

## For Immediate Release



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### OWENS CORNING UNVEILS BREAKTHROUGH AIR SEALING SYSTEM AT THE 2012 ICAA CONVENTION AND TRADE SHOW

**DALLAS – October 4, 2012** – Owens Corning (NYSE:OC) reinforced its position as an insulation category innovator and leader today at the 2012 ICAA Convention & Trade Show in Dallas where it unveiled a new breakthrough air sealing system designed to help Owens Corning Insulation contractors be differentiated in the marketplace. The EnergyComplete™ whole home insulation and air sealing system offers contractors a high-performance, affordable solution to increasing energy efficiency and comfort in residential structures.

“Our contractor partners count on us to always be on the cutting edge of market-driven product innovation,” said Julian Francis, Vice President and Managing Director of Residential Insulation for Owens Corning Insulation Systems, L.L.C. “The EnergyComplete™ system delivers on that promise by providing contractors with a highly efficient and highly effective way to air-seal a home.”

#### Inspired by Building Science

In keeping with Owens Corning’s rich grounding in building science, the technologies and features of the EnergyComplete™ system were inspired through research performed by the company’s dedicated Building Science and Technology team, which conducted a comprehensive study to analyze, quantify and identify the complex air filtration and leakage characteristics that contribute to energy loss in a home. Among the most noteworthy findings was the identification of specific construction joints that contribute to the greatest amounts of air leakage and energy loss.

“Even the best built homes are vulnerable to gaps, cracks and seams where air can enter and escape. These leaks can decrease the overall comfort of a residence by allowing unwanted moisture, drafts and noise to penetrate the home, and can account for up to 40 percent<sup>1</sup> of the energy used for heating and cooling,” explained Dave Wolf, Research and Development Program Leader for Owens Corning Science and Technology, L.L.C. “With nearly a mile of exterior joints in a typical residence, knowing which joints contribute the largest quantities of air leakage allows for the most strategic placement of sealant for maximum energy efficiency.”

This proprietary insight inspired the design of the exclusive sealant formula and equipment used in Owens Corning’s new EnergyComplete™ air sealing system. The system combines a flexible foam sealant with proven EcoTouch® Insulation to deliver exceptional thermal performance.

Featuring Owens Corning’s Flexible Seal Technology, the expanding foam penetrates deep into joints and openings to help prevent energy loss by air exchange. The durable sealant also helps to reduce the chance of mold growth by keeping airborne moisture from entering wall cavities, and creates a first line of defense against insects and other pests.

### **Optimized Performance and Profits**

Additionally, the EnergyComplete™ system delivers a series of performance and cost benefits for contractors and builders, including:

- ✓ Optimized formula that offers increased durability and gasket performance, excellent foaming action and quick setting time
- ✓ Durable air seal that expands and contracts with the home and won't break down over time
- ✓ Specially-designed high-yield nozzle and sealant that work together to reduce product usage and allow contractors to seal critical, hard-to-reach joints
- ✓ Easy installation in accessible areas of existing homes making it ideal for retrofit applications
- ✓ No hazardous off-gassing during application and curing, thus no job site quarantines, resulting in reduced work delays and down time and improved job site productivity
- ✓ Contributes to points of energy-efficient and green building programs such as ICEE®, ENERGY STAR®, LEED® and the NAHB National Green Building Standard

“The EnergyComplete™ System offers excellent performance at a fraction of the cost of traditional spray foam insulation so contractors have more room to negotiate price,” noted Francis. “It also helps decrease contractor costs through use of low cost materials and less upfront investment.”

The new EnergyComplete™ whole home insulation and air sealing system will be showcased in the Owens Corning booth (#304, #306 and #308) during the ICAA Conference and Trade Show. Additionally, Wolf will elaborate on the findings from the Owens Corning research during a special presentation entitled “Air Leakage in Residential Structures” scheduled for opening day of the show. A report presenting the comprehensive results of the proprietary study is available to contractors exclusively through Owens Corning representatives.

### **Other Show Highlights**

Contractors attending the ICAA show also will have the opportunity to preview the latest innovations in Owens Corning's acclaimed EcoTouch® line of sustainable, high-performance insulation.

To learn more about Owens Corning insulation products or how to become a certified dealer, visit [www.OwensCorning.com](http://www.OwensCorning.com) or call 1-800-Get-PINK.

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<sup>1</sup> “Building Envelope Improvement: Air Sealing”, *U.S. Environmental Protection Agency*

### **About Owens Corning**

Owens Corning (NYSE: OC) is a leading global producer of residential and commercial building materials, glass-fiber reinforcements and engineered materials for composite systems. A Fortune® 500 company for 58 consecutive years, Owens Corning is committed to driving sustainability by delivering solutions, transforming markets and enhancing lives. Founded in 1938, Owens Corning is a market-leading innovator of glass-fiber technology with sales of \$5.3 billion in 2011 and about 15,000 employees in 28 countries on five continents. Additional information is available at [www.owenscorning.com](http://www.owenscorning.com).

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