

Why Foam It?

Competitors 0.5 lb spray foam

Full cavity?

0.5 lb spray foam offers . . .

- little control of spray depth, +/-4" from target depth
- avg. 30% of product installed is cut off and thrown away
- air-seal rating 16 perms-in. after scarfed
- provides no structural strength
- avg. job takes 2x longer due to scarfing and cleaning
- requires significantly more prep time
- avg. R-value of 13 at 3.5"
- is not an air-barrier at less than 3.5"
- over-spray on studs interferes with subsequent trades
- foam can push wiring and plumbing pipes out of cavity
- 100% scarfed walls means increased risk of cutting into wiring that has been pushed out of the walls due to over-filling
- over-filling of cavities causes significant amount of foam to protrude out past the studs interfering with drywall

vs.

Platinum
100|120™

Full Performance?

Platinum 100 & 120 offer . . .

- greater control of spray depth; +/-1" from target depth
- avg. 1% of product installed is cut off and thrown away
- air-seal rating 2.55 perm-in. (4x better air-seal)
- 15 PSI tensile strength (15x stronger)
- 10 PSI compressive strength (10x stronger)
- ave. job takes 50% less labor and time
- minimal scarfing and cleaning
- R15 at 3" (38% more R-value in 14% less space)
- cavity is not over-filled, no foam protrudes past studs
- wiring and plumbing are not pushed out of the wall
- minimal cutting equals minimal risk of cutting wiring
- no interference with subsequent trades, especially the installation of drywall

Everyone knows that spray foam insulation air-seals like no other insulation can. But did you know that the vast majority of foam's ability to seal resides in the "outer skin" that is formed as the foam cures. Many spray foam contractors and consumers contend that completely filling the wall cavity with 0.5 lb spray foam is the preferred way to insulate wall assemblies. While this seems intuitive, the only benefit to this approach is for those selling foam! This approach actually reduces energy efficiency, increases air-infiltration, wastes foam & time, is not environmentally responsible, and frequently creates headaches for subsequent trades such as drywall. Platinum 100 & 120 offer a better solution that saves time, money, and provides superior air-sealing & energy efficiency performance. The Platinum line of spray foam products is offered exclusively by Foam It Licensed Contractors.



Why Foam It?

Competitors 0.5 lb spray foam

You pay for that.



In a typical 0.5 lb spray foam project 30% of the foam you purchased goes in the dumpster. For a 2400 sq.ft. house this is typically enough waste to fill a 15 yard construction dumpster.

You pay for:

- the foam -
- the labor to have it installed
- the labor to have it cut off
- the labor to have it bagged up
- the fee to have it dumped

You end up with:

- less air-seal performance
- less R-value
- more cost & longer job duration
- more trouble with trades that follow

VS.

Platinum 100 & 120 represent the next generation of spray foam wall insulation. They offer all the flexibility, health, and affordability of light-density open-cell foam, but none of the draw-backs. In fact, they achieve performance that rivals their more expensive closed-cell counterparts with better R-value, lower permeability, better adhesion, improved structural strength, and of course, little or no wasted product. Platinum 100 & 120 are available only through Foam It Licensed Contractors.



Less waste.
Less interference with other trades.
Faster installation.
More structural strength.
Better air-seal & thermal performance.

Platinum
100|120™

