

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

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EarthSeal the "Greenest" spray foam products on the market.

The term "Green" in the construction industry has come to represent a class of products that is environmentally friendly, which is to say that they conserve energy, can be produced without having a negative impact on the environment, and/or can be made from recycled or bio-renewable sources. However, the term "Green" and the concept of "Green" products has become quite diluted as manufacturers of virtually every construction product available today now use the term to describe and market their products. This leaves consumers to wonder what standard manufacturers use to label their products "Green". Good question.

FoamIt General Manager Matthew Hugg tells us that there are definitely "shades of Green in the industry" and that most spray foam products meet the "bare minimum" requirement to be able to be labeled as green by any standard. With FoamIt's release of their new EarthSeal spray foam product, Hugg says that FoamIt is prepared to reveal just how "light green" most spray foams really are. Their new EarthSeal product boasts the highest level of bio-renewable content of any spray foam in the market today with whopping 40% of the finished product made from sugarcane. The next nearest competitor tips the bio-scale at only 10% making EarthSeal the "Greenest" spray foam on market by a factor of four! "This level of bio-renewable content has never been achieved, and many industry experts have claimed that we could never achieve it." said Hugg. Apparently that was all the motivation needed.

Save Money, Save Energy, Just Foam It!

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EARTHSEAL ZERO™



Foam-It

Not all bio-foams are created equal . . .

EARTHSEAL ZERO™

bio-renewable spray foam
insulation contains 7X more
bio-renewable content than the
closest leading product.

EARTHSEAL ZERO™

is the Greenest spray foam
insulation on the planet.

The next leading 0.5 lb
bio-foam has less than 9%
bio-renewable content.



VS.



The "Green Movement" has come of age. Nay-sayers who claimed it was "just a fad" clearly underestimated consumer interest in environmentally conscious products. But no more. Anyone who's anyone - in almost any industry you can name - now offers Green products and most are even competing for the coveted title of GreenEST product to capture our attention and our money. The spray foam industry is no exception with dozens of bio-foams to choose from. But true to form, there are those in the industry who are eager to exploit the consumer's desire for all things Green. Everywhere you look manufacturers and contractors are flooding media pipelines with marketing propaganda touting the "environmental virtues" of marginally Green products such that uninformed consumers are left with the impression that these products are "based" upon bio-renewable products in the same way that candy is "based" on sugar. False. The vast majority of "bio-foams" on the market today contain only a minute amount of bio-renewable content leaving the bulk of the product the same as foams of decades past which were composed mainly of petroleum derivatives.

Many manufacturers downplay this reality because it doesn't align with their marketing message which centers on the idea of being Green. But an increasing number of savvy consumers are asking hard questions forcing manufacturers to justify their message with data before they are willing to cut loose of their hard-earned cash. Most manufacturers will not reveal the amount of bio-renewable content in their "green" foams hiding behind the veil of confidentiality, but those who do share the stats reveal that bio-content falls below 9% for most bio-foams - far lower than most consumers realize.

EARTHSEAL ZERO™ holds a firm grip on the title of Greenest spray foam in the industry with more than 45% of the finished product made from bio-renewable content. Finally, consumers have a choice that isn't just marketing hype. Call 210-I-FoamIt or visit FoamIt on the web for more information about EarthSeal 0.5 lb spray foam at www.foamitnow.com.

EARTHSEAL ZERO™

offered exclusively by Licensed FoamIt Contractors

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

