

# INSULATION LIKE NO OTHER WHY USE ANYTHING ELSE?



## How Icynene® stacks up

Desired Feature	Fibreglass Batts	Wet-Sprayed Cellulose	Icynene Foam
R-Value per inch	4.0	3.6	3.6
Meets air barrier requirements without extra materials and work			✓
Easily insulates irregular or hard-to-reach spaces		✓	✓
No HFAs, HCFCs or HFCs used	✓	✓	✓
Contains no formaldehyde		✓	✓
No harmful emissions after installation or drying		✓	✓
Can be injected in closed wall cavities			✓
Not a source of food for mould	✓		✓
Won't shrink over time	✓	✓	✓
Won't wick water	✓		✓
Not damaged by water			✓
Controls airborne sound transfer	✓	✓	✓
No framing distortion	✓	✓	✓
No settling or sagging			✓
Count	6	7	33

- ✓ Up to 50% more energy savings
- ✓ A perfect insulation solution and air barrier in one product
- ✓ A clean, dust free, healthy environment
- ✓ No mould build-up & better moisture control
- ✓ No itchy, sagging, dusty fibres
- ✓ No air leakage
- ✓ Better noise control
- ✓ A green building product

ICYNENE® INSULATION

## CONSIDERING INSULATION?

Make the *right choice*



Call Easyfoam Insulation for a Free Quote!

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Servicing all areas

## BUILD A BETTER HOME

After decades of study and experimentation, building scientists have concluded that tighter, mechanically ventilated homes are the best way to achieve maximum energy efficiency and better indoor air quality.

A sealed home enables you to better control your living environment and allows you to take advantage of the performance of your air conditioning and/or ventilation systems.

The end result is a more comfortable home with significant monthly energy savings, and vastly superior air quality.

## THE TRULY REVOLUTIONARY SOLUTION

## MAXIMISE PERFORMANCE & SAVE ENERGY



ICYNENE® INSULATION

### Healthier, Quieter, More Energy Efficient™

Icynene® is a special form of foam insulation which Easyfoam sprays into your walls, floors and ceilings.

Sprayed on as a liquid, it expands in seconds to create a superior insulation and air barrier. Every nook and cranny, electrical box, duct, and exterior penetration is effortlessly sealed.

No more random air leakage or energy robbing drafts to worry about. It adheres to everything - so whether your home is wood or metal, it will deliver the performance you can count on.

### Saving you money

The energy savings you make with Icynene are so effective that you can often downsize your air conditioning and heating equipment significantly.

Depending on the design of your home, it may mean that other building costs can be eliminated such as the need for air barriers, caulking and taping.

You will see significant savings in your monthly energy bills for both the summer and winter months. You'll soon discover it was the best investment you made in your new home.

### Get Better Air Quality

Improving indoor air quality is a goal of many new home buyers & renovators, especially those suffering from allergies, asthma or other respiratory problems.

Unlike other solutions, insulating with Easyfoam allows you to completely seal the building envelope. By eliminating random air leakage, the penetration of dust, allergens and pollutants can be significantly reduced.

It allows you to develop a controlled indoor environment so you can design your heating and cooling equipment to maximise air quality.

Humidity can be better controlled so you can eliminate health concerns about mould and mildew. Design your home properly with Icynene® and you'll feel the difference. You'll enjoy a healthier, more comfortable home for years to come.

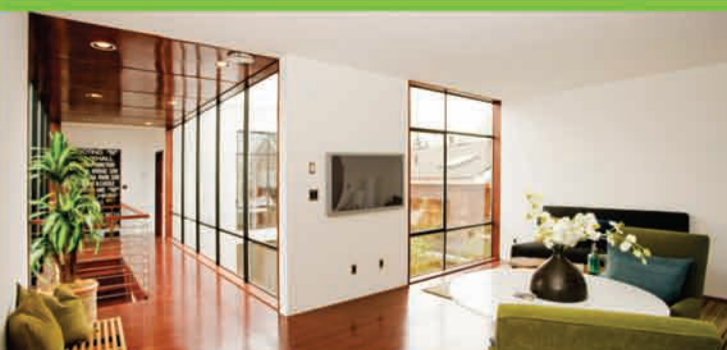


### Don't rely on R-value alone

Many people believe that R-value is the key to reducing energy consumption. Unfortunately, R-value does not take into account air leakage which is a major factor in evaluating overall energy efficiency.

If you want a solution that adds R-value to your home as well as eliminating air leakage, you can't beat Icynene. By controlling air leakage, your home will perform 30-50% better than traditional insulation methods.

On top of that, Icynene *does not* shrink, sag, settle, slip, turn to dust or decline in R-value over time!



### A quieter home

Icynene's unique air sealing qualities will also have a significant effect on reducing the airborne sound penetrating your home. It's a real advantage if you live near a busy street or airport.

It's also ideal for soundproofing interior walls in your home theatre or kids play room. It even reduces the sound of running water in bathrooms and around plumbing stacks!



### The smart choice

Icynene® has long been recommended for individuals who are chemically sensitive. Unlike some other forms of insulation, it contains no formaldehyde and does not emit any detectable emissions after you move into your new home.

Icynene's foam technology for expansion is water based. It uses no HCFCs which are common in other foams and harmful to our environment.

Far from behaving like an irritant, Icynene is inert and looks and feels like sponge cake!