

QUARTERLY TECHNICAL BULLETIN

from Progressive Foam Technologies, Inc.

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(The purpose of this bulletin is to provide customers of Progressive Foam Technologies with critical and vital information about Insulated Siding in the areas of standards, testing, building codes, product performance and other relevant technical aspects which are providing additional support in the sale and installation of this product category. Please direct any questions or inquiries to your sales representative at Progressive Foam Technologies.)

Big Win for Insulated Siding at Energy Code Hearings

Two years of hard work paid off for the Insulated Siding product category at the recent Energy Code Hearings in Baltimore, Maryland in October. Insulated Siding received initial approval from the International Code Council Committee to be included in the 2012 version of the International Energy Conservation Code (IECC).

The IECC serves as the official guideline for energy-efficient residential and non-residential construction. The committee is expected to publish the results of the initial hearings on December 16th, 2009. They will then finalize the approved additions to the code during the Final Action Hearings in October of 2010.

Three main changes will be incorporated in the new code. First, Insulated Siding will have its own definition in the IECC. Second, the products R-value will be included in the calculation of overall wall R-value. Finally, builders and remodeling contractors will be able to use Insulated Siding to meet the R-value requirements of the IECC. This will add to Insulated Siding's current credentials, which include listings in the International Building Code (IBC) and the International Residential Code (IRC) for one and two family dwellings.

In stick frame construction, there is a limited amount of insulation that can be placed between the uninsulated studs. Energy escapes through these studs to the outdoors through a process called thermal bridging. Placing continuous insulation on the exterior of the home with Insulated Siding is one way to increase the energy efficiency of the structure and eliminate thermal bridging.

Progressive Foam and the Vinyl Siding Institute paired up to make this vision of success become reality for Insulated Siding. Many influential industry professionals spoke on behalf of the product, including acclaimed building scientist and author Joe Lstiburek and Senior Energy Engineer for the National Association of Home Builders Research Center, Craig Drumheller.

Tim Holt, Director of Product Development at Progressive Foam, recognized this as a monumental stepping stone for the product category. "This is a big step in legitimizing Insulated Siding as a mainstream home insulation product! The success with the IECC has set the stage for acceptance in other residential energy-efficiency initiatives and programs. The result will be increased long-term demand and market share for Insulated Siding" says Holt.

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Fullback® Thermal Support Awarded Green Approved Product Mark from NAHB Research Center

Progressive Foam has reached another milestone in getting the green attributes of Insulated Siding nationally recognized. The National Association of Home Builders (NAHB) Research Center has awarded Fullback® Thermal Support the Green Approved product mark. This third party verification means the product can be used by builders to earn points towards National Green Building Certification according to the National Green Building Standard™.



In order for a home to receive NAHB Research Center Green Certification, the builder or remodeler must incorporate a minimum number of features in the following areas: resource efficiency, water, energy, lot and site development, indoor environmental quality and home owner education. The termite resistance of Fullback® Thermal Support can qualify the home for two to six **resource efficiency** points, depending on its incorporation with other products. The standard recognizes that by installing the product, design and construction practices are being implemented that enhance the durability of materials and reduce in-service maintenance.

Receiving the NAHB Research Center Green Approved product mark for Fullback® Thermal Support was a great success for Progressive Foam; the product now complies with a nationally recognized definition of what ‘green building’ is. The mark is intended to help various groups such as builders and specifiers to easily identify products that can contribute points to certification.

There are four certification levels that homes can receive based on the level of green construction achieved: bronze, silver, gold and emerald. Independent, third party accredited verifiers must confirm that the appropriate green building practices have been used for the certification level the builder is seeking.

Due to the fact that Fullback® Thermal Support is not fused to the vinyl and can be shaped to fit any siding profile, Progressive Foam sought the ‘Green Approved’ seal independently. Some vinyl manufacturers that offer laminated Insulated Siding with Fullback Technology have also achieved Green Approved status for their products.

You can find more information about the termite resistance of Insulated Siding with Fullback Thermal Support in Volume 1, Issue 3 of the Quarterly Technical Bulletin at www.fullback.com. To learn more about the National Green Building Standard, visit www.nahbgreen.org/Guidelines/ansistandard.aspx.



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Progressive Foam Partners with TV Personalities Matt & Shari to Spread the Word about Insulated Siding

Progressive Foam has partnered with HGTV's Matt Fox and Shari Hiller to educate homeowners on how to save energy and money in big ways through their Extreme Energy Savings Program. Insulated Siding is one of three products featured in the stage presentation, which will be given at home shows across the country.

The Extreme Energy Savings stage presentation teaches homeowners about the big points of energy loss in their homes and discusses products that can significantly reduce energy consumption, save them money on their utility bills and improve the look and value of their homes. Matt and Shari are supporting the program with local TV appearances, radio interviews and newspaper articles. They are also on hand after each performance to sign autographs and meet with their fans.

Progressive Foam initiated the program as a way to spread awareness about the product and assist local dealers in increasing their effectiveness at home shows. By utilizing consumer recognition of Matt and Shari and connecting their booth to the stage presentation, dealers are able to draw homeowners looking for Insulated Siding to their booths.

Their first appearance took place at the Rhode Island Home Show in Providence on November 7th, 2009. The duo tentatively plans to give the stage presentation at spring home shows in St. Louis, Cleveland, Indianapolis and Hartford.

Matt and Shari are best known for creating the first show to air on HGTV, Room by Room. The program holds the record for the longest running decorating show with more than 350 episodes aired over 14 years.