

Custom Builder Advantage Program

Business solutions for custom home builders





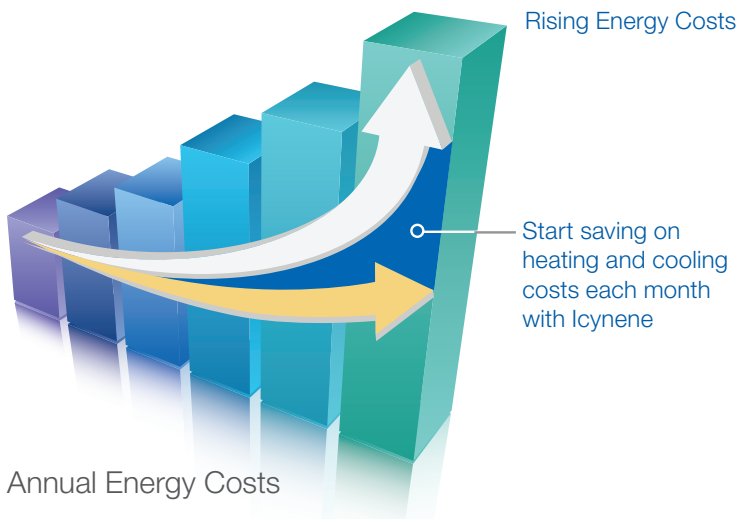
Business Solutions for Custom Home Builders

Simplify Sales

When people look at a house plan, they make critical evaluations about its design and construction features. They consider questions like “Does it measure up to our standards of quality?”, “How does it compare to the other homes we’ve seen?” and “Will the features in the home help us save on our energy bills?”

On a parallel and equally important level, prospective buyers picture their furniture and décor inside the rooms and imagine how they will feel living there.

Icynene makes it easier to sell Icynene spray foam insulation to new home buyers by helping you demonstrate the technology, estimate energy savings and cost benefits, as well as helping them feel right at home in a quieter, healthier and more comfortable home.



Boost your Bottom Line

Icynene can tailor the Custom Builder Advantage Program to suit your business needs. Discuss your requirements with your Icynene licensed contractor and choose the tools that best suit your needs in the model home.

Contact your Icynene Sales Representative to help you simplify sales and boost your bottom line.

Builder Advantage Sales Tools

Icynene insulation is an investment your customers will feel good about every day. Use these innovative Icynene Builder Advantage tools on your website, in your showroom and in your model home to help your customers understand the technical, financial and emotional benefits of installing Icynene spray foam insulation.



Air Seal Demonstration Unit & Air Seal Video

What's the difference between cellulose, fiberglass and Icynene insulation? Demonstrate the dramatic difference blocking airflow has on maintaining temperature with the Icynene Air Seal Demonstration Unit and/or its accompanying video.



Icynene Samples

One touch of an Icynene insulation sample will show your prospective buyers that Icynene spray foam is the evolution of insulation.



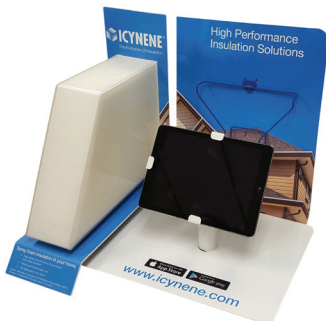
Savings Calculator

Link your site to Icynene's online Savings Calculator, a simple estimation tool that demonstrates how much your clients can save on their monthly finance costs.



Videos

Embed Icynene's online videos, available via our YouTube site, on your website as an additional online tool to help present the benefits of Icynene spray foam insulation.



Model Home Display Unit

Interactive, portable model home display unit aims to educate home buyers about the advantages and long term benefits of Icynene spray foam insulation. The app can be downloaded onto their own smart phone or tablet for further education and engagement.



Consumer Brochure and FAQ Brochure

Icynene's Consumer brochure reinforces the comfort and financial advantages of Icynene spray foam for their family home while the FAQ brochure encourages prospective clients to evaluate and compare your Icynene-insulated custom home design against a comparably sized design with conventional insulation.



The Icynene Contractor Network: Support You Can Count On

Your licensed Icynene contractor is more than just a source for the leading spray foam insulation used in new home builds. Your Icynene contractor understands the relationship between air-sealing and proper ventilation in order to ensure whole home performance. In working with the HVAC contractor to determine HVAC requirements based on superior air-tightness levels achieved with Icynene insulation, your Icynene contractor helps you deliver high-performance results that can help reduce your buyer's monthly heating and cooling costs. Icynene's network of licensed contractors are located across North America and ready to work with you on your next project.



Build on your Quality Reputation Together with Icynene

Don't take chances with other spray foam insulations. Trust Icynene to manufacture product to the strictest quality standards in our ISO 9001-2008 registered plant, following ongoing quality management system guidelines during the process. Icynene insulation is extensively tested and approved by international approval agencies such as ICC-ES (International Code Council Evaluation Service in the United States), CCMC (The Canadian Construction Materials Centre) and EEA (European Economic Area).

Icynene warrants that Icynene spray foam products when installed according to its installation instructions by an Icynene licensed contractor, will perform as indicated in the product specification sheet published at the time of the installation. This Lifetime Limited Warranty is in effect throughout the life of the building, provided the original purchaser registers the Warranty Registration Form with the Icynene Warranty Department within 30 days of occupancy.

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 **ICYNENE®**
The Evolution of Insulation