



insulRight REPORT

InsulRight: Making Homes Ultra Energy-Efficient

At a time when spray foam insulation is becoming more popular in new home construction, independently owned and operated insulRight continues to rank as one of the industry's leaders. insulRight, which has installed over 20 million board feet of foam over the last decade, has been named one of Icynenes' top 20 Gold Circle Dealers in each of the last six years. They have demonstrated proven experience and competence in

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— Andrew Imro,
owner and founder
of insulRight

InsulRight is staffed with 18 full-time spray technicians who have a broad base of experience working with major manufacturers of spray foam insulation, including DOW, BASF, Bayer and Icynene. Their experience, education and training are among the best in the industry.

"We're one of the most experienced companies in the industry," said Andrew. "We have some technicians who have sprayed foam for at least seven years --

the installation of spray foam insulation for home-builders desiring to maximize insulation performance.

Just ten years after its founding, insulRight has grown from one spray foam crew to six. According to Andrew Imro, owner and founder of insulRight, the company has invested over a half million dollars in their state-of-the-art equipment. They spray both Closed Cell Ridged Foam and Open Cell Soft Foam.



longer than anyone else in the industry. Most of our technicians are on a spray crew for three months just learning the basics. It usually takes about a year until they are running their own crew."

Andrew said that the company also has seven fully outfitted self-contained spray foam rigs, among the highest in the industry.

"Each rig is a self-contained system, fully operational with generators and compressors," said Andrew. "When we are onsite, we don't use our customer's power or any of their equipment. Everything is supplied by us."

Pat McGivern, General Sales Manager for insulRight, emphasizes the company's personal relationship with its customers.

"We pride ourselves in our excellent customer service," said Pat. "We feel that's one of our strengths."

They have a fully staffed office ensuring that the phones are always answered by a live person. They also have a full-time production coordinator who helps keep the jobs on schedule.

"From the initial phone call, we have staff here to answer

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Customer Profile:

Montgomery and Rust, Inc.

Since their founding in 1972, Montgomery and Rust, Inc. have built about 1,000 homes in the Pittsburgh area. The company, which was started by Donald Montgomery and S. Murray Rust III to focus on building custom houses in residential communities, has a total of 20 employees in the field and the office.

"We have always put a great amount of effort into planning communities that enable neighbors to be neighbors," explained Greg Green, V.P. of Projects for Montgomery and Rust.

The company has won several awards including: BAMP builder of the year, PBA builder of the year, BAMP community of the year for multi family and single family community, and the Silver Energy Value Housing Award at the national level for custom home in a cold climate.

"We have also received Certificate of Meritorious Service for demonstrating leadership in the VISIBLE Homes Initiative," said Greg. "We also received the 50th Anniversary Housing development award from the Urban Redevelopment Authority."

What has made the company so successful over the years is their ability to adapt over the 30 years they have been in business.

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— Greg Green, V.P. of Projects for Montgomery and Rust

interior design to help our customers make difficult decisions."

Among the three communities they are most proud of are The Village of Shadyside, The Village at Washington's Landing and Summerset at Frick Park.

"These communities have really had a tremendous impact on the City of Pittsburgh and will continue to do so for many years," said Greg.

Montgomery and Rust began doing business with insulRight in 2000 and it was a perfect match, according to Andrew Imro, owner and founder of insulRight.

"Montgomery and Rust's commitment to building a higher quality, ultra- energy efficient home is typical of in-



Greg's customer," said Imro. "Our service is ideal for the builder who wants to set themselves apart from the crowd who only builds to minimum code requirements. Most of the homes insulated by InsulRight will meet Energy Star or better standards."

Greg said that they have never experienced any problems working with insulRight.

"We have never had a scheduling problem, installation problem, or product problem when we have used them," said Greg, adding that they offer the foam insulation package as an upgrade. "They are cooperative in helping us to supply our customers with educational information regarding spray foam insulation."

According to Greg, the greatest benefit in using spray foam insulation in their homes is the reduction of air leakage.

"Houses that use spray foam versus fiberglass perform better," he said. "We perform blower door tests on our houses and the results of using spray foam are surprisingly better."

Greg explained that even in their fiberglass homes, they are meticulous about caulking for air leaks around windows, exterior penetrations, taping all exterior seams, but spray foam still performs better.

"The other area that is most important is the reduction of electric and gas bills," he added. "Finally, when you step into a house that has used spray foam insulation it feels better. This is not something you can really understand until you have been in a fiberglass insulated house versus a spray foamed-house."

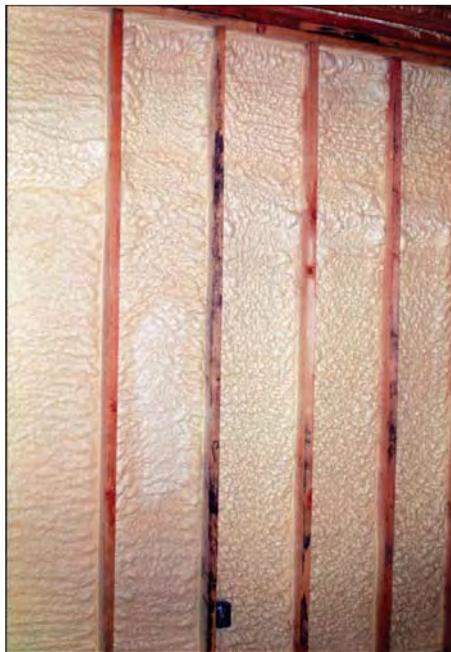
For more information about Montgomery and Rust, visit them online at www.montgomeryrust.com.

Tax Credits for Spray Foam Insulation

Thanks to the Energy Policy Act of 2005 (EPACT), there's now a federal tax incentive to install spray foam insulation. To encourage Americans to live in healthier, more energy efficient homes, Congress passed EPACT two years ago. Some states also offer state tax incentives. Check your state's energy office Web site to see if your state offers any state tax incentives.

Consumers who purchase and install energy-efficient products -- like spray foam insulation -- can receive a tax credit of up to \$500 beginning in January 2006. There are two stipulations: improvements must be installed in or on the taxpayer's principal residence in the United States and the tax credits apply for improvements made between January 1, 2006 and December 31, 2007.

Home builders are eligible for a \$2,000 tax credit for a new energy-efficient home that achieves 50 percent energy savings for heating and cool-



ing over the 2004 International Energy Conservation Code (IECC) and supplements. At least 1/5 of the energy savings must come from building envelope improvements. This

credit also applies to contractors of manufactured homes conforming to Federal Manufactured Home Construction and Safety Standards.

There is also a \$1,000 tax credit to the producer of a new manufactured home achieving 30 percent energy savings for heating and cooling over the 2004 IECC and supplements (at least 1/3 of the savings must come from building envelope improvements), or a manufactured home meeting the requirements established by EPA under the ENERGY STAR program. With the exception of the tax credit for an ENERGY STAR qualified manufactured home, these tax credits are not directly linked to ENERGY STAR. Although a builder of an ENERGY STAR-qualified home may be eligible for a tax credit it is not guaranteed.

For more information, visit the Department of Energy Web site at www.energy.gov.

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any questions that a prospective customer may have," explained Pat. "Most of the time, people are curious about spray foam insulation and inquiring about it. Some people may have just learned about spray foam, but don't understand or don't know everything about it. So we take the time to explain the features and benefits."

They take the time to explain what spray foam insulation is, why it's better than fiberglass insulation and why many homebuilders are beginning to use it.

So how does it work? The liquid polyurethane in the spray foam insulation is pumped through pressurized spray nozzles. As it lands on the surface of the walls, it expands to form a continuous insulating barrier. Unlike other insulating materials, spray foam insulation will seal and fill every tiny gap, crevice

and cracks in the walls or floors, creating an airtight barrier and eliminating drafts.

"Even at the same R-value, spray foam far outperforms fiberglass because of the main air-sealing properties of the foam," said Andrew. "Because it's sprayed in place, it seals to everything we spray it to including the studs and the sheeting."

Want to see it in action? Visit insulright.com to download a video of one of insulRight's crew spraying the foam. Better yet, see it in person and judge for yourself, added Andrew.

"We can offer a free demonstration of the foam and can spray a cavity or two in a home," he said.

For more information, call the company toll-free at 1-800-895-8774 or visit them online at www.insulright.com.



Commitment to Training: Building Strong and Dedicated Crews

Spray foam is a professionally installed product; it is not a "do-it-yourself" product. It requires special training and most often a certification by a licensed company, like insulRight, to install it. Experience, education and training are the key core elements a professional installer should have.

InsulRight has 18 full-time spray technicians who have experience working with major manufacturers of spray foam insulation, including DOW, BASF, Bayer and Icynene. There are usually 3 to 4 members on each spray crew. At any given time, insulRight has six crews working at various job sites.

According to insulRight Production Manager, Ken Hagerich, all of the technicians begin working on a spray crew for about three months so they can learn the basic installation techniques. Some of the basics include safety, job site etiquette, site preparation and demobilization.

After mastering these basic techniques, they learn about the envelope concept of foam insulation. Following their initial training, the trainee goes to a finished project site.

"We always want to start with the end in mind," said Ken. "Once they see the finished installation, we'll take them to an active job site where we walk them through the entire process."

They'll observe the crew working that day and ask any questions. Spraying techniques are demonstrated at this point and explained to the trainee. The following day, they'll go with that same crew as an extra and start to help. After 90 days of working with the crew, his foreman will conduct a review.

"We'll key in on his strong points and some of his weaknesses," said Ken. "It's a basic review process."

In about six months, the vested installer will then begin a thorough education process involving the mechanics of the spray foam equipment. In about a year's time, the in-



insulRight trained team member will be ready to take on any project as a crew chief and perform any project to provide an energy-efficient, comfortable insulRight home.

The training does not end there, however. Ken added that further instruction on foam products and applications are part of the continuing education process at insulRight.

The most critical component to all of this training is safety first.

"We highly stress the importance of safety," said Ken. "While we make sure that the trainees understand the concept of spray foam insulation and how to apply it, we address the safe handling of the materials as well."

