

ENERGY STAR 3.2

TURNING THE TIDE FROM BATT TO
SPRAY FOAM INSULATION

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Winner of the **'Longest Summer Job in History'** award, Stephen began his insulation and spray foam journey 40 years ago as a summer job between high school and college. Throughout his schooling then full-time into the working world, Stephen has been in and around the insulation industry holding myriad of positions with contracting and manufacturing companies in both commercial and residential roles. Since 2011 Stephen has concentrated solely on the spray foam world and is widely regarded as one of the voices in the SPF world. Stephen very much dislikes writing his own bios..

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What....

...do ALL these (and hundreds of other) builders have in common..?



WE NEED YOU



**TO SPRAY
FOAM OUR HOMES!!**

Did you know...

The Top 10 Build ~275,000 homes/year

Of these ~275K only about 10% use SPF

Over the next 3-5 years we believe that SPF market share will **rise** to 45% to 60% SPF over traditional insulation

That's an increase of approximately 150,000 sets of foam

How much of that increase do YOU want..?



Approaching Builders

Large/National Insulation Contractors

Known to larger builders

National footprint

Organized approach

Can create national/regional programs

Smaller Contractors Owner-Operator

Nimble

Approach regional builders

Explore partnering with larger contractors in unsupported markets

Partner with other trades such as HVAC or Raters

What do YOU have to offer?

Have a builder doing SPF and not ENERGY STAR 3.2? They are ripe for an education – we can be a resource for you!

Other factors for ENERGY STAR 3.2 compliance include (but not limited to):

Doors

Windows

HVAC

Water heating

Water usage

W I I F Y...?

Becoming a trusted resource to your builder(s)

Helping them claim rebates (Hero Status Guaranteed)

In the 3.5"/5.5" markets this will most likely increase meaning more foam installed and more opportunities for profit

Nuts-n-Bolts of ENERGY STAR

ENERGY STAR 3.1

*HERS/ERI targets of ~65-55

Modeled with ducts in **unconditioned** space

Trade-offs allowed between insulation and air sealing

Grade I insulation install

ENERGY STAR 3.2

*HERS/ERI targets of ~55-45

Modeled with ducts in **conditioned** space

NO trade-offs allowed between insulation and air sealing

Insulation **AND** air Sealing must meet stringent benchmarks

Higher installed R-Value requirements for colder climates per 2021 IECC

Grade I install will carry greater enforcement

*These values may vary due to climate zones and/or other factors

How to WIN With Foam

Provides superior air sealing and higher R-Values per inch

Helps meet stricter air infiltration standards (3ACH50)

Minimize or eliminates Thermal Bridging delivering a more consistent thermal performance (and occupant comfort!)

Use of SPF in the Foam Dome[®] application:

- Brings ducts into conditioned space (attics)
- Delivers more consistent results for blower door and enclosure testing

Your NEW Best Friend

Seek out a HERS Rater in your market

Learn together about Grade I installs

Learn how Raters inspect

Raters are focusing more on documentation – how can you help?
More explicit attic cards or other leave-behinds?

HERS Scores/ratings are impacted by insulation quality and installation practices. Work with Rater(s) to find the ‘Sweet Spot’.

How can you make their job easier? THAT will tell you exactly what you need to know to deliver a proper ENERGY STAR installation!

But Wait – There's More!

45L Tax credits

ENERGY STAR 3.2 compliance qualifies for \$2,500 tax credit

SPF simplifies meeting enclosure and air-sealing benchmarks

Critical for achieving 10%-20% savings over older IECC Standards

Supports DOE Zero Energy Ready Home eligibility for a \$5,000 credit

Summary

Many avenues to work with builders on helping them achieve ENERGY STAR 3.2

Many gains/wins for the SPF Contractor

SPF plays a crucial role in ENERGY STAR 3.2 compliance

Focuses on the building enclosure for thermal and air tightness

Builders must understand and adapt to the higher R-Values, rigid air tightness, and insulation installation standards

*Partner with a local HERS Rater

Availability of additional credits via the 45L Tax Credits

*Find and partner with a Rater near you: <https://www.hersindex.com/find-a-hers-rater/>