



Turn your house into a home.
Insulating your new home with Icynene spray foam insulation.



It's in the details.

Buying a new home is an exciting process. From choosing the right finishes and fabrics to selecting the right colors and furniture, it's important to fill your home with all the right things – including comfort.

With so many decisions to make, choosing the right insulation to protect you, your family and your home from varying temperature extremes and discomfort will make all the difference. With Icynene spray foam insulation inside, you can turn your house into a home.

Did you know that air leakage can account for as much as 40% of heat loss in homes¹? Icynene spray foam insulation helps significantly reduce this energy loss.

Why should I consider spray foam insulation?

Unlike conventional insulation types, insulating and air sealing your new home with Icynene spray foam insulation establishes a protective shield that significantly improves the comfort, performance and efficiency of your home.

Air naturally flowing in and out of your house through small cracks and gaps can add up to a hole the size of a basketball. While conventional insulation types provide thermal insulation, Icynene spray foam insulation provides thermal insulating value plus, through air sealing, helps control air leaks for a more energy efficient home. Icynene spray foam expands up to 100 times its size upon application to immediately insulate and air-seal your home.

Over time, the performance properties of conventional insulation types can be compromised due to aging, gravity or nesting pests, etc. This can noticeably affect air flow allowing heat to escape during winter and cooled air to escape during summer forcing your HVAC equipment to work overtime to compensate. As a result, monthly heating and cooling costs are driven up impacting your household budget. Icynene spray foam insulation expands to seal your home and help reduce your monthly heating and cooling costs.

1. National Resources Canada Office of Energy Efficiency



Spray foam insulation in your home.

Building a new home is the ideal time to insulate with Icynene spray foam insulation. In addition to cost savings, there are several ways that Icynene spray foam can benefit you and your family throughout your home.

Quiet comfort

Icynene open-cell spray foam insulation helps reduce sound travel from noisy areas such as media rooms, play rooms and music rooms as well as noises from outside including air traffic and motor traffic. Noises from plumbing pipes are also dampened with Icynene spray foam.

Mold protection

Moisture that enters your home through walls, floors and ceilings is mostly carried in the air. Sealing your home with Icynene spray foam insulation helps protect against wood rot, moisture infiltration, mold growth as well as buckling hardwood floors.

Fewer drafts

Air sealing your home with Icynene spray foam insulation eliminates the risk of unwanted cold drafts and high heating bills in winter and stuffy, humid rooms in summer. Plus, you will notice more even temperatures resulting in greater comfort and a reduction in energy consumption.

Protect against flooding

Medium-density spray foam insulation can ensure your home is better protected against potential damage from bulk water such as flooding. In fact, the U.S. Federal Emergency Management Agency (FEMA) identifies closed-cell spray foam insulation as a flood resistant material ideal for use in coastal homes and homes in areas prone to hurricanes, due to its resilience and strength.

Breathe easier

Icynene spray foam insulation works to help improve indoor air quality by minimizing the amount of pollutant and allergens that enter your home. Plus, the amount of airborne irritants such as dust, humidity and exhaust fumes is reduced for a more comfortable living space.

Deter pests

Unlike some conventional insulation materials, Icynene spray foam insulation is not considered a source of food or nesting material for rodents, termites or other small urban animals.

Save even more.

More than ever before, new homes are being built with spray foam insulation included in the home. Investing in Icynene spray foam insulation is an investment that will pay dividends over the long-term. From its performance advantages through to its positive impact on your monthly household budget, Icynene spray foam insulation is a premium product that pays for itself quickly:

- Help optimize the performance of your heating and cooling equipment.
- Reduce your home's energy loss
- Add resale value to your home, should you choose to sell

Icynene warrants its insulation for the life of the building, and this warranty is transferable from one owner to the next.



Know the value of R-value.

When considering insulation, a commonly-used term is R-value. R-value measures how well the insulation can resist heat movement through it. However, R-value cannot measure heat movement carried in the air.

Adding thicker insulation or higher R-value in your new home does not necessarily mean improved thermal comfort and air-sealing. In fact, you may still experience higher-than-average heating and cooling bills. Therefore, it's important to consider how your new home's insulation will perform over the long-term.

An insulation and air barrier system such as Icynene spray foam insulation ensures that your home does not lose lots of heated or cooled air and provides an effective and building-code compliant R-value.

Ask your builder about Icynene
spray foam insulation today.

Call 1.800.758.7325 or visit icynene.com to learn more
about Icynene spray foam insulation.



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