

**For Immediate Release
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Insulation: Thermal Performance is Just the Beginning
Icynene® - improving energy efficiency of any green building

PHOENIX — June 2007 — A lot has happened in the insulation industry in the last decade--manufacturers have introduced new insulation materials, new product formulations have eliminated problem materials such as HCFCs, and improved understanding of performance and health risks has informed our building practices. But the fundamental issues have not changed. Insulation remains a critically important component of any green building--whether residential or commercial.

The Icynene Insulation System®, with its environmental benefits over a building's life, will almost certainly far out-weigh any negatives--and dwarf any environmental differences among the alternative materials.

To really understand insulation materials, you have to understand the basics of heat flow. There are three primary mechanisms of heat flow: conduction, convection, and radiation.

Thermal conduction is the movement of heat from direct contact: one molecule is activated (excited) by heat and transfers that kinetic energy to an adjacent molecule. We generally think of conduction occurring between solid materials--the handle of a hot skillet conducting its heat to your hand, for example--but thermal conduction also occurs with liquids and gases.

Convection is the transfer of heat in liquids and gases by the movement of those molecules from one place to another. As air is warmed, it expands, becomes more buoyant, and rises--a process called natural convection. Forced convection is the distribution of warm air by use of a fan or air handler.

Finally, radiation is the transfer of heat from one body to another via the propagation of electromagnetic waves. A warmer body will radiate heat to a cooler body. When you sit in front of a fireplace and look into the fire, your face is warmed by the radiant transfer of energy from that heat source to your face. That radiant energy is not affected by air currents and occurs even across a vacuum--as we know from lying in the sun.

The on-site spray applied application of Icynene® provides an excellent air seal and improves energy efficiency of any green building. The overall performance of the building results in better sound attenuation, healthier indoor environment and enhanced thermal comfort.

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