



ICYNENE[®]

The Evolution of Insulation[™]



MADE IN CANADA SINCE 1986

ICYNENE.CO.UK, ICYNENE.EU, ICYNENE.COM



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SPRAY FOAM
INSULATION

IT'S TRUE insulating with Icynene spray foam insulation is a bigger initial investment than conventional insulations.



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BUT IT'S ALSO TRUE that you'll start saving even more on your utility bills than you would by installing conventional insulation.

Invest now to start saving even more right away.




Here's why...



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All Insulation Materials are NOT created equal

Icynene	Benefits	Conventional Insulation	
 <p data-bbox="326 841 423 867">Icynene</p>		 <p data-bbox="792 834 1079 862">Fibreglass and Rockwool</p>	 <p data-bbox="1195 837 1300 863">Cellulose</p>
Sponge Cake	Feels like	Scratchy wool	Paper Litter
✓	Meets Air Barrier Requirements		
✓	Fills Spaces		✓
✓	Not a Food Source for Mould	✓	
✓	No Sagging		
✓	Won't Wick Water		

Purpose of insulation is to resist **heat flow** in or out of a space.

Keep a warm house warm in the winter, and a cool house cool in the summer.



Heat stays
inside.

Lower heating
costs.

Heat stays
outside.

Lower cooling
costs.

FOR GREATER COMFORT

Major Types of Heat Flow



Conduction

Heat flows **through** certain material better than others.



Air Leakage and Convection

Heat flows, or leaks **out** through open spaces.



A woollen jumper warms the body when it is cold out.

Wool provides good thermal resistance.



But it doesn't help keep you warm if the wind is blowing and flowing right through.



A windcheater will be more effective in keeping you warm.

Thermal Resistance and Lambda

The Lambda Value (λ) of an insulation evaluates its heat resistance and conductivity in controlled laboratory conditions.



The Lambda Value (λ) does not

consider air movement through or around the material once it is installed in your home.



Lambda Value (λ) does not solve everything when it comes to evaluating the effectiveness of insulation without airtightness.



Heat leaks out in winter.

Energy is wasted. Higher heating costs.

Heat leaks in, in summer.


Discomfort and wasted energy. Higher cooling costs.



Air leakage can account for up to 40% in energy losses.
Imagine the effect it would have on your heating and cooling bills if you had an open window all year round ...

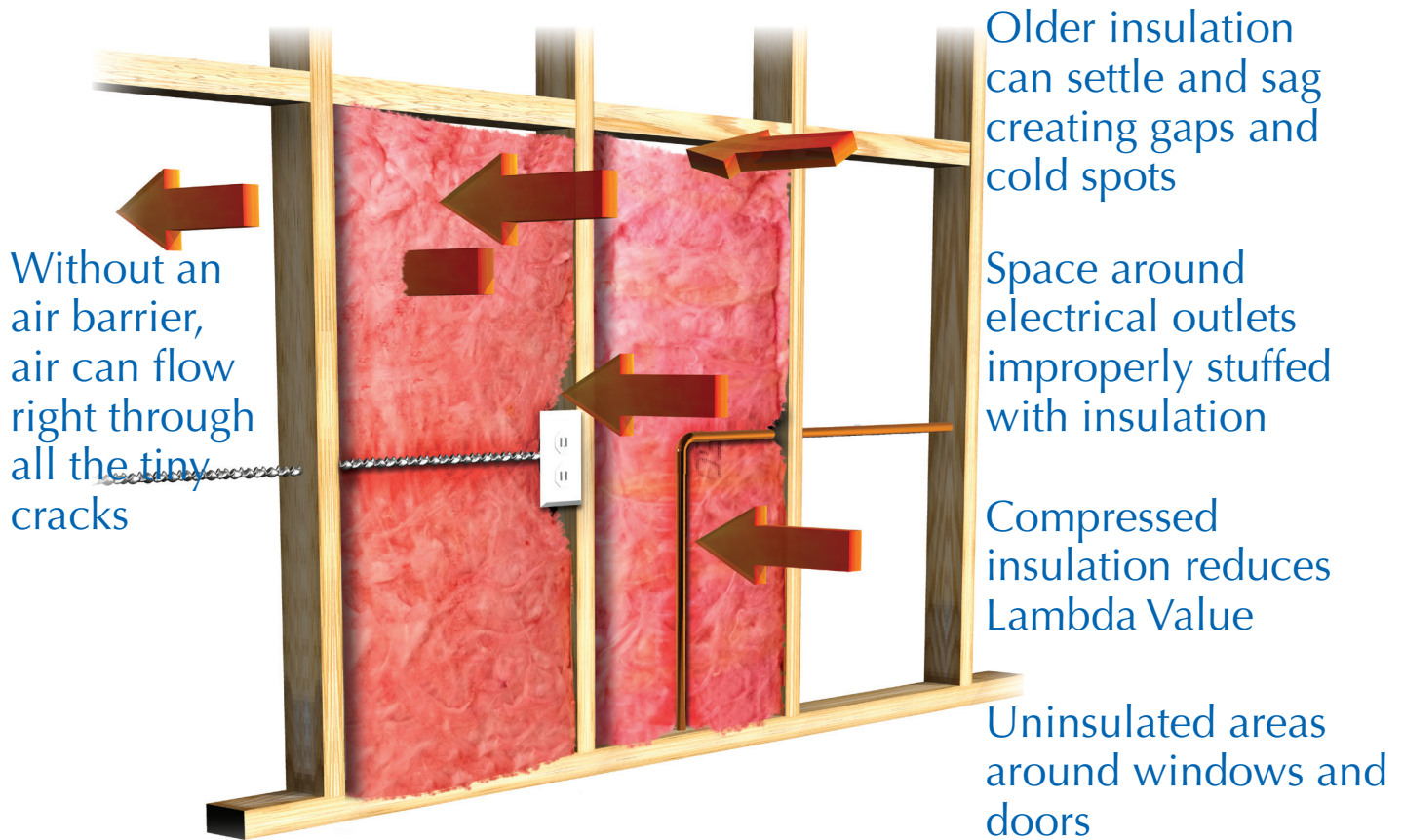
WHAT A NIGHTMARE!

Insulation Effectiveness Comparison

	Conduction (Lambda Value)	Convection (Airtightness)
 Icynene Spray Foam Insulation	✓	✓
 Fibreglass	✓	✗
 Cellulose	✓	✗

Only Icynene spray foam insulation protects against the single biggest source of heat flow: air leakage (convection) because it forms an effective air barrier.

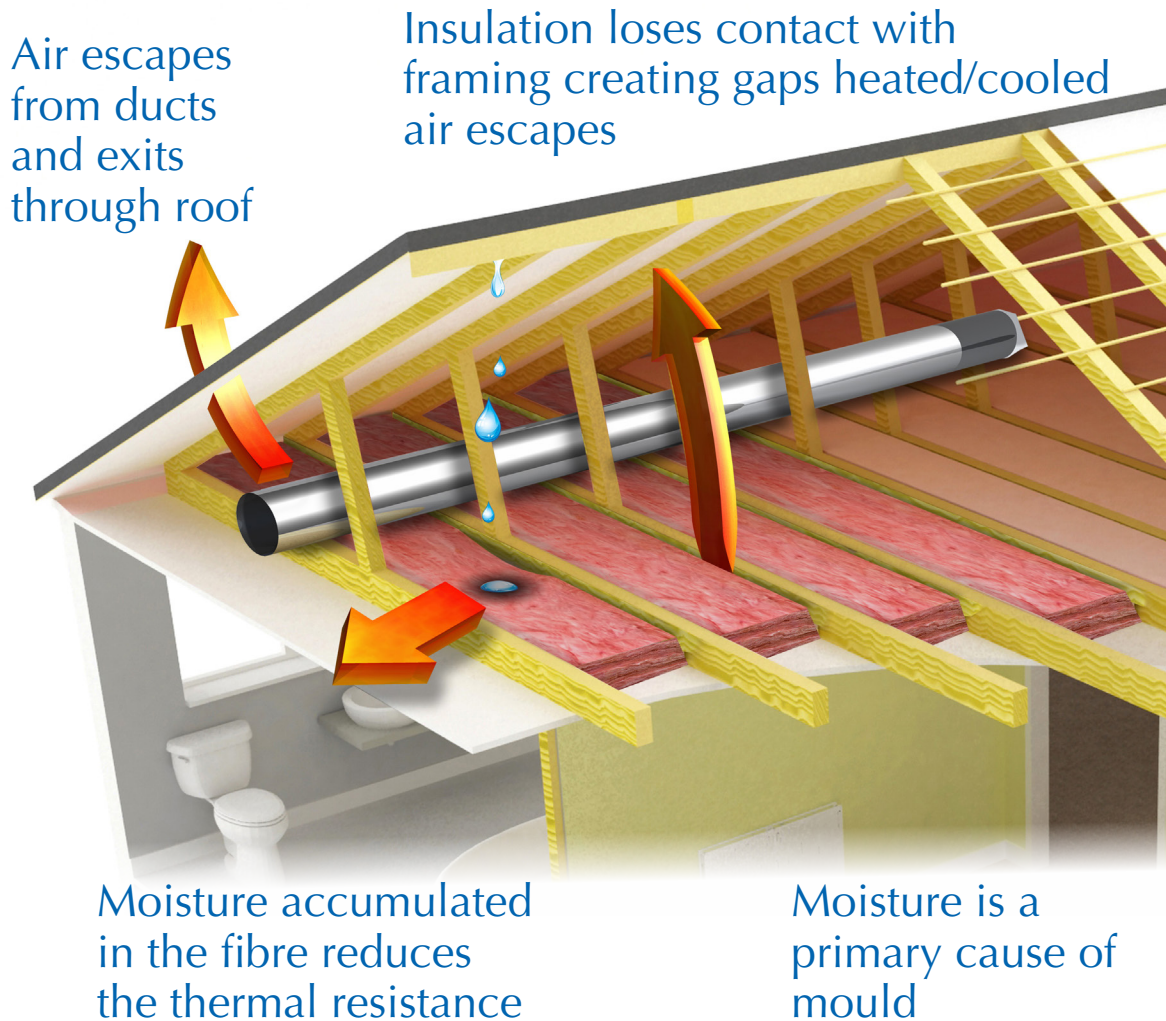
Traditional Insulation installed in walls



Thermal Resistance is compromised

But with Icynene spray foam insulation, gaps and sagging are never an issue.

Traditional Insulation installed in attics



With Icynene, risks of moisture and mould are minimised.



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Never loses its shape, remains flexible

Unlike conventional insulation materials Icynene fills cracks, gaps and crevices on installation.

Icynene won't compress, sag or settle over time.

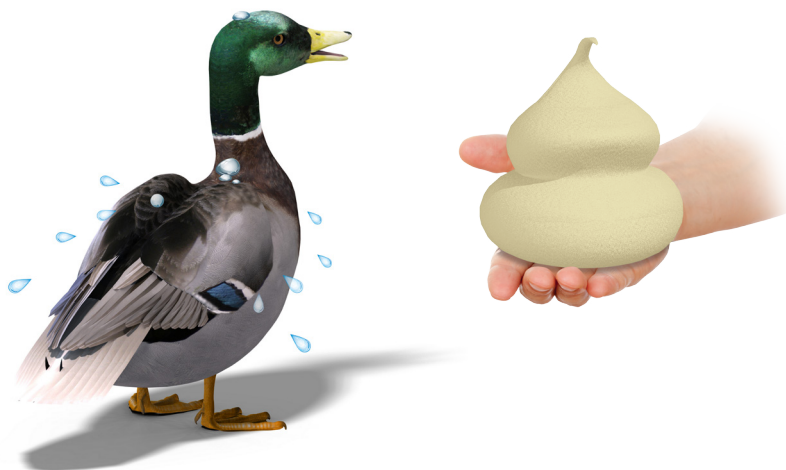
Icynene creates an air barrier to virtually eliminate leaks, which can account for up to 40% of the energy cost to heat and cool your home.



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Controls Moisture



Icynene spray foam insulation controls airborne moisture and related mold issues for a healthier environment inside your home.

Icynene is open-celled which allows water to drain and dry quicker.



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Acoustic performance quality

Open-celled Icynene spray foam insulation has excellent mid-range sound barrier qualities making your home quieter.





Icynene contributes to a cozier environment and quieter quality of life.



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Suitability of open-cell and closed-cell spray foam

	Icynene  LD-C-50	Icynene  MD-R-210
Remains soft/flexible to expand & contract during normal structural shifting	✓	✗
Allows moisture to escape, for example in case of leakage or condensation	✓	✗
Not a food source for mould	✓	✓
Controls airborne moisture flow	✓	✓
Controls flanking sounds	✓	✗
Air Barrier	✓	✓
Blowing Agent	Water	Water
Air-filled cells	Yes	Yes



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Why is Icynene considered a healthy product? **A reduced carbon footprint.**

- ✓ Icynene does not contain harmful gases, unlike other polyurethane foams.
- ✓ Icynene does not contain formaldehyde or toxic substances.
- ✓ Icynene LD-C-50 is very light and never settles.
- ✓ Icynene does not absorb moisture unlike traditional insulation.
- ✓ Icynene does not degrade with moisture and expands up to 100 times its size to insulate all areas.
- ✓ Icynene MD-R-210 is the world's first water-blown closed-cell medium-density spray foam.



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What Happens Next?



The Contract

Let's review the Icynene contract to start the installation process.

The Day Before Installation

As this is a construction process, certain precautionary measures are needed. Cover personal portable belongings, (i.e. treadmills). Pull furniture/belongings away from walls in rooms or areas to be worked on.



Installation Day and the Day After

Icynene installers wearing protective clothing and equipment will arrive and begin setting up. As with any construction process, safety procedures require that the home is unoccupied by family, including pets, during installation and for a period of 24 hours after to allow foam to set and application odors to dissipate. For better comfort and energy efficiency, we recommend having an heating and cooling expert re-assess your heating, cooling and ventilation needs after the Icynene installation.



- ACHIEVE SUBSTANTIAL HEATING AND COOLING SAVINGS •
- FEEL THE DIFFERENCE IN A MORE COMFORTABLE LIVING ENVIRONMENT •



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