



News Release

FOR IMMEDIATE RELEASE

Jennifer Wilson
BioBased® Insulation Brand Manager
1.800.803.5189
jwilson@biobased.net

Jill Ludvickson
Western Pacific Roofing
760.416.5877
jill@westpacroof.com

BioBased® Insulation Installed in San Fernando Valley's First Certified Green Home

Soy-Based, Water-Blown Spray Foam Insulation Delivers When Energy Efficiency, Sustainability Matters

STUDIO CITY, California (July 10, 2008) –BioBased® Insulation's soy-based spray polyurethane foam insulation products are being installed in San Fernando Valley's first certified green home this week.

The home, located in Studio City and part of Southern California Gas Company's Advanced Home Case Study Program, also will be the first home to obtain dual certification under the U.S. Green Building Council's LEED for Homes Program and Build It Green's GreenPoint Rated Program.

The case study program seeks to create a comprehensive portfolio of projects that highlights the underutilized potential of sustainability in new construction and brings innovative approaches to the marketplace. To qualify, projects must focus on sustainable land use planning, environmentally sensitive design and green building practices.

Project managers of the Studio City home have gone the extra mile to select sustainable products and measures that further improve the durability, energy efficiency, air quality and thermal comfort of this home, and BioBased® Insulation contributes in each of these areas.

"When complete, this home will be 65% above compliance levels for California's Title 24 in large part due to the higher R-value and lower infiltration rate from using BioBased® Insulation," said Marty Meisler, project manager.

BioBased® Insulation is spray applied as a liquid that quickly expands multiple times to fill all cracks, sealing stud-to-stud. This seal greatly reduces air infiltration, the largest cause of energy loss in a structure. When used with other responsible building practices, homeowners can realize a 30-50% reduction in their monthly heating and cooling bills. The air seal also can reduce harmful outside irritants such as pollen and dust, making the inside a more comfortable and a healthier environment.

In 2003 BioBased® Insulation introduced BioBased® 501, an open cell product and the first soy-based and water-blown spray foam insulation to be ICC-rated (ESR 1383). Since then the company has continued developing new and more sustainable insulation products that incorporate natural, renewable ingredients, such as Agrol®, a 96% pure bio-polyol. BioBased® 1701s, a closed cell product, is the first spray foam insulation to meet the stringent GREENGUARD Certification and GREENGUARD for Children & Schools Certification.

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Western Pacific Roofing, the BioBased® Insulation Certified Dealer servicing Southern California, installed both products in the Studio City home. For more information about BioBased® Insulation or to obtain an estimate for your next project, call Western Pacific at 760-416-5877.

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About BioBased® Insulation

BioBased® Insulation is committed to making the world's structures more sustainable by developing and marketing performance-tested, environmentally responsible spray foam insulation products through a global network of certified dealers. Our goal is to reduce dependence on petroleum products by correctly sealing buildings to make them more energy efficient while utilizing the latest technology to incorporate renewable materials into our products and sustainable practices into our business. Headquartered in Northwest Arkansas, BioBased® Insulation holds the exclusive rights for the use of the Agrol® family of soy-based polyols in spray foam insulation applications. This same Agrol® also is found in EnviroCel™ and BioCel™ carpet backing from Universal Textile Technologies, in AstroTurf products and is currently being used by the automobile industry to make head and arm rests for select models of Toyota, Honda, Ford and Chrysler.

About GREENGUARD Indoor Air Quality Certification®

The GREENGUARD Indoor Air Quality Certified mark is a registered certification mark used under license through the GREENGUARD Environmental Institute.



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