

REASON NO.

Why EARTHSEAL ZERO™?

EarthSeal Zero Quick Stats

- open-celled, water-blown, 0.5lb density
- 100:1 expansion
- made from bio-renewable sources
- reduces energy consumption by up to 70%
- non-flammable & fire code compliant
- seals the building envelope
- R 4.32 per inch
- improves indoor air-quality
- naturally anti-microbial & mold resistant
- reduces air-borne pollutants & noise

For Immediate Release
San Antonio, Texas, 11-11-09

EARTHSEAL ZERO™ meets and exceeds all new residential building codes to take effect January 2010.

New increased fire standards to be imposed on spray foam insulation are sure to deliver a costly blow to spray foam manufacturers. Up till now fire performance standards imposed on the spray foam industry have been relatively weak allowing products with mediocre fire performance to be left exposed in crawlspaces and attics with full code approval. No more.

New code requirements have raised the bar making it impossible for most spray foams to pass code without the application of a separate fire-coating. This new step represents extra time and cost to the customer, a devastating blow to spray foamers given that foam is already more expensive than traditional alternatives.

FoamIt General Manager Matthew Hugg tells us that FoamIt is ready to meet the new code "head on" with the release of their new EARTHSEAL ZERO™ spray foam. EarthSeal is 100% non-flammable and can pass new code standards with flying colors without the use of any additional fire coating eliminating the time and cost associated with the coatings. "This breakthrough represents a quantum leap forward in spray foam technology", said Hugg, "This really raises the bar for all spray foam manufacturers".

While he would not reveal how it will compare in price, he did say that he felt confident that FoamIt's customers would appreciate that EARTHSEAL ZERO™ is "surprisingly affordable" compared to other products on the market.

Contact your FoamIt sales consultant to schedule a burn demonstration of EARTHSEAL ZERO™ and ask about preferred pricing on your next insulation project.

Save Money, Save Energy, Just Foam It!

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**EARTHSEAL
ZERO™**

Foam It

**Not all foams
are created equal . . .**



**EARTHSEAL
ZERO™**

**spray foam insulation offered exclusively by
FoamIt licensed contractors demonstrates unprecedented fire resistance
properties passing the crawlspace comparison test (SWRI 99-02) with a
record breaking time of 26 minutes - at which point the fire source was
completely consumed forcing the termination of the test. No spray foam
insulation has ever made it past 9 minutes.**

**What does the difference between 9 and 26 minutes mean?
In the event of a house fire, its means everything.**

***Schedule a fire demonstration with your FoamIt Building Consultant
and see how EarthSeal can insulate and protect your home.***

www.foamitnow.com - 210-I-FOAM-IT

**EARTHSEAL
ZERO™**

offered exclusively by Licensed FoamIt Contractors