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//from the editor

WELCOME TO THE JANUARY/FEBRUARY 2015 ISSUE OF SPRAY FOAM MAGAZINE

Once again, we've arrived at the critical juncture that is the New Year. It's an important time for Spray Foam Magazine and our readers, as we publish our annual print edition every January. This year is different, though. We decided that one print issue isn't enough, so we will be publishing Spray Foam Magazine in print and digital throughout 2015. It's a bold move, and it represents an exciting new chapter for our publication.

For the spray foam industry, this time of year is also significant for being the home stretch leading to the industry's biggest annual event: the Sprayfoam Convention & Expo. Companies from every segment of the spray foam industry are preparing to wow attendees with the latest products and services at the Expo. It's the one event where the industry gets together and jointly works towards spray foam's success in the coming years.

In continuing the theme of success, we've assembled in this issue a number of articles that offer valuable perspectives on how to attain success in the spray foam industry, whether you're looking to start a spray foam business or expand your SPF operation. This industry is not for the faint of heart, so sometimes it's prudent to be exposed to viewpoints addressing how success can be fostered by changes small and large—it is the New Year after all.

Thanks for reading, and remember: foam for our future.

Ryan Spencer
Editor-In-Chief



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TABLE OF CONTENTS

january/february 2015 edition **VOLUME 5 ISSUE 1**

features



56

26

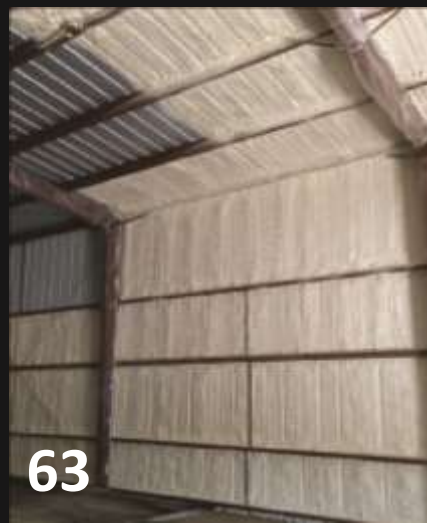
32

36

40



68



63

44

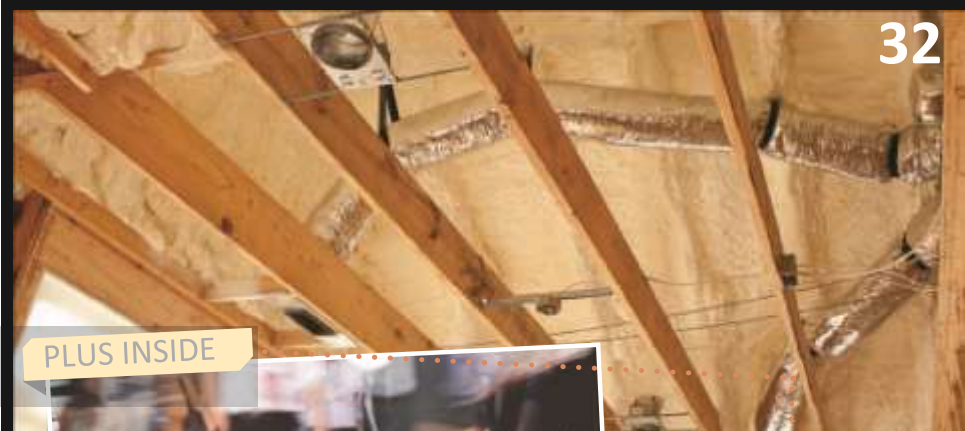
48

52

56

63

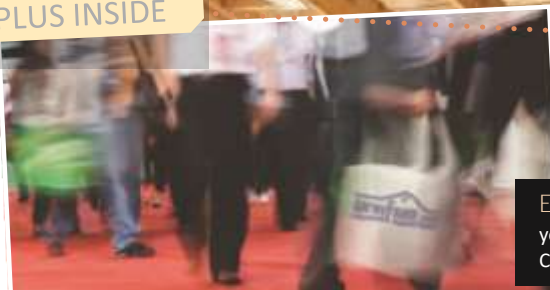
68



32

76

PLUS INSIDE



EVENT PREVIEW 5 reasons
you can't miss Sprayfoam 2015
Convention & Expo; p 26

Preview: Sprayfoam 2015
Convention & Expo

Getting started in the spray
foam industry

Aftermarket parts vs OEM
Parts

Growing your spray foam business

Looking forward in the SPF
industry

How SPF is used in commercial
structures

Getting started in the coatings
industry

Installing a residential
SPF roof on a mountain

Insulating a sweet potato facility

Harsh winter abated with
OC & CC SPF

Produce branded content to
grow demand

in every issue

credits | 03

from the editor | 06

advertiser's index | 11

sprayfoam 411 | 17

industry news | 20

calendar | 80

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 index**



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Demilec www.demilecusa.com		47
Diamond Spray Foam www.diamondsprayfoam.com		8
Digital Intent www.digitalintent.com		79
Graco www.graco.com		2
Huntsman www.huntsman.com		18
Icynene www.icynene.com		33
International Fireproof Technologies, Inc / Paint to Protect www.painttoprotect.com		12 - 13
NCFI www.ncfi.com		7 15
Oak Ridge Inc. www.oakridgepoly.com		71
Polyurethane Machinery Corporation (PMC) www.polymac-usa.com		4
Profoam, Inc. www.profoam.com		31
Progressive Materials www.pmsilicone.com		65
RHH Foam Systems, Inc. www.rhhfoamsystems.com		27
SPF Depot www.spfdepot.com		39
Spray Polyurethane Foam Alliance (SPFA) www.sprayfoam.org		81
Spray Foam Distributors of New England www.sprayfoamsupply.com		69
Spray Foam Equipment & MFG www.sprayfoam.cm		10
Spray Foam Leads www.sprayfoamleads.com		3 73
Spray Foam Systems www.sprayfoamsys.com		16
SprayFoam.com www.sprayfoam.com		62
SucraSeal / SES Foam Inc. www.sucraseal.com		5
Tennessee Chill Box www.tennesseechillbox.com		70
Tillotson Enterprises www.sprayapplications.com		28
Touch 'N Seal / Convenience Products www.touch-n-seal.com		42
VersaFlex Incorporated www.versaflex.com		21



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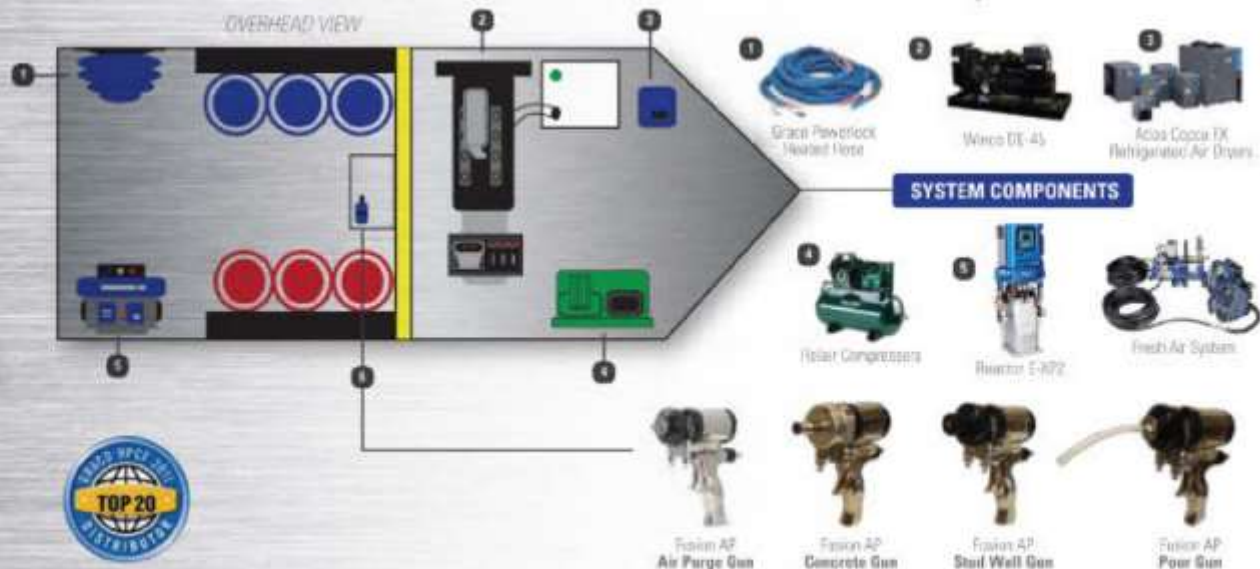
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draft, noting several inaccuracies in their concerns about Product File certain

California DTSC Update: SPF Misinformation Corrected, Issue Remains Unresolved

The recent efforts of California's Department of Toxic Substances Control (DTSC) to list spray foam as a release hazardous consumer product reached incorrect an important checkpoint in fall of 2014, as a concerted effort by the SPF industry lead to several revisions of misinformation about spray foam.

As highlighted in the May/June edition of Spray Foam 411, the presented in March 2014 a the Safer Consumer Products which

aims to reduce toxic chemicals in products consumers buy and use. Included in the Priority Products were "wet or unreacted" spray foam systems, about several subsequent public workshops and concerns: asthma submitting letters of revision. After several months of work, DTSC exposure.

Organizations like the Spray Polyurethane Foam Alliance (SPFA) and the American Chemistry (ACC) were baffled with

in the drafting process. The SPFA's stance on the situation was firm, with Executive Director Kurt Riesenberg saying in a press release the draft was, "grossly and [has] caused irreparable harm to our members and the building industry in the state of California." Similarly, the ACC advocated in an official press release that the DTSC

should have incorporated science-based information from existing DTSC sources, including EPA and other agencies. Priority Products Initiative,

In response, the SPFA and the ACC worked jointly in correcting the numerous inaccuracies in List DTSC's draft of the Priority polyurethane Products List by attending which the DTSC listed several subsequent public workshops and concerns: isocyanate content, asthma submitting letters of revision. After several months of work, DTSC exposure.

The DTSC first addressed the Council insufficiencies in its knowledge DTSC's

reference spray foam, as well as a reluctance to documents that contributed to the include SPF industry organizations inaccuracies.

The DTSC changed the scope of its actions by revising the definition of Spray Polyurethane Foam Systems. The DTSC narrowed its definition to include only pressurized two-component SPF systems, particularly for insulation and roofing applications. The definition no longer includes roof coatings. Also, one-component canned spray foam systems have been removed from the Scope of Products.

A notable revision related to health concerns is found on page six of the Product Profile, which had previously stated, "diisocyanates are the leading attributable cause of asthma in the workplace." After a correction by the DTSC, the statement reads, "exposure to diisocyanates in the workplace can cause asthma." The DTSC also removed from the scope of Chemical of Concern documentation HDI and TDI, which are not present in two-component SPF systems (though they are present in some elastomeric roof coatings).

The revisions represent an important, albeit minor, victory for the spray foam industry, as the issue hasn't necessarily been resolved. After the changes were made public, Riesenberg

“Spray Polyurethane Foam...should be delisted from the DTSC Priority Products Initiative process altogether.”

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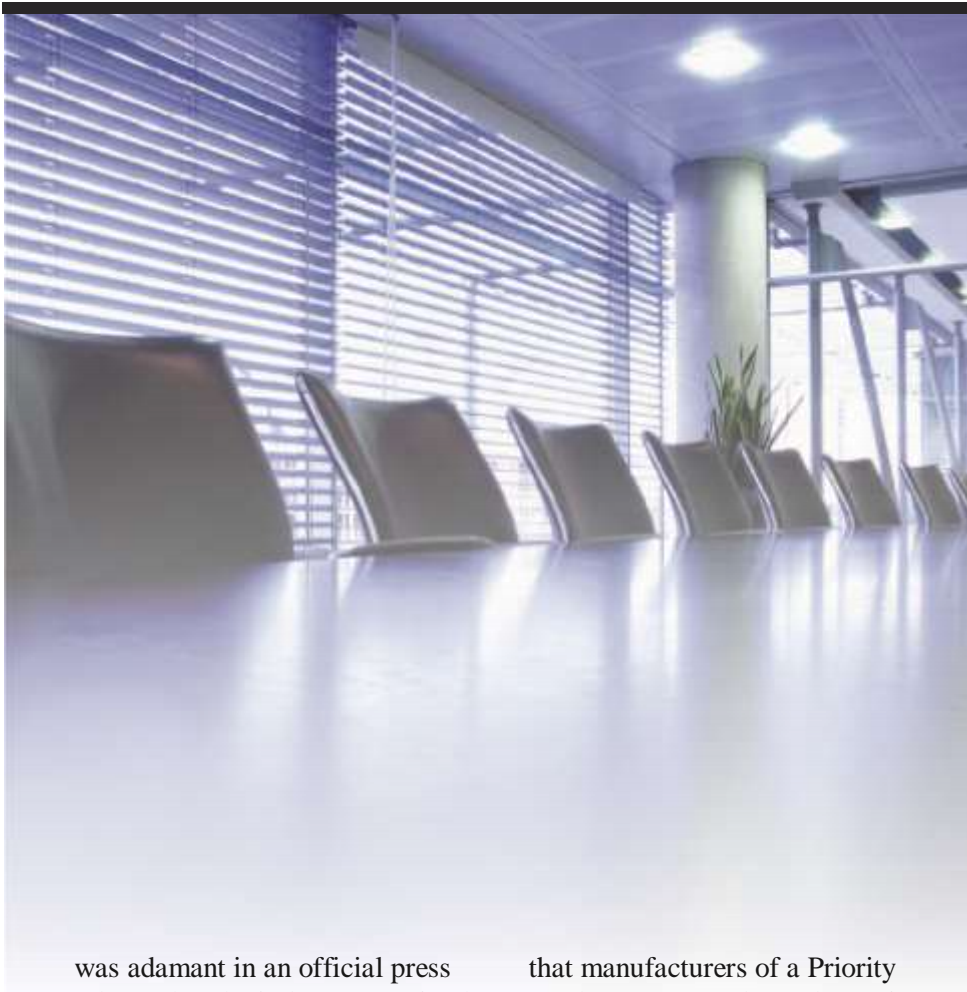
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was adamant in an official press release that the industry remained united and unyielding on this issue, saying, “Spray Polyurethane

Foam was unjustly selected for the Safer Consumer Products Initiative... it should be de-listed from the DTSC Priority Products Initiative process altogether.” To get spray foam de-listed, the SPFA and the ACC will have to continue fighting for the industry through 2015. In December 2014, the DTSC announced that the rulemaking process is slated to start just after the New Year. The rulemaking process is projected to take less than a year and will result in the Final Priority Product List. At

that manufacturers of a Priority Product must conduct Alternative Analyses to limit public exposure to the Chemical of Concern. The

that point, the DTSC mandates DTSC’s final course of action is a Regulatory Response affecting the use of spray foam in California.

Even though some wrongs have been righted, there’s still an uphill battle for the SPFA and the ACC to ensure that spray polyurethane foam isn’t erroneously regulated in California. Spray Foam Magazine will continue to cover this issue as it unfolds throughout 2015.

For more information, please visit www.sprayfoam.org and www.



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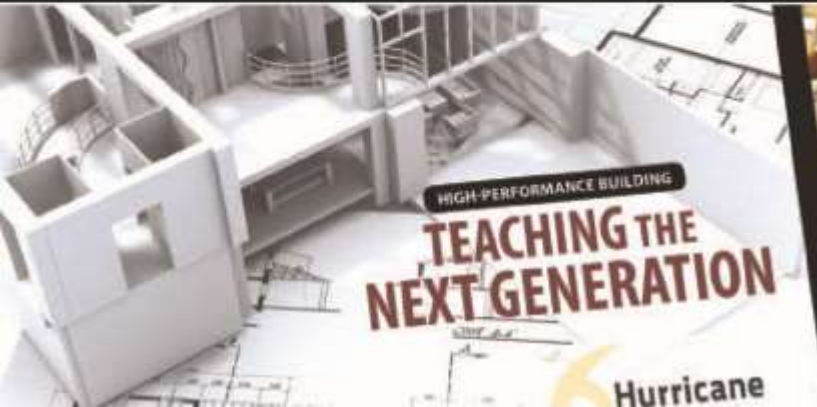
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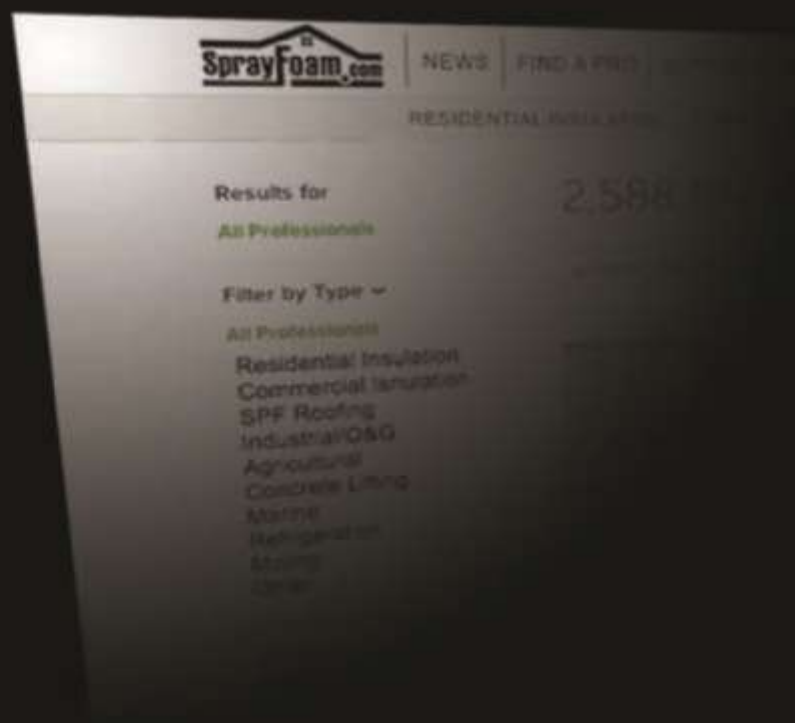
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1

NETWORKING: CONNECT &

RECONNECT

Sprayfoam 2015's attendance is already looking like a milestone. The initial convention hotel, the Hyatt Regency, was quickly booked, and the overflow hotel, the Double Tree, may also sell out. With that in mind, all signs are pointing to a record-breaking year for attendance, so there's no better time to connect with new friends and reconnect with old ones. No other event on the planet offers the convergence of SPF professionals from every segment of the industry.



2

HIGH-PROFILE SPEAKER IN THE

While engaging speakers have been a highlight of every SPFA Show to date, this year's speaker may top them all. Ty Pennington, of "Extreme Makeover Home Edition" fame, will deliver the keynote address at this year's show. Pennington has keen insights into the construction industry, as well as a growing familiarity with and appreciation for spray foam. He will be discussing the future of SPF and engage with the audience during a Q&A session after his address.

While Pennington will cast an especially bright light on this year's convention, it's by no means a one-man show. Attendees can expect to benefit from Dr. George Thompson's discussion of chemical risks and hazards, as well as learn crucial industry-relevant information from the largest slate of breakout sessions ever.



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Eager to feature their latest and greatest products and services, exhibitors have wasted no time in signing up for the Expo. The Exhibit Hall is entirely sold out, and numerous companies are on the waiting list for potential openings. All the fervor suggests the Expo will be the place to engage with reps from every exhibitor and get a fist-hand look at the newest spray foam products, spray equipment, coatings, and accessories.

(cont'd on the next page)





4

CERTIFICATION: THE RESOURCES FOR

Every spray foam professional who's serious about their line of work should be making plans to get certified if they haven't already. SPFA has designed the convention schedule to foster the certification process and help contractors achieve success with their exams: PCP Exam Prep Courses, Written Exams, and Field Exams will be conducted at the convention. Everything SPF professionals need to get certified is available to them at the show, so there's really no excuse to put off certification. It's simply too easy and too valuable to avoid.



ALBUQUERQUE: GATEWAY TO THE LAND OF

5



Known as the Duke City, Albuquerque is New Mexico's largest municipality and one of the jewels of the Southwest. Attendees will be able to breathe in the pure high desert air while taking in the rugged vistas of the nearby Sandia Mountains, which are accessible via the Sandia Peak Tramway. Albuquerque is flush with Native American and Spanish cultural influences, making for a unique culinary scene. The city also boasts a wealth of spas and golf courses, with the Twin Warriors Golf Club hosting the annual Sprayfoam Golf Tournament. ▶



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GETTING STARTED IN THE SPF INDUSTRY

Editorial Contributions by Icnene

NEW TO SPRAY FOAM?

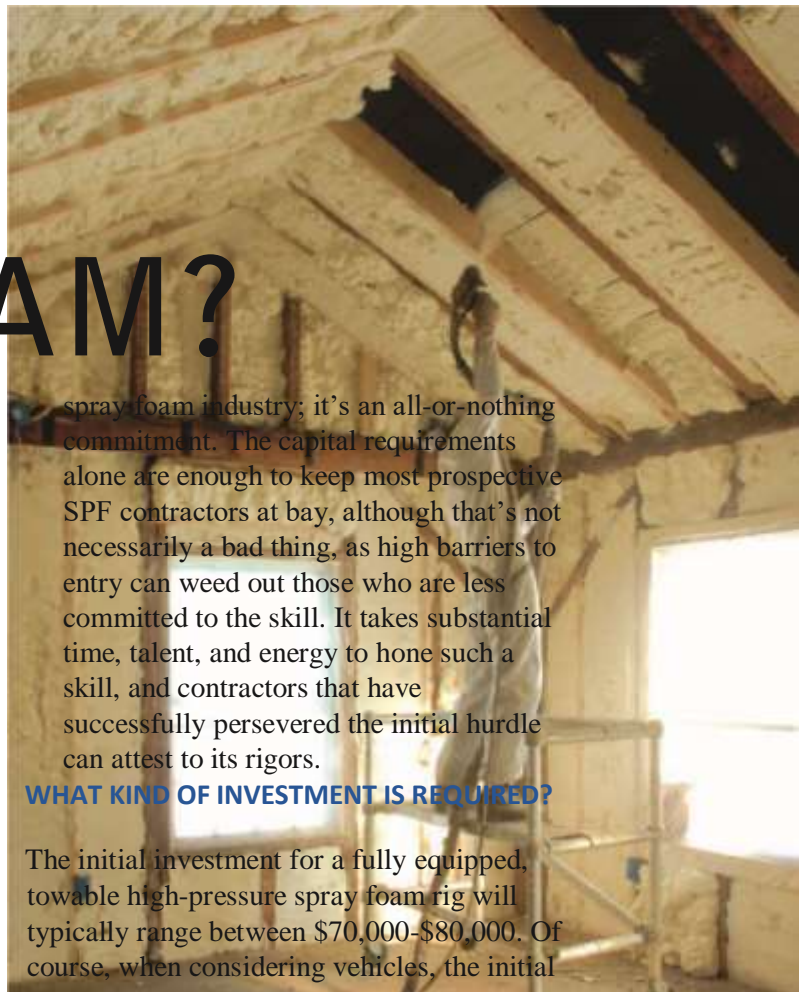
The Big Questions You Should Be Asking

By Ryan Spencer

It's no secret the spray foam industry is booming, and will continue to do so in the future. With any industry rife with opportunity, new entrants are a certainty. However, there's no dipping your toe into the

"A new business is a journey filled with peaks and valleys," says Matt Enfield of Montana Spray Foam Inc., an Icnene Dealer. "The good times can be exciting but hard times can rattle even the toughest individuals."

While highs and lows are unavoidable, new contractors can maximize the upside and minimize the downside if they work with the right partner and make the right decisions from the start. It's really all about asking the right questions.



spray foam industry; it's an all-or-nothing commitment. The capital requirements alone are enough to keep most prospective SPF contractors at bay, although that's not necessarily a bad thing, as high barriers to entry can weed out those who are less committed to the skill. It takes substantial time, talent, and energy to hone such a skill, and contractors that have successfully persevered the initial hurdle can attest to its rigors.

WHAT KIND OF INVESTMENT IS REQUIRED?

The initial investment for a fully equipped, towable high-pressure spray foam rig will typically range between \$70,000-\$80,000. Of course, when considering vehicles, the initial

investment can increase further if a contractor opts for a box truck rig. Furthermore, a contractor



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GETTING STARTED: SP

may have to factor in the cost of a pickup if they don't already have one that can handle a towable rig. Being well capitalized from the beginning can lay the right foundation for a successful operation.

WHAT DO I NEED TO KNOW?

To successfully install spray foam, a contractor must have a deep working knowledge of diverse subject matter: the chemistry of spray polyurethane foam, the mechanics of spray equipment, and the technical aspects of spraying foam. Additionally, it's crucial to be up to date on all of the factors that affect SPF applications: familiarity with current building science concepts, compliance to health and safety best practices, and adherence to applicable building codes.

IS ALL TRAINING THE SAME?

The information may seem overwhelming, and it certainly can be if new contractors don't have the proper direction. Spray foam manufacturers should work hand-in-hand with new contractors to train them not only on the particulars of SPF products and the technical aspects of SPF installations, but also the numerous factors that affect spray foam applications. Prospective contractors should look to partner with a manufacturer like Icynene that provides thorough, comprehensive training not only from the beginning, but ongoing as well. It's this kind of commitment and support from manufacturers like Icynene that helps contractors achieve long-term success.



of commitment and support from manufacturers like Icynene that helps contractors achieve long-term success.

WHAT'S THE PLAN?

Early success will be impossible to attain without the regional market and the opportunities it presents. Local situations like a housing boom or an abundance of aging commercial buildings can dictate a business's focus on residential or commercial construction, and new or retrofit applications.

WHAT'S THE COMPETITION LOOK LIKE?

Research other companies currently serving the same area, find out what they offer, and look for a gap in the market. Local competition will shape how a business distinguishes itself to customers, who can

WHO'S DOING THE WORK, AND HOW?

When it comes time to actually install SPF, a lone gunman, so to speak, isn't going to cut it. A general rule of thumb is that three crewmembers maximize efficiency and effectiveness on the job site. Furthermore, it's critical that all crewmembers comply with health and safety best practices during an application. In other words, always be ready for a visit from OSHA or NIOSH. Prospective contractors should look for a



be attracted by different product offerings, more services, and better quality. Also, analyzing the competition will dictate how a business will reach out to customers, be it by word of mouth, extensive marketing, or a mix of both.

To successfully install spray foam; a contractor must have a deep working knowledge of diverse subject matter.



spray foam systems house like Icynene that provides regular updates, reminders, and informational materials in multiple languages.

HOW WILL THE PRODUCT PERFORM?

It's critical to install a product that sprays well and delivers what customers expect, thereby ensuring a smooth operation and lasting integrity job after job. Additionally, a product with a higher yield per set installed is better for a business's bottom line. The right

product can be a make-or-break decision for new SPF contractors, but it really doesn't have to be, especially if they partner with a brand like Icynene that's known for industry-leading innovation.

WHAT IF THERE'S A PROBLEM?

Whether you're an industry newcomer or veteran, issues will pop up from time to time. While it's possible to mitigate potential issues with training, it's impossible to eliminate them. That's where technical service becomes a high priority when considering systems houses. New contractors should consider manufacturers like Icynene that work one-on-one, and even on-site, through unique applications, complex designs, building code restrictions, troubleshooting, and beyond.

WHAT MORE IS THERE TO DO?

Reach out: join relevant industry associations; meet local building code officials; seek advice from other SPF contractors at trade shows and conventions.

Networking is an extremely valuable practice that can enrich a business in the short term and open doors down the road. Prospective contractors should look highly on manufacturers like Icynene that make an effort establishing a community among their dealers and offer regular networking opportunities.

In a lot of ways, success boils down to relationships, be they with customers, competitors, or suppliers. While a business has little say over who its customers and competitors are, it does control who it partners with, and that single choice can be an operation's most valuable relationship in the long run. ▶

CONTACT ICYNENE

Direct any questions you have about getting started in the spray foam business to Icynene:

Phone: 1-800-758-7325

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If you've sprayed foam for any length of time, then you've also worked on your gun. Or your proportioner. Or any other piece of equipment in your rig. Unfortunately, ongoing maintenance is a necessary reality for any spray foam operation. O-rings need to be replaced, chambers get clogged, and side seals get worn—replacement parts can move in and out of spray guns almost as quickly as chemical does. When faced with ordering replacement parts, contractors must take one of two paths: OEM (original equipment manufacturer) or aftermarket.

By opting for OEM parts, contractors can get the exact part they need, produced to the manufacturer's specifications. OEM parts are identical replacements for the parts used during initial assembly—no more, no less. Aftermarket parts, on the other hand, comprise a wideranging market where specifications can stray, positively or negatively, from those of OEM parts. The aftermarket spectrum can range from manufacturers trying to hit lower price points by incorporating the cheapest materials possible, to manufacturers seeking to improve the performance of existing parts by incorporating

different materials and manufacturing techniques. In the latter part of the aftermarket spectrum, it's all about finding niches and delivering solutions.

"We meet contractor needs that aren't being met by OEM parts currently on the market," explained Pat Gililand, owner of SPF Depot, an aftermarket SPF parts manufacturer based in Louisiana.

No market addresses the needs of every customer, so there's always a niche to be filled. That's how markets grow, in fact. Suppliers with economies of scale may forgo product variety, allowing smaller, nimbler firms to provide customers with a wide array of choices. In the case of SPF Depot, Gililand asserts the company's agile nature allows it to give customers options in terms of performance, durability, and differentiation.

Over the years, SPF Depot has brought to market numerous unique products, including hard coated mix chambers and side seals, genuine DuPont

SPRAY FOAM EQUIPMENT

SPOTLIGHT Brought to you by Icynene

GETTING STARTED IN THE SPF BUSINESS Editorial Contributions by SPF Depot



**REPLACEMENT
PARTS:
AFTERMARKET VS
OEM**



Viton O-rings manufactured to MIL-SPEC, and long-range chambers that shoot up to 15 feet. While most of SPF Depot's parts were the result of focused research and development, others were circumstantial (the long-range mix chambers evolved from tinkering with drill positions during machining). With a unique variety of parts, aftermarket manufacturers like SPF Depot deliver value by providing customers with choices they otherwise wouldn't have with OEM parts.

However, some contractors, particularly those who are just starting out, may not even have a choice between OEM and aftermarket parts, depending on where they initially bought their equipment.

"If you're buying equipment on eBay, you may have a hard time getting OEM replacement parts and service from a distributor...the first thing they'll ask you about is where you bought it," explained Gililand. "That's why we even stock and sell OEM parts that we don't manufacture—yet."

(cont'd on the next page)



Video: laser etching is the final stage before SPF Depot's machined front ends (1) are finished (2); **Below:** Cutaways of a spray gun handle, a side seal, and mixing chambers





In addition to producing replacement parts (far left), some aftermarket manufacturers like SPF Depot provide services for damaged parts, such as rebuilding front ends (left) and removing broken-off drill bits from mixing chambers (above)

In that case, aftermarket parts may be a contractor's only option. While it can be cheaper to buy parts on the secondary market, after-sale service is by no means guaranteed. That shortcoming constitutes a market need, and in response, SPF Depot has positioned itself to serve customers having difficulties getting service elsewhere.

"We want to lead customers in the right direction," said Gililland, who further elaborated that this attitude often means guiding customers to not spend money. For instance, customers expecting damaged equipment to warrant extensive repairs or complete replacement might be advised that only minor repairs are necessary. In fact, SPF Depot established a small repair operation to handle common situations like mix chambers with broken-off drill bits and damaged front ends.

Beyond minimizing expenditures on repairs, perhaps the best way aftermarket manufacturers like SPF Depot can help customers save money is to reduce the number of repairs they have to make by enhancing the durability of their parts.

"We focus on making SPF Depot parts last longer than parts contractors are used to and we also make OEM parts better with heat treatment and surface treatments," said Gililland.

Underlying this perspective on over-engineering replacement parts, there is a bit of a paradox: the production of replacement parts is a profitable enterprise. It would seem that improving the durability of replacement parts would limit the profitability of such a business: when parts last longer, customers don't need to make as many purchases. However, Gililland persistently

objects to this line of thinking, insisting that word gets out among contractors that a manufacturer's longer-lasting parts save them money in the long run.

And it seems Gililland can back up his position, as SPF Depot's recent successes like the Presidential E-award for Exporting and Louisiana SBA Award are excellent indicators that contractors worldwide are extremely receptive to having choices. After all, an aftermarket manufacturer like SPF Depot isn't so different from its customers: finding opportunities in the market by filling gaps. ▶◀

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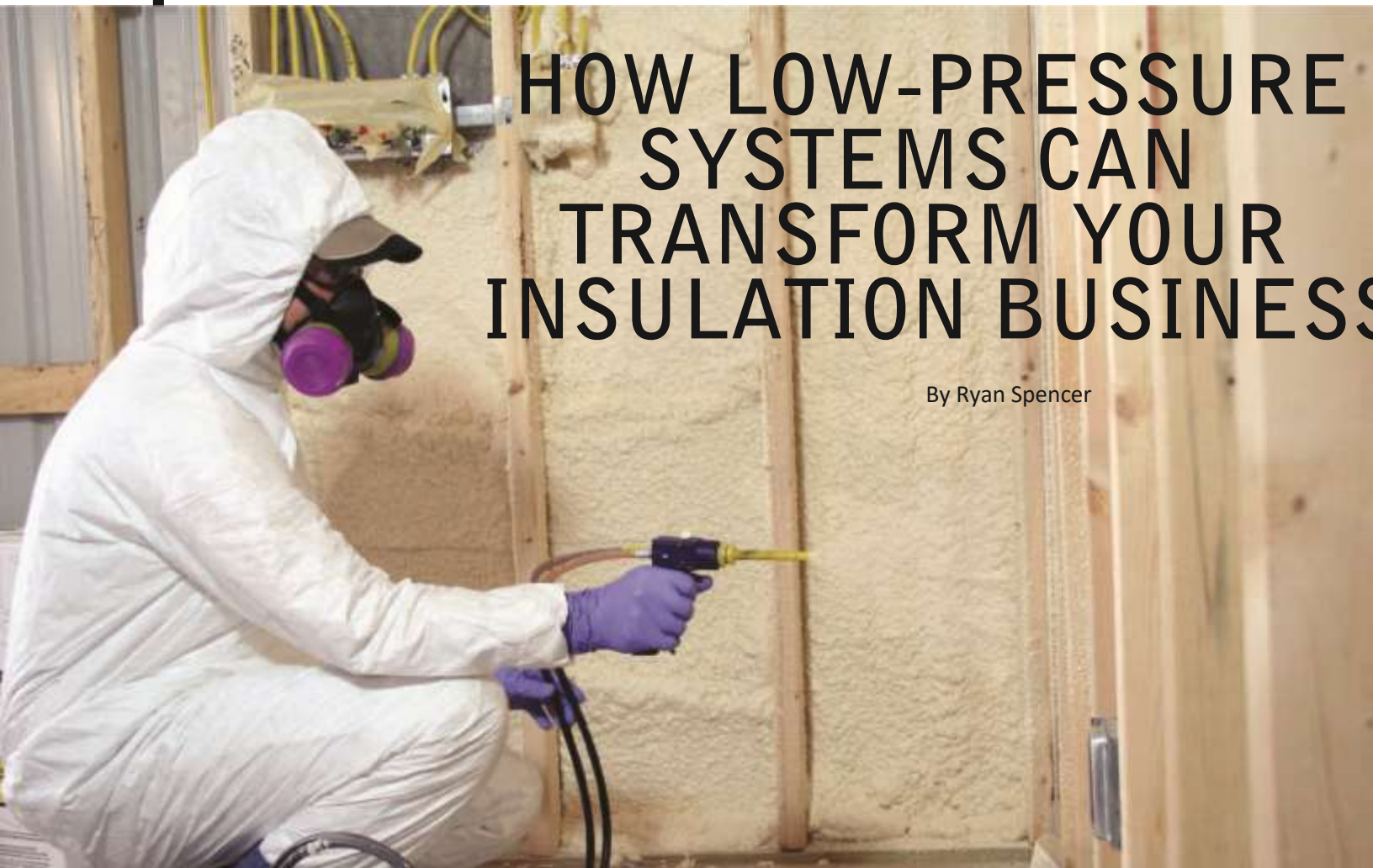
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AFTERMARKET PARTS MANUFACTURER AND DISTRIBUTOR & REPAIR CENTER



HOW LOW-PRESSURE SYSTEMS CAN TRANSFORM YOUR INSULATION BUSINESS

By Ryan Spencer

In the current business environment, you can't afford to sit still. The spray foam industry is growing quickly and competition is increasing, all while the economy at large is plodding along, slowly but steadily upward. In a situation like this, complacency will lead to stagnation. Companies that make concerted efforts to improve and/or grow operations will be the ones that thrive. That sentiment isn't relegated to just SPF contracting companies, but rather any contracting company that deals with insulation. On one hand, SPF contractors must always look to make their operation more efficient, while traditional insulators and weatherization specialists may seek to expand their services by bringing spray foam into the fold. In either case, a company can attain newfound success by choosing the right SPF

system, a decision that can largely be dictated by application size and type. Low-pressure systems, whether in the form of disposable kits or high-performance units, provide insulation contractors with cost-effective options to profitably perform small and mid-sized jobs, respectively.

EXPANDING

I want to have an air-sealing solution along with an insulation solution, but I hear about getting a high-pressure spray foam rig and the high cost of doing business.

This is a common line of thinking for traditional insulation and weatherization professionals who are considering spray foam. Their sentiments aren't without merit, as a standard high-pressure



spray foam rig can cost tens of thousands of dollars, and even reach six figures. Still, spray foam is all too enticing to pass up, and in many cases, a professional's only option by which to offer SPF is to incorporate low-pressure foam systems into their operation.

"It's the people who understand the value of insulating and air-sealing a home that want to take the next step forward," says Convenience Products Vice President Eric Lowenstein.

The biggest advantages for low-pressure systems are the lower upfront and operating costs relative to high-pressure systems. Low-pressure systems can be transported in virtually any truck or utility vehicle, so there's no need to buy a trailer or box truck, and additional equipment like generators or air dryers isn't required. From an expense standpoint, low-pressure foam systems make it more affordable to enter the SPF market.

Beyond capital investments, contractors with high-pressure rigs must devote time for training, which can cover a broad range of topics from spray technique and safety to equipment operation and ongoing maintenance. With a low-pressure system, training is minimized to simply adhering to straightforward instructions that entail everything from setup to cleanup. As for



safety, low-pressure delivery presents a lower risk of exposure and a significantly shorter reentry time than high-pressure delivery. With fewer hoops to jump through, professionals can focus on what matters most: installing effective insulation and air-sealing applications.

"What professionals tend to do on attic floors and in rim joists is a hybrid system by installing spray foam to air seal and getting the rest of the insulation value from batt or blown-in insulation," says Lowenstein.

(cont'd on the next page)



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a high-pressure rig, as operational costs can and will eat into profits. Sometimes this can be factored into a bid, and sometimes it can't, but is it really better to just bite the bullet? Not when low-pressure foam systems can fit the needs of smaller projects.

A true one-size-fits-all solution is rare, even when considering a seemingly do-it-all product like spray foam. While high-pressure foam systems are the workhorses of the industry, they're not without potential hang-ups. Specifically, the feasibility of high-pressure systems correlates directly with the size of a project: the bigger the project, the more feasible it is to operate a high-pressure system. Of course, not every project is going to be big enough to warrant a high-pressure rig, and the inevitability of touch-ups further compounds the issue. Low-pressure systems literally and figuratively fill those gaps.

For minor applications like re-sealing penetrations after wiring work, Foam Kits offer not only lower operating costs, but also enhanced portability. A single crewmember can bring a kit to a job site in a pickup and complete the work in a matter of hours. With minimal reentry times, it's not out of the question that multiple touch-up jobs could be completed in the same day, if need be. For mid-

finished basement or insulating a new room addition. High-performance low-pressure systems like the CPDS offer a happy medium of affordability and capability that enable SPF professionals to better allocate resources. For instance, an SPF operation could delineate a high-pressure crew and a low-pressure crew to operate independently of one another, thereby completing major and minor projects simultaneously.

In the end, it's really up to the insulation professional how they want to define the future of their business. Do they stick with the status quo, or do they opt for a new direction? With the latter decision, no matter what direction they go in, low-pressure systems provide a wide array of options for capturing opportunities in the spray foam market. 

■ CONTACT TOUCH 'N SEAL

Direct any questions you have about expanding your spray foam business with low-pressure foam to Touch 'N Seal:

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LEADING THE INDUSTRY

Editorial Contributions by Demilec

LOOKING TO THE FUTURE

By Ryan Spencer





A competitive market like the spray foam industry brings numerous challenges to the businesses operating within it. SPF companies are engaged in ongoing chess matches of positioning and repositioning themselves. In some cases, the matches occur within SPF's segment of the insulation market; that is, brand against brand. While competition between fellow SPF companies is unavoidable, it stands to reason that there are real gains to be made by taking on other segments of the insulation market. "Instead of competing with each other for the same slice of market share, we should work together as a group to help move the needle and gain more of the market

become generally familiar in recent years with spray foam's numerous advantages over traditional insulating materials; its performance speaks for itself. However, SPF is still largely regarded as a high-end alternative, which makes its specification budget-dependent. So, cheaper insulating materials have been able



from traditional insulation," said Paul Herrera Demilec's Director of Marketing. "There is a lot of market share out there that we

can all be a part of." There are tens of billions in market space, to be exact. Spray foam currently occupies about 38% of the \$41 billion global insulation market (2014 estimate, Transparency Market Research). With roughly \$25 billion in market share occupied by traditional insulating materials, there's an enormous incentive to capture territory from inferior insulating products. Granted, specifiers have to maintain their market share by being specified on projects with tight budgets, or projects without strict adherence to green building principles.

"We're always pushing, but we're always fighting for the same space," said Herrera. "We need a little bit of a pull as well." Ideally, the planning phase of every single project involving a building envelope should proceed as if the inclusion of spray foam is a forgone conclusion. This situation is a two-way street: not only should specifiers actively seek to incorporate spray foam's advantages in their designs, but also consumers must demand to settle for nothing less than the benefits only

SPF can offer. In other words, even when faced with tight

budgets, specifiers and consumers should be more than willing to reallocate budget space for spray foam insulation.

"We're trying to change the mindsets of the architects and builders out there," said Herrera. "Even consumers and facility managers."

Hampering this objective is the fact that, generally speaking, end users aren't as familiar with high-performance building materials like spray foam as are specifiers, as you might expect. Consumers are substantially more informed about

LEADING THE INDUSTRY

cosmetic features like cabinetry than they are about practical features like insulation. By not being up-to-date, consumers' concept of insulation is shaped by the insulating materials of yesteryear, rather than high-performance spray foam insulation. It's critical to break this cycle with focused messaging targeted at end users about why other insulating materials can't compare to spray foam.

"If they're unaware of what other building technologies are out there for insulation, and what the benefits are, they're not asking," said Herrera. Of course, some consumers, particularly northerners, already understand the value of high-performance insulation and air sealing as it pertains to the size of their utility bills. However, the initial investment in spray foam can sometimes overshadow future savings. They may understand the long-term performance and financial benefits of SPF, but the upfront impact to their project budget poses a mental barrier to incorporating spray foam. Further complicating the matter is the fact that end users rarely see the finished product, as it's hidden within walls and ceilings. If there's any truth to the phrase "out of sight, out of mind," then it's unsurprising that consumers can be reluctant to seek out and invest in features lacking the conspicuous appeal of, say, expensive flooring. So, another major ongoing obstacle for the industry will be establishing spray foam as both a practical buy and an emotional buy in the minds of end users.

"We want to create some pull marketing where people hear about the benefits and sustainability of spray foam, and then actually ask about it," said Herrera.

When consumers come knocking, SPF companies must be ready. Anything other than top-notch products and sound installations won't cut it. The foremost concern should be ensuring consumers get what they're paying for, and that contractors are installing what's specified. To see this through, Demilec is devoting significant time and energy to supporting the industry's training and certification initiatives, particularly SPFA's Professional Certification Program, so that applicators throughout the industry are performing topquality work.

“They’re the ones out there knocking on doors

and installing foam,” said Herrera. “What we need to do is support them and supply them.” Indeed, supply has been a major focal point for Demilec. With a newly christened state-of-the-art spray foam manufacturing facility, the company is all-in for guaranteeing that its contractors are prepared to handle whatever demand may grow to down the road. With regard to the insulation products themselves, Demilec has ensured that its current insulation brands, including Sealection 500 and Heatlok Soy 200, will be manufactured with the most reliable formulas, and that future products will be produced to the same exacting standards. To accomplish the latter, Demilec is bringing into fold industry veteran Tom Fishback as the Vice President of Research & Development (Fishback previously held the same position at Fomo).



“That’s part of it, building the resources,” said Herrera. “We’re finding new talents...those people who are going to take us to the next level.” While the next level is where the industry as a whole wants to go, there’s a bit of a hill to climb before spray foam becomes the dominant material in the global insulation market. That being said, supremacy is within reach if spray foam companies focus on fundamentals like quality and execution, and rally around spray foam’s merits—there’s really no competition. ▶

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Spray Foam's Many Uses in Commercial Building



EXTERIO

APPLICATIONS
When applied to the exterior of commercial buildings, in either new or retrofit situations, SPF can greatly reduce energy use, air infiltration and water intrusion. The two primary areas where SPF is used on the exterior of buildings are walls and roofing applications.


SPF IN EXTERIOR WALLS

One of the positive attributes of SPF is that it is a very versatile building material. SPF is

compatible with many wall types and can be sprayed onto the exterior sheathing in new construction projects, or assimilated between stud cavities in retrofit situations.

SPF-insulated buildings have superior thermal performance due to the air barrier properties SPF provides, as well as reduced thermal





bridging through the studs. In addition, studies have found that SPF can improve the structural integrity of the building in areas of high wind events by increasing the “racking strength” of the walls.

One of the most important attributes of closed cell SPF in external wall applications is that it is an effective water barrier, as well as an air control layer. Moisture intrusion is one of the biggest threats to the structural integrity and durability of commercial buildings, accounting for up to 89 percent of damage to the building envelope (Source: Bomberg, M.T. and Brown, W.C. (1993), “Building Envelope and Environmental Control: Part 1-Heat, Air and Moisture Interactions” Construction Canada 35 (1), 15-18). Reducing moisture intrusion through the wall, whether in vapor or liquid water form, is critically important for the longterm durability of the structure and health of the occupants.

Spray Foam provides an effective air barrier and robust insulation when applied to the exterior

Another benefit of using SPF in exterior walls is that it can mitigate some of the natural air pressure forces that can impact energy efficiency. Testing of wall assemblies by Architectural Testing Inc. demonstrated SPF with its air infiltration reduction characteristics performed better than fiberglass insulated wall assemblies at low and high temperatures with induced air infiltration (Source: ATI ASTM C 1363-05 THERMAL PERFORMANCE TEST REPORT).

Because SPF allows very little air permeation, there is almost no measurable movement of air through the insulation material as is common in fiberglass or cellulose insulation. This helps reduce the negative effects of air movement within the building envelope, such as “wind washing” and the stack effect.

(cont'd on the next page)



walls of commercial buildings.

BUILDING SCIENCE



SPF IN ROOFS

Roof failure is a primary cause for water intrusion into the building, and traditional methods of removing and replacing roofing material can be expensive and expose the structure to additional damage. SPF can be used as a re-roofing material, applied directly on the existing roof structure. It provides two important benefits to a building through waterproofing and increased insulation

value. Further, the application of SPF to an existing roof structure is simple and fast. The expanding foam is simply applied directly over the existing metal, wood, concrete, membrane or built-up roofing material. Once the SPF has been applied to the proper thickness, a protective layer of elastomeric coating or gravel is applied over the insulation. This combination of foam insulation and protective

applied, SPF can help make roofs weatherproof and has a 30 year expected service life.

Additionally, as a roofing

layer produces a durable, weather-resistant surface that is strong enough to walk on.

In new construction, SPF is ideal for flat commercial roofs because it is lightweight, durable, and requires less maintenance compared to traditional roofing systems. Once material, SPF also increases the structural strength of the building by

Spray foam roofs offer waterproofing, insulating benefits to buildings.

providing wind uplift resistance, which can be critical in hurricane-prone regions.

When installed on the interior of walls or as part of the floor system, SPF is an integral part of the overall design strategy to improve comfort, indoor air quality and durability, and to reduce energy bills. Both walls and floors can be places of air infiltration, especially in industrial settings, and have the potential of water intrusion, especially in the form of vapor. SPF in these areas can help promote a healthier and more durable space for the occupants.

INTERIOR APPLICATIONS

SPF IN INTERIOR WALLS

Interior walls in commercial buildings can benefit from SPF in a number of ways, including noise reduction and isolating specific areas of the building from adjacent workspaces.

Conference rooms, executive offices and human resource departments are all areas in commercial office buildings where sound mitigation is critical in order to maintain a professional atmosphere. Open cell spray foam has strong sound reduction properties, often employed in recording studios to mitigate sound intrusion. Reducing sound transmission within a commercial building is also important in manufacturing facilities, like bookbinderies, that operate noisegenerating machinery. Other buildings that could benefit from noise reduction between interior walls include hospitals, hotels, and schools.

Another successful application for SPF in interior walls of commercial buildings is in industrial settings, where air quality issues can impact adjacent workspaces.

Manufacturing facilities that generate airborne toxins or pollutants need to be isolated from the administrative areas of the building. This can include automotive repair,



Hotels, office buildings, condominiums can benefit from the acoustic properties of spray

paint and body shops, chemical companies and printing facilities where paper dust is generated.

SPF IN FLOORS

Similar to the challenges of interior walls, floors can benefit from reduced noise transmission and air infiltration

GETTING STARTED IN THE COATINGS INDUSTRY

LEARNING

FIRST-HAND

By Ryan Spencer

In any business, and particularly in the construction industry, entering new territory is never easy. It's an outright risk, albeit a necessary one, should a company hope to prevail in a competitive market. Diversification can be a key strategy to differentiate one contracting company from its competition. For roofing contractors, diversifying might involve, for example, broadening a company's focus from just replacing roofs to also maintaining them.

“If you are not in the maintenance business as a roofing contractor, you are missing an opportunity,” said Brian O’Donnell of American WeatherStar (AWS).

Diversification is really about seizing other opportunities in the market, even if they aren’t in full alignment with a company’s core competencies. To undertake any new endeavor is to go through highs and lows, but ultimate success will be dictated by starting off on the right foot.

“Many contractors are looking to diversify their business, but they may not know where to start in the coatings industry,” said O’Donnell.

Contractors often struggle with factors relating to applying coatings, including necessary equipment and proper techniques, as well as conducting business, including pricing, prospecting, and selling. A detailed understanding of these topics is requisite for installing quality roofing systems, and the source from which prospective contractors attain this knowledge will ultimately influence their businesses’ long-term success. In short, new coating contractors need a



partner that will guide them through every phase of the learning process.

Right from the get-go, new contractors need to build a strong foundation of technical knowledge, so it's best to work with a company that's been there and done that, so to speak. A company with an extensive and successful history in the coatings industry simply has more experience to draw from in order to create an effective classroom setting. AWS pulls from over a decade of experience in the coatings industry to provide contractors with an immersive learning environment with its Fluid Applied Systems Training (FAST) Academy.

At the FAST Academy, attendees are given an in-depth overview of the roof coatings industry, which includes spray-applied and roll-on coatings. Additionally, presentations cover the chemistry and properties of various types of coatings systems, while specifically addressing the components of the core AWS roof coating systems, as well as the conditions and factors each system is designed to restore and handle.

THE EXPERIENCE

While a foundational understanding of coatings is necessary for a successful operation, solely performing spray-applied and roll-on applications with coating equipment won't bode well for a proper introduction to roof coatings wouldn't be complete without new contractors getting their hands on coating equipment to complete applications.

Learning-by-doing is an important philosophy at FAST Academy, and event partners like Graco Inc. and Rooftop Equipment allow attendees to get first-hand



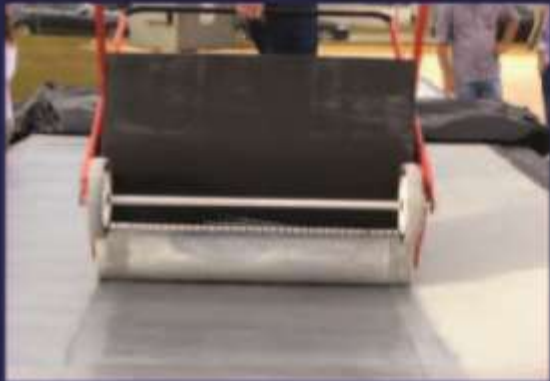
The emphasis relying on classroom instruction on hands-on learning adds real-world context to the new coating contractor's first job. A proper introduction to roof coatings wouldn't be complete without new contractors getting their hands on coating equipment to complete applications. It can't be understated how important it is for new contractors to get the right equipment in their hands and receive a primer on the proper application techniques. It's much easier to learn from mistakes in a demo than on a job site, and avoiding mistakes makes the path to success much easier early on.

(cont'd on the next page)

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“Most contractors tell us they really appreciate the opportunity to network and get to know similar contractors that they do not compete with. Sharing war stories can be very helpful.”

— Brian O’Donnell, AMERICAN WEATHERSTAR



GOING FORWARD

While the classroom and demo sessions foster proper execution on the job, a successful coating operation is so much more than just the applications it completes. Sales and marketing considerations are just as critical as the technical aspects of the coatings

business, and they can be overlooked or underestimated in the beginning. With this in mind, O’Donnell explained how crucial it is for new contractors to be provided with “keen insight on practical tools for accessing sales materials, tips for best sales practices, and the valuable methods of lead generation.” To achieve this, the FAST Academy includes a workshop about AWS’s Business Development Center that discusses how contractors can leverage it to gain competitive advantages in strategically targeted markets. Specifically, the BDC establishes lead generation campaigns that can result in attractive ROI’s without stepping on the toes of another AWS dealer. By eliminating overlaps between dealers, AWS fosters a community of coating

contractors working toward a common goal.

“Most contractors tell us they really appreciate the opportunity to network and get to know similar contractors that they do not compete with,” said O’Donnell. “Sharing war stories can be very helpful.”

Whether it’s found in a classroom, or in a demo, or by word of mouth, help is something everyone needs when starting a new venture. The question is, where are you going to get the best assistance? **T**

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Roof with a View



A dual spray foam roofing system bolsters and insulates home overlooking the city of El Paso

By Juan Sagarbarria



(cont'd on the next page)



It's quite the setting: a scenic view consisting of the Franklin Mountains, where the sun comes up and illuminates the city of El Paso, Texas, letting its residents know a new day has begun. That's one of the exulting benefits an El Paso homeowner enjoys after having his new home constructed in the quaint isolation of the western Franklin Mountains. In addition to the alluring backdrop surrounding the home, the owner wanted to ensure his house was both durable and energy efficient. To make his vision a reality, the owner opted to have a spray foam roofing system installed.

Texas-based SPF contractor New Era Spray Foam was brought in for the installation of the roof system for a split-level roof, which consisted of the application of SPF and silicone coating.

"The owner and the architect wanted a spray foam roof from the get-go," said New Era's Rob Tollen. "The house had been designed with energy efficiency and structural rigidity in mind."



Top: View of the upper roof of the house;

Bottom: the lower roof of the home overlooking the city of El Paso

JOB SITE CHALLENGES

Upon arriving onsite, the New Era crew realized that the task would not be easy considering the high winds that continually plagued the mountainside area. Tollen explained that even though overspray wasn't a major concern since there were no buildings surrounding the home, his crew still needed to be selective when it came to appropriate timing for the installation.

“The biggest challenge of the project was going to be finding the right time to spray so as not to be afflicted by the high winds,” said Tollen. “But with a little luck – the stars aligning and the moon being in the right place – we stayed on schedule and got the job done when it needed to be done. We got lucky.”

Getting up to the location was a challenge on its own. The New Era crew had to drive their rig up steep terrain to get to the base of the home.

“It was a steep approach, and to park and have our rig at the location all day took a bit of planning and logistics,” said Tollen.

Their rig was equipped with a Graco Reactor H-25 proportioner and a Graco GX-7 plural component spray gun, which was used for the spray foam application. A Graco GH-300 hydraulic airless sprayer was used for the coating application. For PPE, the crew wore Tyvek suits, full-face respirators, and safety goggles.

The crew avoided installing the foam during high wind times



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The biggest challenge

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of

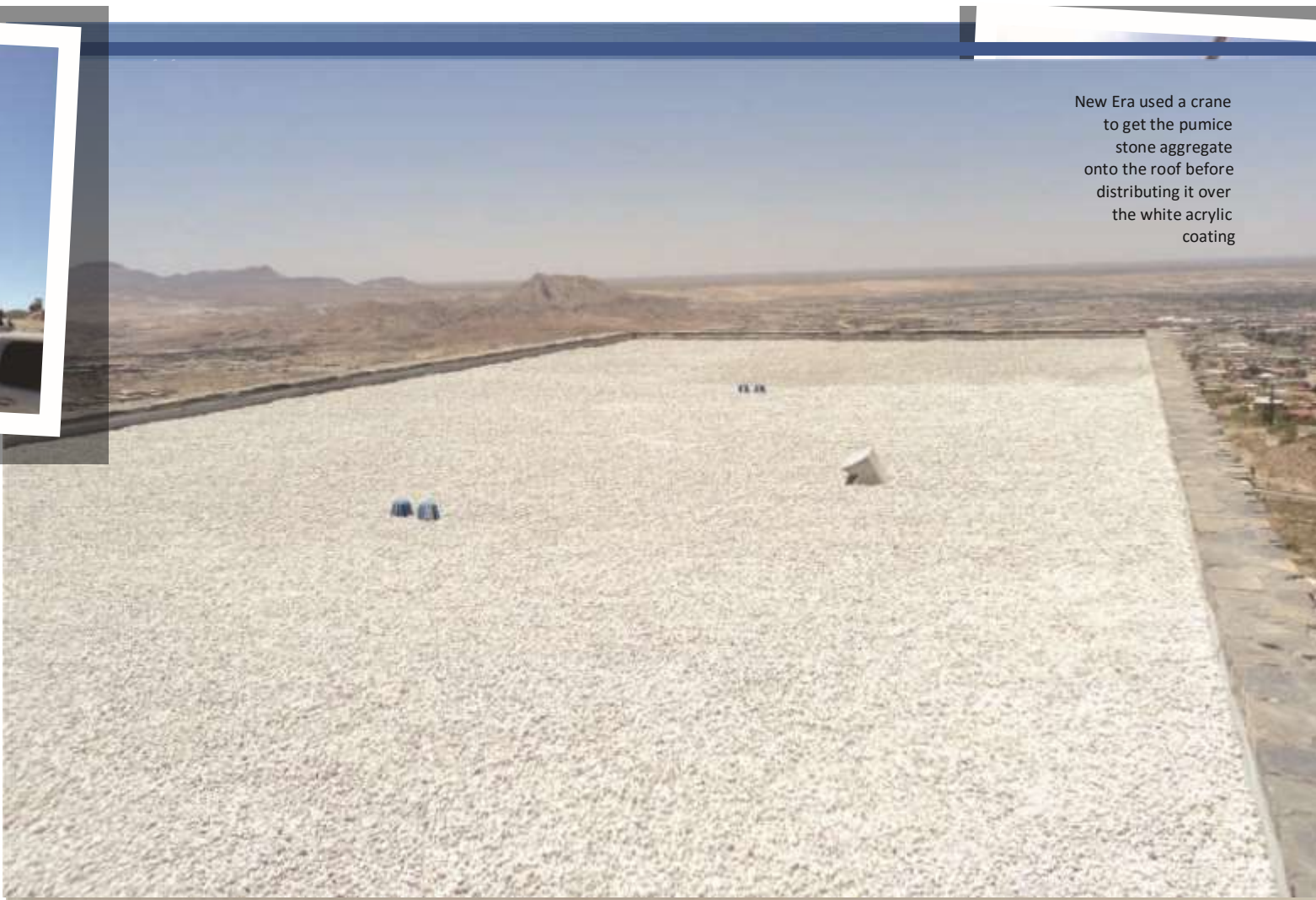
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Before the SPF application, the New Era crew used a gaspowered backpack blower to clear debris from each roof. Then, they applied to the wooden decking 12 mils of Premicote P75, a primer coating formulated by Premium Spray Products. The primer coating provided adhesion for the subsequent spray foam application. In addition to the primer coating, New Era also utilized materials from Premium Spray Products (PSP) for the spray foam and coating

New Era used a crane to get the pumice stone aggregate onto the roof before distributing it over the white acrylic coating



THE FINAL LAYER

After they finished applying the coating, the New Era crew left the site, but then came back three months later. Tollen explained that the hiatus period was a request of the homeowner, who wanted to have the rest of his home fully

of this, a container filled with buckets of the aggregate was brought onto the lower roof by crane. Once the container was set down on the roof, the crew utilized brooms to spread out a three-inch layer of pumice stone aggregate.

SPF ROOF INSTALLATION

applications for the lower and upper roof. They installed to the substrate two inches of PSP's Premiseal 280, a 2.8 lb. spray polyurethane foam. A total of four sets of foam were used during the installation of the roofing system, which amassed a total spray area of 4,000 square feet. Then, the crew coated the SPF with 30 mils of

PSP's acrylic coating Premicote 1400. For the lower roof, the crew installed a white 15-mil base coat, followed by a grey 15-mil topcoat. The coating application for the upper roof was reversed: the crew applied to the upper roof a 15-mil grey base coat, and then a white, 15-mil topcoat. According to Tollen, the white topcoat went on the

upper roof because the lower roof was going to have an extra layer installed later on and the crew wanted to ensure higher UV reflectivity for the upper roof. It took four days and three crewmembers to install the SPF roof system to the split-level roofs.

built before the final step of the roofing project was carried out. This time with five crewmembers on site, New Era Spray Foam completed the

installation of lightweight pumice stone aggregate to the lower roof.


“This third layer provided added R-value and ballast, as well as a more natural and aesthetically pleasing look to the roof,” said Tollen. “The foam gives the building R-value; the coating plus the aggregate makes it almost impossible for the roof to be subject to UV degradation.”

The pumice stone was manually distributed over the lower roof by the New Era crewmembers.

Because

A LONG-TERM SOLUTION

Tollen affirmed that having this type of roof system from the beginning will save the owner many headaches in terms of repair and maintenance in the long run.

“A spray foam roof system is the solution to long-term problems in flat-roof buildings,” said Tollen. “Without a doubt, the owner will have a worry-free roof for 30 years.” For more information, please visit www.lascrucessprayfoam.com. 

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Sweet potatoes beget delicious fries and chips, and also constitute the main ingredient of the staple cassarole at many a Thanksgiving table. But in between their harvest and consumption, sweet potatoes must be stored before they are processed. While stored, the quality of the sweet potato can be compromised if the environment is not maintained at the ideal temperature. Bateman Produce Farms, one of the largest producers of sweet potatoes in the country, faced this particular problem.

With over 100 years of farming, Bateman operates several buildings around North Carolina's Chowan County: barns and storage spaces that are filled up with containers of sweet potatoes during the harvest. One of these buildings, which was one of Bateman's main holding houses for the sweet potatoes, became unsound over the years and was in dire need of maintenance. This metal sheet building had been constructed and insulated with spray foam circa 1970. The building performed supremely for 40 years before its exterior metal sheeting began to rust. To remedy its deterioration, the owner gave the green light for rejuvenating the 60-foot x 30-foot building; a project that included the reapplication of spray polyurethane foam. The initial phase of the project entailed stripping the exterior metal sheeting from the building and scraping the metal purlins and

COMMERCIAL SPRAY FOAM

stud areas clean. After the exterior metal sheeting was removed, the building was successfully re-skinned with new metal sheeting prior to the insulation phase of the project. The project manager brought in Keane Insulation for the installation, which involved spraying closed-cell SPF to seal the building envelope.

“The owner wanted to maintain the temperature at 65 degrees in order to keep the sweet potatoes fresh,” said Keane Insulation’s Neil Keane. “The trick was to be able to produce an insulated environment that didn’t need as much energy consumption in order to keep that temperature consistent throughout the day. Since more people in the construction industry now know about spray foam, the owner and the project manager knew this to be the best option to retain the desired temperature and to boost the overall performance of the building.” The two-man Keane crew was meticulous damage. They used plastic sheeting to cover the concrete

The crew also draped plastic sheeting over wiring that had been left hanging for a future HVAC system installation and placed blue tape in all of the outlets. They also sectioned off their spraying areas as the job progressed to mitigate overspray damage around the building.

“It is always important to consider what’s around you when you’re going to have foam coming out of the spray gun at over 1,000 psi,” said Keane. “So, when it comes to prepping a site, I essentially create a paint booth to keep the foam from going everywhere and sticking to everything. You only want

floors, the main beams, the doors, and a six-fan system that was located on the corner of the building.

the foam to go where you want it to go. Spray foaming is 70 percent prep and 30 percent spray.” In addition to overspray damage

in protecting the site from overspray

protection, the Keane crew also

The
outside of
the sweet
potato
holding
house



PHOTOS COURTESY of Keane Insulation



The Keane crew sectioned off designated areas to mitigate overspray damage around the building

constructed a scaffolding system to access the roof, which was 18 feet high from the bottom of the building.

The crew spent a day and a half prepping the site before the foam installation commenced. They wore PPE consisting of 3M 6000 series full-face respirators, Tyvek suits, and gloves. For ventilation, the crew kept the building's

"Spray foaming is
70 percent prep &
30 percent spray."



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two main entrances open and had a 1,200 CFM fan blowing fresh air in and exhaust out.

During the SPF application, the Keane crew utilized two sets of Foamsulate 210, a closed-cell spray polyurethane foam formulated by Premium Spray Products. They applied two inches of foam to the roof deck and one inch to the exterior walls in between the studs, overlapping the density of foam in the joint areas where the roofline came together with the wall. The total spray area for the foam application amassed 9,000 board feet.

“There was an area between the roofline sheathing to the wall sheathing of 60 feet that I had to bridge by spraying three inches of foam,” said Keane. “This was done to ensure that any seams created over time were completely eliminated and a monolithic seal was created.”

The crew had one rig on site equipped with a Graco H-25 proportioner and a Graco Fusion ClearShot spray gun. It took the crew about three days to complete the application, which provided the building with first-rate, energy-efficient insulation that will effectively maintain Bateman’s stock in an optimal climate for many sweet potato harvests to come.

“Projects like this one certainly put things into perspective of what spray foam can accomplish since you can bring a building back to life for half the price of an actual tear down,” said Keane. The spray foam system that was in place gave the building great insulation for 40 years... I’m confident this new system will last a lot longer than that.”

For more information, please visit www.keaneinsulation.com.



Top to Bottom: Internal view of the building during the SPF application;

Opposite: The SPF installation took three days to complete **j**





“The spray foam system that was in place gave the building great insulation for 40 years... I’m confident the new system will last a lot longer than that.”



Winter

Shield

Spray foam insulation protects Tennessee homeowners from harsh winter temperatures

As the grueling wintertime sets in, homeowners are reminded that building their homes with robust, energy-efficient insulation allows them to stay one step ahead of the weather. The residents from Jackson, Tennessee have been motivated to take proper steps to stay warm since meteorological forecasts suggests that this winter will bring Jackson 50 percent more snow than usual. One Jackson family decided that having optimal insulation protecting the envelope of their newly constructed home would be an effective shield from the fierce temperatures of the season. Moreover, they wanted to be comfortable inside their home without overburdening their HVAC equipment.

By Juan Sagarbarria

During the planning process, Fisher Construction Company, the builder, educated the homeowners on the benefits of spray foam insulation that directly fit with their energy-saving goals. Upon the homeowners' nod, Fisher Construction brought in Apex Building Co. for the spray foam insulation installation, which consisted of applying SPF in the attic and to the exterior walls. Hunter Clement, project manager of the Apex crew, noted that the homeowners' ultimate goal was to offset their heating and cooling costs and they learned that spray foam could provide that and more. Clement explained that the homeowners wanted to winterize their home and deemed the SPF installation a long-term investment.

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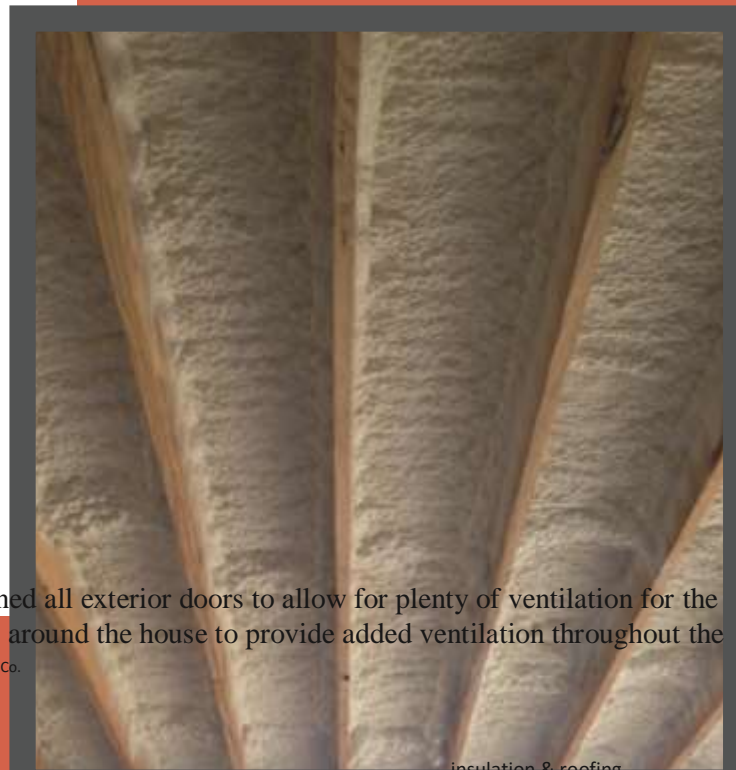
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“We understood that they wanted the kind of energy efficiency that leads to low utility bills,” said Hunter. “We knew we could come in and give them just that with spray foam. It’s an easy decision for homeowners who become educated on SPF’s benefits.”

The crew prepped the home before proceeding with the SPF project. Since the HVAC units had already been installed in the attic prior to the foam application, the Apex crew carefully protected the mechanical units with plastic sheeting to avoid overspray damage. The crew also masked off the furnace, the air handler, and the windows. Additionally, the crew draped plastic on the floor surface of the designated spray area to mitigate overspray damage.

The interior doors were not yet installed, so they opened all exterior doors to allow for plenty of ventilation for the Apex crew. Furthermore, the crew placed boxed fans around the house to provide added ventilation throughout the home. The crew wore PPE

PHOTOS COURTESY of Apex Building Co.



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The Apex crew installed high yielding Gaco Western 052N spray foam to the exterior walls of the home

■ We understood that they wanted the kind of energy efficiency that leads to low utility bills... It's an easy decision for homeowners who become educated on SPF's benefits."

that included Tyvek suits and full-face respirators through the duration of the project. While working in the attic, the crewmembers utilized supplied-air respirators. The crew also erected Baker scaffolding to get to the attic and the higher areas of the exterior walls. With a

The foam application included the use of Graco H-25 proportioner and 310 feet of hose, the crew was able to apply foam in the higher areas of the home with ease. two different brands of foam: Icynene's Classic Max open-cell foam for the attic and Gaco Western 052N open-cell foam for the exterior wall application. According to Clement, applying 0.5 lb., water-blown Classic Max foam to attic assemblies, where space is limited to occupants, is beneficial because no ignition barrier is required. The crew used a Graco Fusion air-purge gun to install 7.5 inches of foam to the underside of the roof deck assembly and gable ends of the home.

“We typically use Classic Max for the areas that will be left exposed,” said Clement. “It is always important to approach each spray

foam application with a high degree of safety consciousness.”

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Available	Commercial - Insulation	50,000	AL	Birmingham	Quote Urgency: Next 90 Days, ...
Available	Commercial - Insulation	5,000	AR	Natural Dam	Need a price on foam walls for a WalMart Express building in Coal Hill Arkansas. Quote Urgency: Immediate, ...
Available	Residential - Insulation	2,500	WA	Tacoma	Looking for someone to install insulation in a new home construction. I would like to receive a quote. Plans available upon request. Quote Urgency: Immediate, ...
Available	Commercial - Roofing	8,000	CO	Eaton	He wants to do foam roofing. Needs a contractor that he will be able to contact when he has a concern. Quote Urgency: Next 30 Days, ...
Available	Residential - Insulation	2,500	ID	Boise	Looking for an evaluation on attic insulation/recommendations. Quote Urgency: Next 30 Days
Available	Commercial - Roofing	44,000	TN	Henderson	Two older buildings with sloped roofs, tar, and paper roof. Quote Urgency: Immediate, ...
Available	Commercial - Coatings	1,800	FL	Fort Lauderdale	Spray foam on roof and make a pitch, it's flat. Quote Urgency: Next 30 Days, ...
Available	Commercial - Insulation	37,920	NM	Hobbs	This is for a metal raised panel ceiling. It will need to be tinted black. Quote Urgency: Immediate, ...
Available	Commercial - Roofing	12,000	FL	Zellwood	Need a spray on roof system. Quote Urgency: Immediate, ...





1 – 2: the roof deck assembly was foamed with Icynene’s Classic Max; 4 – 6: the Apex crew gable ends of the home



installed 7.5 inches of foam to

For the exterior walls, the crew installed 3.5 inches of Gaco 052N foam between the cavities. Clement said that the use of 0.5 lb. Gaco 052N was Apex’s preferred choice for the exterior wall application due to its high yielding properties. Between both applications, the total spray area totaled 10,800 square feet.

on, but it is also unbelievably efficient in


5



6



residential applications,” said Clement. “These two types of foams working together to seal the envelope and create a monolithic air barrier is a longlasting and winning combination.” The two-man Apex team was able to complete the SPF application, at which point the drywall was installed. The home gradually came together to provide its owners with the utmost indoor comfort during what is forecasted to be one of Jackson’s coldest winters to date.

“We were told that they were really impressed by the quality of the insulation and that they are very satisfied with their choice,” said Clement. “Spray foam is the right choice. Basically, the investment you make today will pay dividends regarding energy savings in the long run. More than just savings, these homeowners are going to experience a stable air quality home, which improves the overall standard of living. It’s a good feeling to know that Apex helped provide that for them.” 

SPRAY FOAM MARKETING TIPS



In Demand

In the November/December 2014 issue, we discussed native advertising being the answer to keeping audiences engaged in the face of growing banner ad fatigue, as well as strengthening publishers as they navigate a changing media landscape. In publishing, native advertising takes the form of branded content or sponsored content. The two terms have varied meanings: sometimes they’re differentiated by authorship (publishers write sponsored content, brands write branded content); sometimes they denote message focus (sponsored has a more brandcentric focus); sometimes they’re

... In any case, branded content is a marketer’s talents in crafting stories that can outperform traditional content. To create effective branded content, consider four basic guidelines:

Branded content is the latest, greatest way to engage your audience and boost interest



KNOW YOUR BRAND

What is your brand's core value proposition? What is its purpose? The answers to those questions will define the very essence of your content and the extent to which it aligns with your brand. The further a piece of content is out of alignment with a brand, the greater the likelihood that an audience will be confused at the connection between the brand and the content.

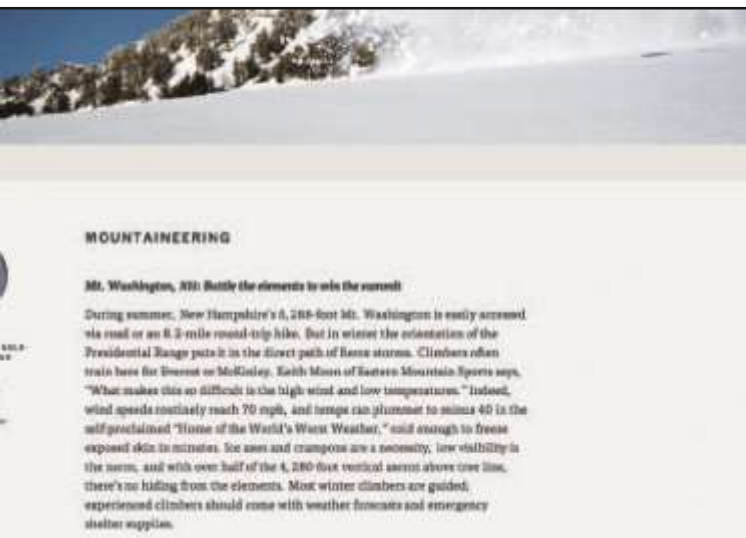
Red Bull is a brand that's nothing if not youthful and active. Here, the company has created a mountain guide for winter sports that perfectly portrays those values.

KNOW YOUR

AUDIENCE

It's one thing to identify a target market, and it's another to understand it. Brands that thoroughly profile their target market are better informed about their interests, wants, and needs. Publishers will be able to shape content around audience specifics in order to maximize relevancy. If the content isn't relevant to a given audience, they're not going to read it, or worse, condemn it.

In an unfortunate case of branded-gone-wrong, The Atlantic and The Church of Scientology did not fully consider their audience's reaction to this sponsored content. After a backlash, it was promptly taken down.



MOUNTAINEERING

Mt. Washington, NH: Battle the elements to win the summit

During summer, New Hampshire's 6,288-foot Mt. Washington is easily accessed via road or an 8.5-mile round-trip hike. But in winter the orientation of the Presidential Range puts it in the direct path of harsh storms. Climbers often train here for Everest or McKinley. Keith Moon of Eastern Mountain Sports says, "What makes this so difficult is the high wind and low temperatures." Indeed, wind speeds routinely reach 70 mph, and temps can plummet to minus 40 in the self-proclaimed "Home of the World's Worst Weather," cold enough to freeze exposed skin in minutes. Ice axes and crampons are a necessity, low visibility is the norm, and with over half of the 4,260 feet vertical ascent above tree line, there's no hiding from the elements. Most winter climbers are guided, experienced climbers should come with weather forecasts and emergency shelter supplies.



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CREATE COMPELLING CONTENT

- Don't waste your audience's time; provide them with something worth reading. Better yet, provide them with content they're eager to consume. The more they're engaged with a piece of content, the more likely they are to share it. Underlying this notion is the importance of the creative department's role in telling engaging stories and creating appealing visuals.
- *A list is an especially attention-grabbing format, making this guide that BuzzFeed created for sponsor DirecTV extremely sharable via social media.*



DELIVER ADDED VALUE

So you've got a reader engaged—now what? It's simple: give them more. The end of the story shouldn't really be the end of the story, so to speak. The great thing about branded content is that it can be elegantly actionable. Content should be crafted to leave the reader wanting to know more or take action, which functions to both qualify readers and get them into the sales funnel.

Williams-Sonoma has built their content around using their high-end kitchen products, as seen with this recipe. This strategy encourages their culinary-minded audience to buy more ingredients and cooking tools.



These guidelines may be easy to understand, but they can be difficult to execute. While some brands have the talents to produce their own content, creating engaging content is a resource-intensive endeavor, which is why most brands work with publishing partners. However, as we saw with The Atlantic example, the wrong partner can produce undesirable results if either party allows the project to stray from the basic branded content considerations. With that in mind, it's critical for brands to work with publishers that not only have creative expertise, but strategic expertise as well. Brands must build relationships with publishers that will work closely with them





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The preeminent roofing construction and maintenance event where roofing professionals gather to see, compare and learn about the newest products, best practices and innovations essential to your success. | www.theroofingexpo.com

JANUARY 12 - 15, 2015

Building Innovation 2015

Washington Marriott Wardman Park • Washington, D.C. [q](#) During the Conference, the Institute will

present an informative agenda that highlights its activities and programs for developing innovative solutions for the built environment. | www.nibs.org

JANUARY 20 - 22, 2015

NAHB International Builders' Show Las Vegas Convention Center • Las Vegas, NV [q](#) The NAHB International Builders' Show (IBS) is the largest annual light construction show in the world. | www.buildersshow.com



JANUARY 26 - 29, 2015 2015 Sprayfoam Convention & Expo

Albuquerque Convention Center • Albuquerque, NM [q](#) The SPFA Convention & Expo represents an unparalleled resource for industry knowledge, certification, news and updates in one location. | www.sprayfoam.org/expo

FEBRUARY 3 - 6, 2015

World of Concrete

Las Vegas Convention Center • Las Vegas, NV [q](#) WOC features innovative tools, construction machinery, construction equipment, safety training courses and training, technologies and unlimited networking opportunities to give you new ways to

sustain and grow your business. | www.worldofconcrete.com

MARCH 5 - 10, 2015

30th RCI International Convention and Trade Show

San Antonio Convention Center • San Antonio, TX [q](#) This year's event is titled "Three Decades of Building Innovation," which provides an opportunity to reflect on the growth of RCI and the building envelope industry, as well as look forward to an exciting future. | www.rci-online.org

MARCH 25 - 26, 2015

The FAST (Fluid Applied System Techniques) Academy

American WeatherStar Corporate Facility • Mobile, AL [q](#) The FAST Academy program at American WeatherStar, will present you the opportunity to gain a solid understanding of our products and the systems they compose. The 2-day Academy will include both traditional lectures and hands-on product/system applications. | www.americanweatherstar.com

APRIL 7 - 9, 2015

2015 ABAA Conference & Trade Show

Sheraton Dallas Hotel • Dallas, TX [q](#) During this conference, three day comprehensive learning tracks and workshops will be offered for design professionals, general contractors, air barrier contractors, consultants and testing labs. | www.airbarrier.org

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CONVENTION AND EXPO



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Albuquerque Hyatt Regency • Albuquerque, New Mexico



Keynote
Ty Pennington

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