strong customer-centric approach offering quicker access to the right information for architects, builders and homeowners across North America.

The new look Icynene website has been optimized to allow industry users, such as architects and builders, to reach key documentation and product specifications quickly for both residential and commercial building projects.

The new website takes a customer-centric approach for homeowners allowing them to truly understand every aspect of spray foam insulation, the importance of using a licensed spray foam dealer as well as what to expect in terms of advantages and benefits. The information complements that available on the Homeowner Mobile App recently made available via the Apple App Store and Google Play Store.

“We are excited to launch our new website. Considerable research and planning went into creating this website and optimizing it to ensure that it connected with our audiences and with all of our other printed materials as well as our recently launched Homeowner Mobile App. The new-look website is fresher, cleaner and filled with useful resources like case studies, videos, and project details for architects, builders and homeowners to take advantage of,” said VP Marketing Betsy Cosper.

“Icynene is regarded as the market leader, and we are constantly challenging ourselves to go one step further. It is important as the market leader, that we are delivering the right information to our audience and correcting any mis-information about spray foam insulation. Building professionals and homeowners 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.

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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.

For more information, contact:

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