



## FOR IMMEDIATE RELEASE

Contact: Mittie Rooney, Axiom Communications Group  
301-229-1618  
mrooney@axcomgroup.com

**Polyiso: An Affordable Answer to Rising Energy Costs and Global Warming**  
*Industry Launches New Campaign to Educate Architects and Building Owners About the Energy and Cost Benefits of Polyiso Insulation*

**BETHESDA, MD, July 10, 2006** — As energy prices continue to climb across the country, building owners, architects and roofing contractors are looking for ways to save energy and money. A new campaign by the polyiso industry seeks to educate construction professionals about the energy and cost saving benefits of polyiso insulation. A new website ([www.polyiso.org](http://www.polyiso.org)) and a comprehensive education and advertising campaign will launch in late June to provide building owners, architects, specifiers, facility managers, roofing contractors and homeowners with information, resources and empirical analysis detailing polyiso's environmental and economic performance.

"It's critical that building professionals have resources to help them and their clients make important decisions about the energy performance of their buildings," said Jared Blum, president of Polyisocyanurate Insulation Manufacturers Association, the national trade association for polyiso manufacturers. "Studies shows that polyiso is more affordable to install and more energy efficient than other roof insulation products."

Polyiso is one of the nation's most widely used and cost-effective insulation products and has been cited by the U.S. Environmental Protection Agency for its responsible impact on the environment. Polyiso is a rigid foam board insulation used primarily on the roofs of commercial buildings and schools, and as sheathing for homes. Because of its superior durability and high R-value (the measure of an insulation's thermal resistance and energy-efficiency), polyiso is used in more than 60 percent of new commercial construction.

The polyiso industry campaign will provide all building professionals—building owners, architects, specifiers, roofing contractors and builders—with the essential information they need to make decisions concerning roofing, sheathing and cavity wall insulation. Key elements of the

campaign include an audience focused website, advertising in select trade publications and presentations to ally trade organization to education their members about energy efficiency, energy codes and polyiso insulation.

A recent case study conducted by the Energy Service Provider Group found that polyiso installed between 1999 and 2003 saved 217 million barrels of oil and \$8.7 billion in energy costs. Because of its unique closed-cell design, the R-value of polyiso increases with thickness. According to the study, if builders used just one extra inch of polyiso above minimum R-value requirements, an additional 64 million barrels of oil and \$2.5 billion in energy costs could have been saved. That would bring total savings to 281 million barrels of oil and \$11.2 billion in energy costs.

Another case study found polyiso to be dramatically more affordable to install than expanded and extruded polystyrene. In fact, polyiso is so affordable, builders can increase the amount of polyiso by approximately 30 percent, adding an extra inch of polyiso, and still keep the installation costs below the minimum R-value installation cost of expanded and extruded polystyrene.

### **About PIMA**

PIMA is the national trade organization that advances the use of polyiso insulation, one of the most widely used and cost-effective insulation products in North America. PIMA's membership consists of manufacturers and marketers of polyiso insulation, as well as suppliers to the industry. For more information about economic benefits of high thermal performing roofs, please visit the PIMA web site at [www.polyiso.org](http://www.polyiso.org), or call 301-654-0000.