

# FUN FOAM FACT & FICTION

*Do Our Clients Understand The Language We Speak ?*



My name is Gary Harvey. I was born and raised in London, England and moved here in the mid-70s. After completing my schooling, I jumped into this industry which I love so dearly. Other than a brief four-year stint as Director of Manufacturing for a subsidiary of Boeing in Seattle (my second passion, aviation), I have been in the roofing, waterproofing, and building envelope field since 1987.

I had the honor and privilege of working at a high-end roofing facility in Palm Springs which specialized in ultra-high-dollar custom estate homes, where I learned the meaning of quality, craftsmanship and pride in one's work product. Wanting to learn the other side of the industry, I pivoted to commercial roofing at Bryant Universal Roofing Company, where I was exposed to cutting edge roofing solutions, the most modern equipment and an incredibly diverse portfolio of projects.



In 1996, my wife Shena (who I met while at Boeing) and I moved to the San Francisco Bay area to raise our family. In July 1996 I joined the Wedge Roofing team. As President / CEO, I am fortunate to oversee a facility employing over 60 persons. I enjoy the best of both worlds, with half of our personnel in the residential side of the industry, and the other half firmly planted in the commercial side.



I enjoy giving back to the industry by lecturing, teaching, and mentoring, whether in the Green Building segment of our industry, spray foam roofing/insulation, or building envelope practices. I am also an accomplished soccer referee, officiating college, state and national teams.

Ask me about my World Cup team experiences.

# SPFA Antitrust Policy

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*"Our policy is to comply with all federal, state and local laws, including the antitrust laws. It is expected that all company member representatives involved in SPFA activities and SPFA staff will be sensitive to the unique legal issues involving trade associations and, accordingly, will take all measures necessary to comply with U.S. antitrust laws and similar foreign competition laws."*

*It is a per se violation of the federal antitrust laws for competitors to agree on prices, limitation of supplies, allocation of customers or territory, or boycotts. "Per se" means that no legal defense can be used to mitigate this automatic violation.*

*Even an agreement by competitors that is for the good of society and our industry may be a violation of the antitrust laws if it could affect competition.*

*If a topic of antitrust concern is raised at any time during a meeting, note your objection for the record. If the topic continues to be discussed, you should leave the room immediately and contact SPFA's general counsel and your company's attorney for further guidance.*

*Ensure that every SPFA meeting, where members are present, has an agenda, the agenda is followed, and minutes are kept by SPFA staff of the proceedings.*

*Understanding and acting on the requirements of U.S. and foreign antitrust and competition laws sometimes can be difficult. If you have a question about the propriety of activities or discussions in SPFA, you are encouraged immediately to contact your company's legal counsel and SPFA management.*

# Spanish Translation Disclaimer

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# Best Attributes of Spray Foam

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最好的絕緣錢可以買到

De beste isolatie geld kan kopen

Entegrite estiktirèl siperyè

Забавяне на парите качества

# What We Say

# What They Hear

The Best Insulation Money Can Buy

最好的絕緣錢可以買到

Eliminates Air Infiltration

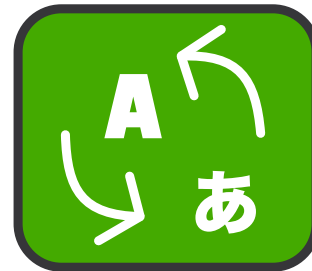
De beste isolatie geld kan kopen

Superior Structural Integrity

Entegrite estiktirèl siperyè

Vapor Retarding Qualities

Забавяне на парите качества





# Accurate Statement, Yes But !!

Not Relatable / Meaning Is Lost

Our product has superior thermal performance characteristics with negligible heat transferal when compared to typical insulation, such as fiberglass. As a result of these superior thermal qualities, the conduction of heat can be minimized and often virtually eliminated.





# Relatable Common Experiences

*Let Our Client Sell Themselves*

When you drink your coffee or tea in the morning it's 120°-140°. When you go to grab that cup of coffee in a porcelain or glass mug, you must hold it by the handle because holding it by the mug will burn your hand.

Let's just say you drink that same coffee from a buffet line where it comes in a Styrofoam cup. I know for me, the first thing I burn is the tip of my tongue because I have absolutely no idea how hot the contents of that cup is.

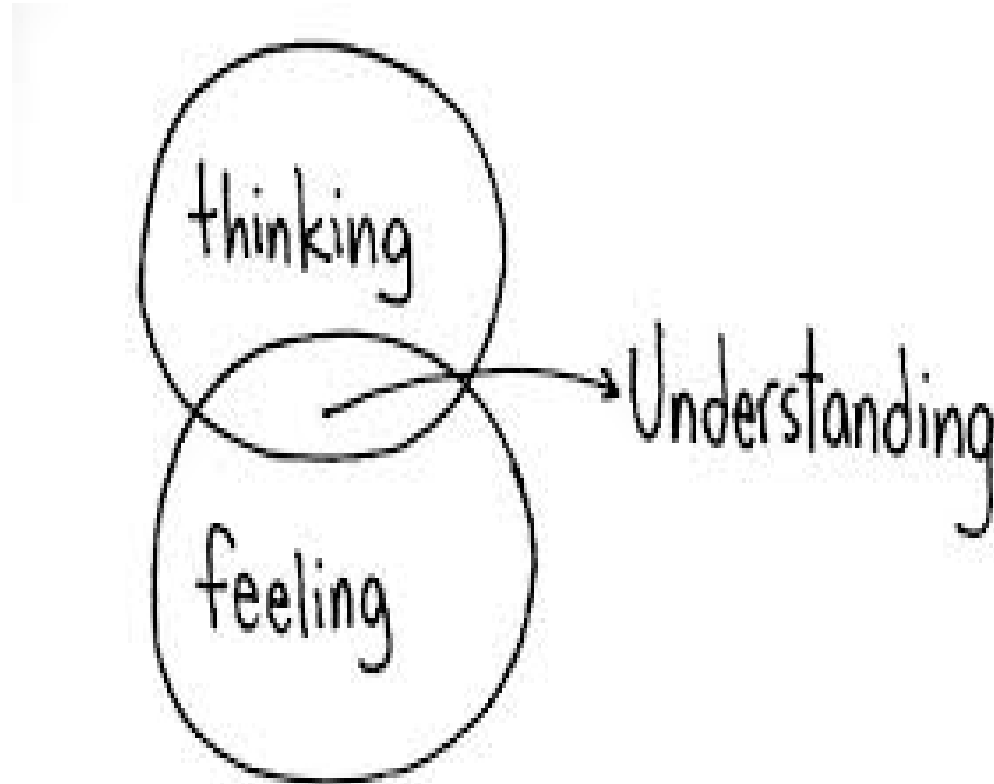
That is the difference between other insulations and spray foam. FOAM cup / Glass Mug.

That foam cup is just a few molecules different than our foam.



# Relatable Shared Examples

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One Line Answers

Quick "Elevator" Replies

Real World Examples

Educate With Common Experiences

Rebut "False Facts" About SPF

Embrace All SPF Attributes  
(Not just the positive ones)

# Explain Why SPF Is The Best Insulation

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R 6-7 Per Inch

Vapor Retarding Qualities

Eliminates Convective Air Flow

Saves Energy

Performs Better Than Other Insulation Products

Plus a Dozen Other Reasons



# Why Is SPF The Best Insulation

Your Customer Already Knows Why



# Everyday Items In Our Lives

*What Do the Items in Each Column Have in Common ?*

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Electric Guitar

Computer Mouse

Email

Jet Engine

ATM

Digital Cameras

Nylon Toothbrushes

Audio Cassette

Mobile Phones

Monopoly

Kevlar

Post-It Notes

Zippo Lighter

Valium

Laser Printers

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**1930's**

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ATM

Audio Cassette

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**1960's**

Email

Digital Cameras

Mobile Phones

Post-It Notes

Laser Printers

**1970's**

# Everyday Items In Our Lives

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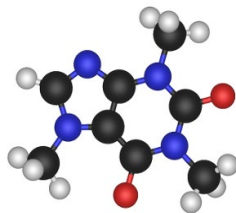
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**1930's**



Computer Mouse

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Audio Cassette

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**1960's**



Email

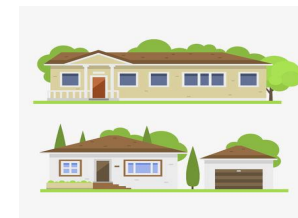
Digital Cameras

Mobile Phones

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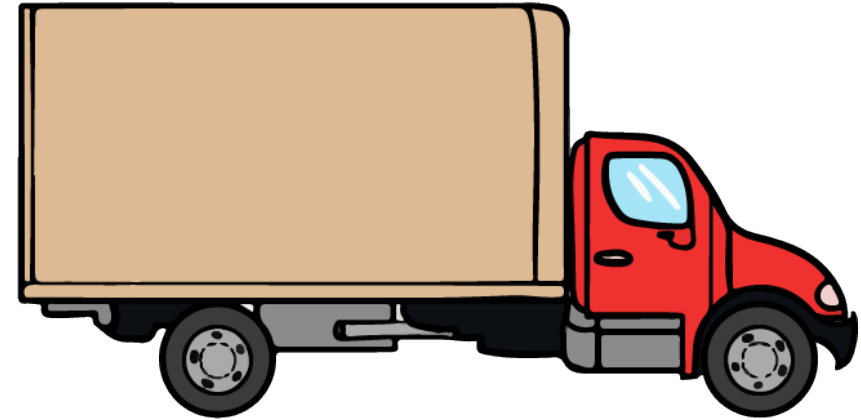
**1970's**



# Really.... The Best ??

*So Why Don't All Companies Do It ?*

Equipment Cost  
Training  
Learning Curve  
Compensation  
Most Take A  
Shortcut & Fail





# SPF Requires Special Tools, Equipment, Materials & Personnel



# Spray Foam Roofing



# I've Seen Some Horrible Foam Roofs

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I Bet You Have..... So Have I

Don't Judge the System by the Applicator

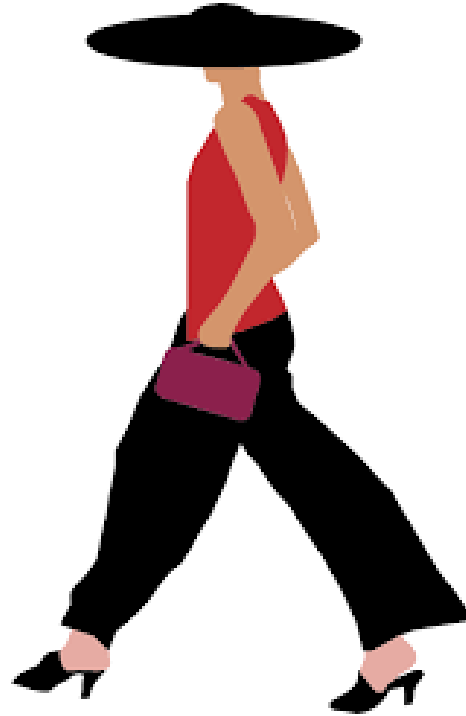
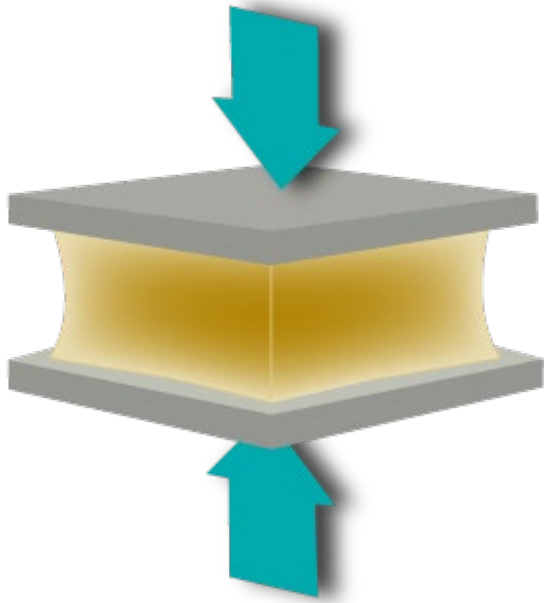
Poor Applications and Sub-Standard Workmanship Are Everywhere

Was That Horrible Looking Old Neglected Foam Roof Leaking ?

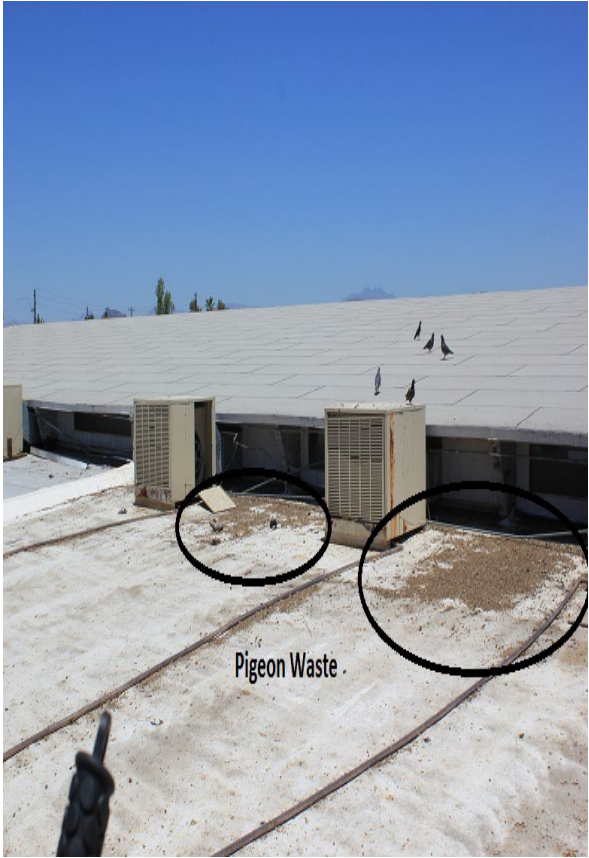
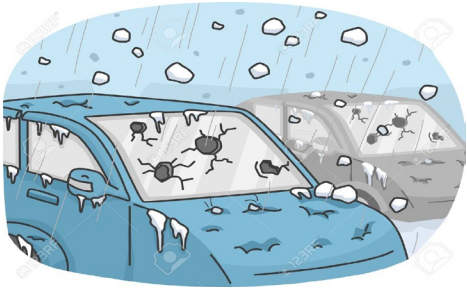


# Compressive Strength

*I Heard You Can't Walk On That Stuff*



# Flying Rats & Other Impact Damage



# Maximum Impact Protection

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# Weather Dependent Can't Be Done All Year

## Too Darn Temperamental

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Wood Substrate Must Be Dry

Yes. Requirement Of All Roofing Systems

Can't Be Done When It's Too Cold

Yes. Same As Fully-Adhered Single Plies, Mechanical Single Plies With Walls, Shingles, Caulking's, Etc., Etc.

Can't Be Done When It's Raining

Yes. Nor Should Any Other Type Of Roofing

**BEST PRACTICES ARE JUST THAT... BEST PRACTICES  
REGARDLESS OF SYSTEM BEING INSTALLED**

# Affirmative Reply to Negative Comment

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Impossible to Tear off – Takes Forever – Comes off in Small Pieces

In 10, 15 or 20 Years – Recoating Will Be Needed

Has Poor Drainage – Ponds Water

Rigid Insulation Is Just as Good – It Is the Same Material

Susceptible To Impact Damage

***Turn Their Frown Upside Down***



# Car Dealers Did All The Work Already

## Car to Roof Analogies

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5 Year / 60,000 Mile warranty

15k, 30k 60k Service Requirements

Preventative Maintenance

Engine Performance / Exterior Paint

Tires- Time to Replace the Tires

Open the Hood / No Battery

Roof Warranty & Life Expectancy

My Roof Is Still Under Warranty

Maximize Serviceable Life

Understanding Components

Recoating Intervals

Multiple Leak Sources

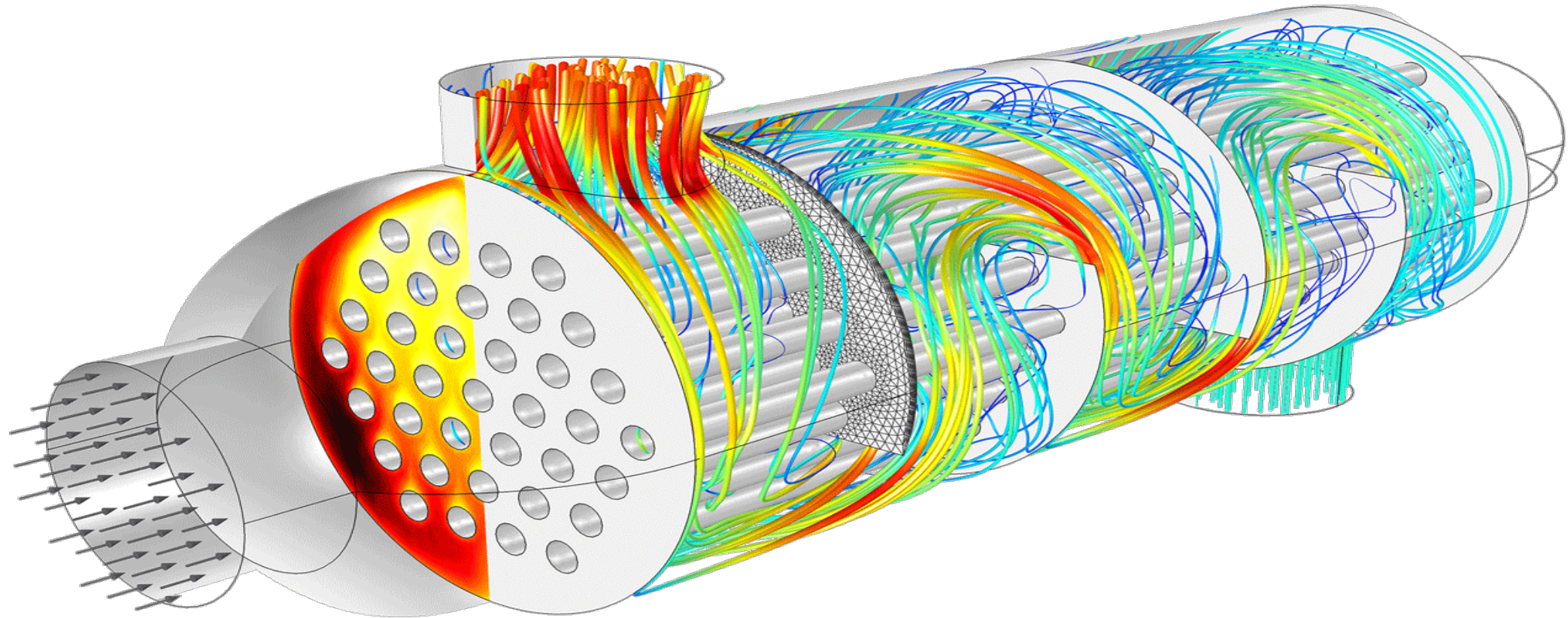


# SPF Interior Envelope



# Mechanisms of Heat Transfer

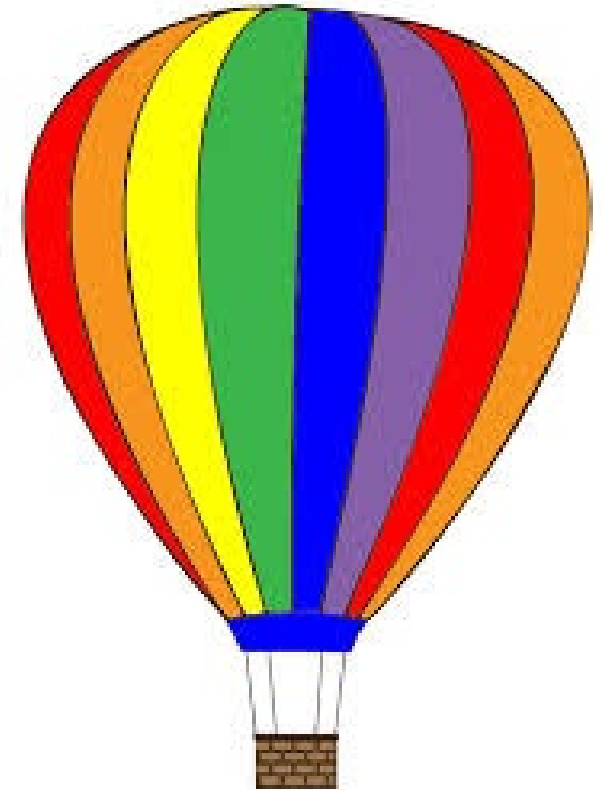
*A Non-Isothermal Flow model Using COMSOL Multiphysics and The Heat Transfer Module.*



# Convective Heat Transfer

*Hot Air Rises (Cold Air Sinks)*

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# Conductive Heat Transfer

*Don't Touch The Handle*

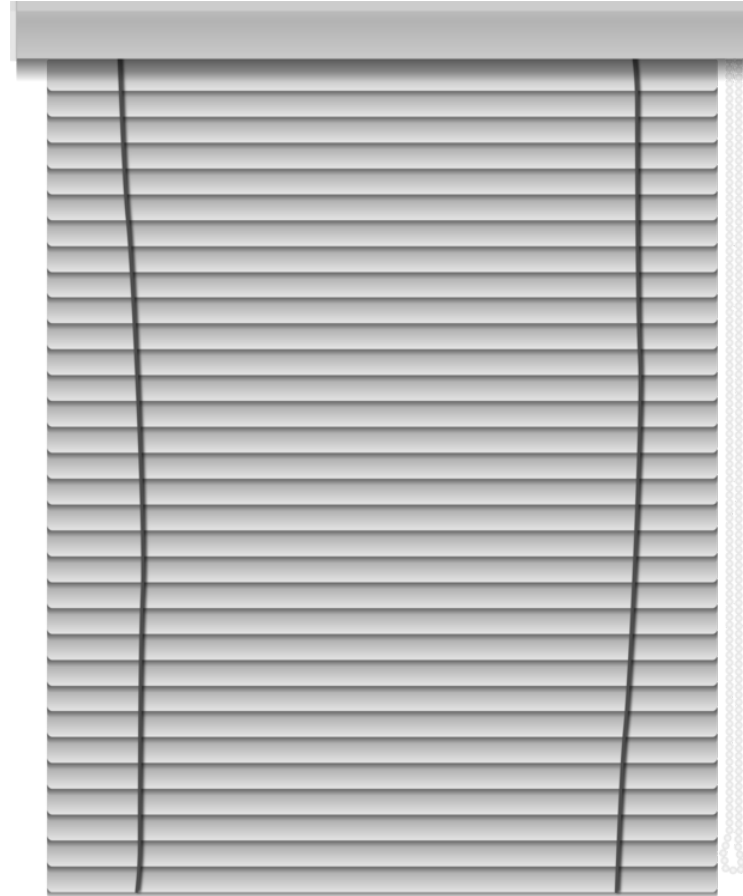
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# Radiant Heat Transfer

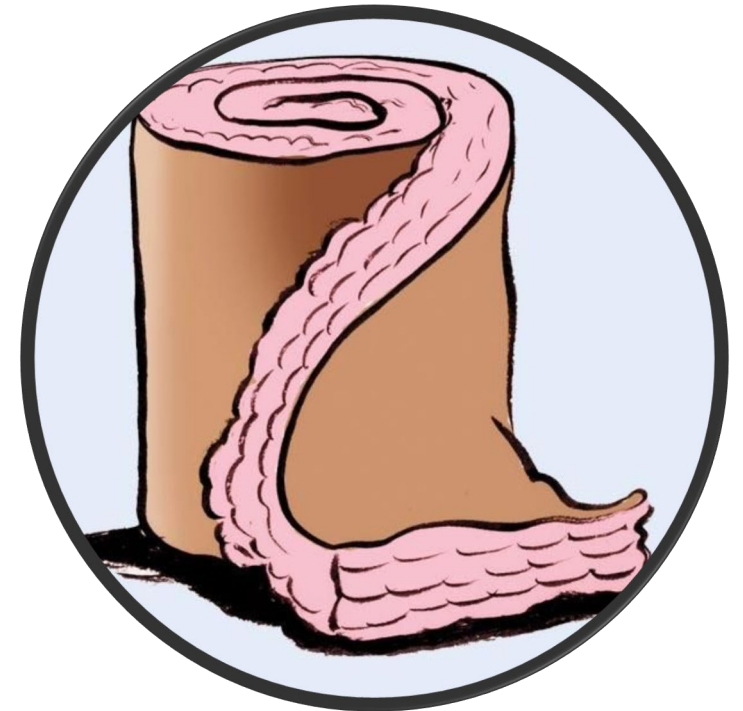
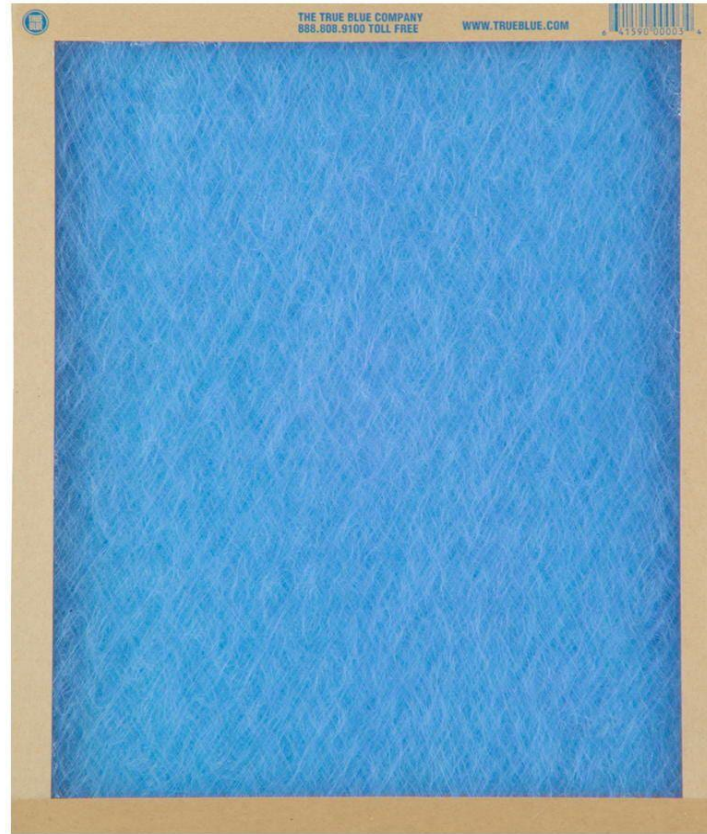
*Curtains & Trees & Cars Again*

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# Insulations Are Not All Created Equal

*Can the Same Product Really Perform Two Functions Well ?*



# Insulations Are Not All Created Equal

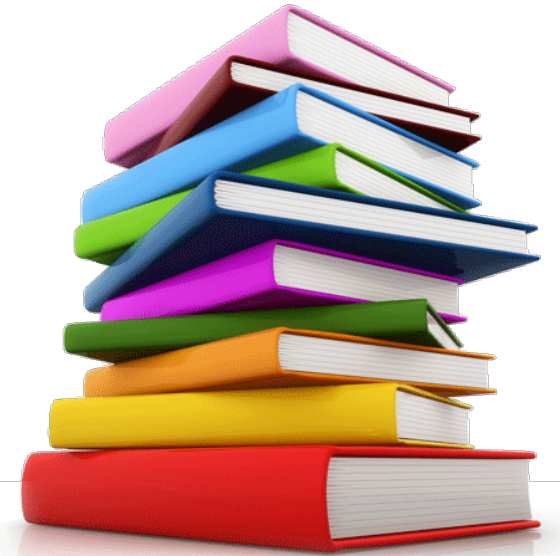
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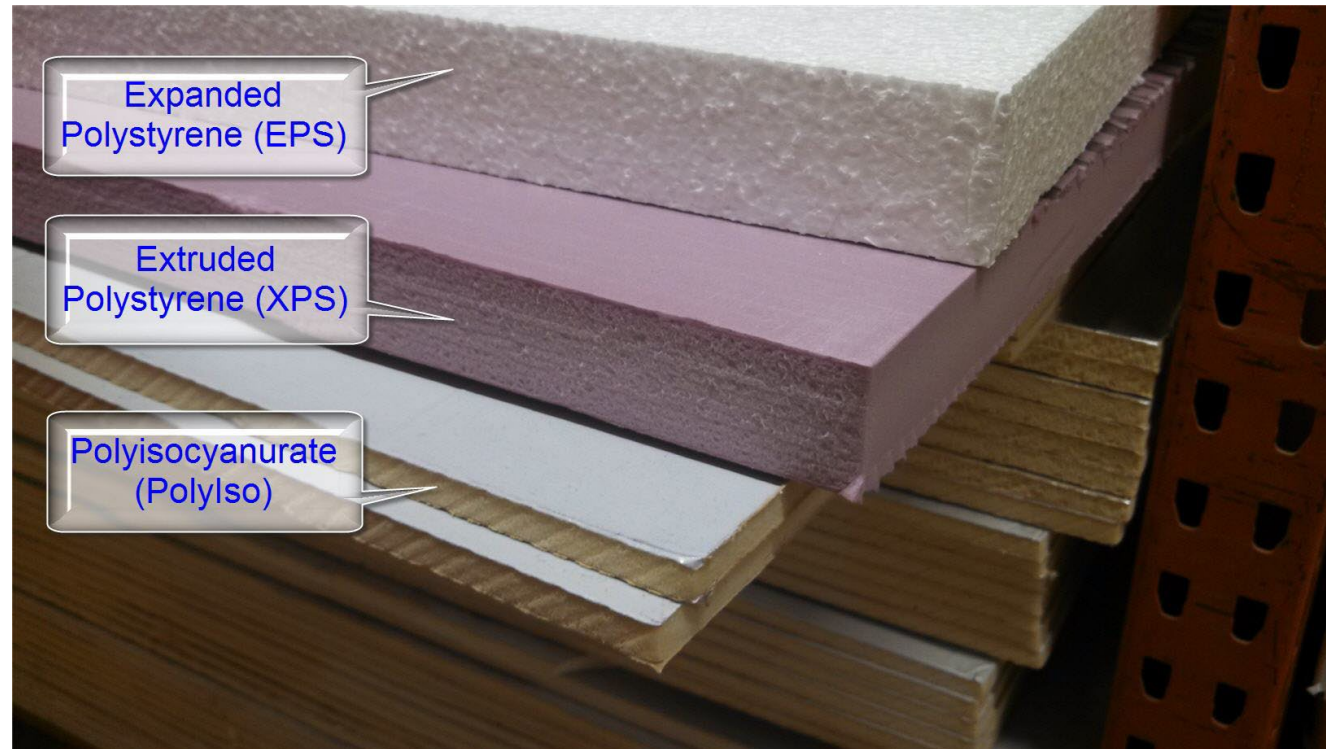
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# They Perform Equally ? They Could Do.

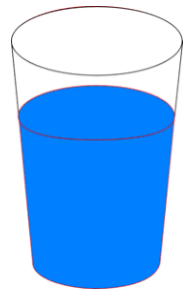
*But At What Cost And What Is The Probability Of Success ?*



# SPF In The Attic – Attic Floor or Below Roof

*When it Comes to Interior Climate and Comfort... More Is Good And Bigger Is Better*

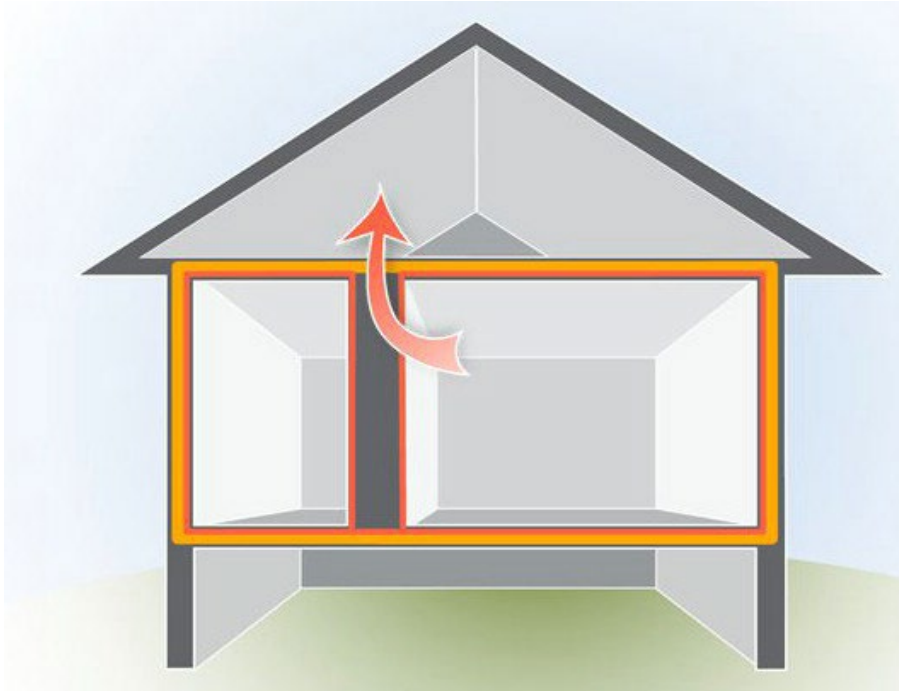
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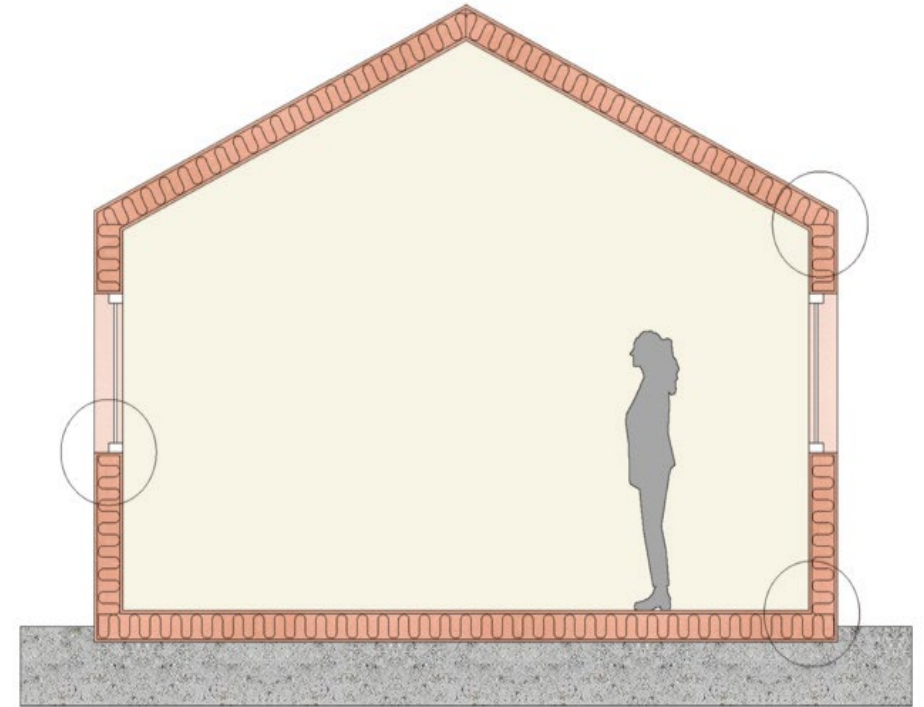
# Thermal Mass And Volume Equal Stability

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LID



UNDER ROOF

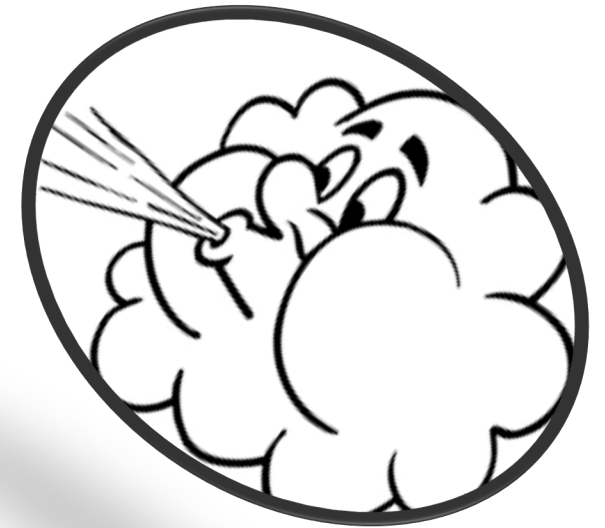
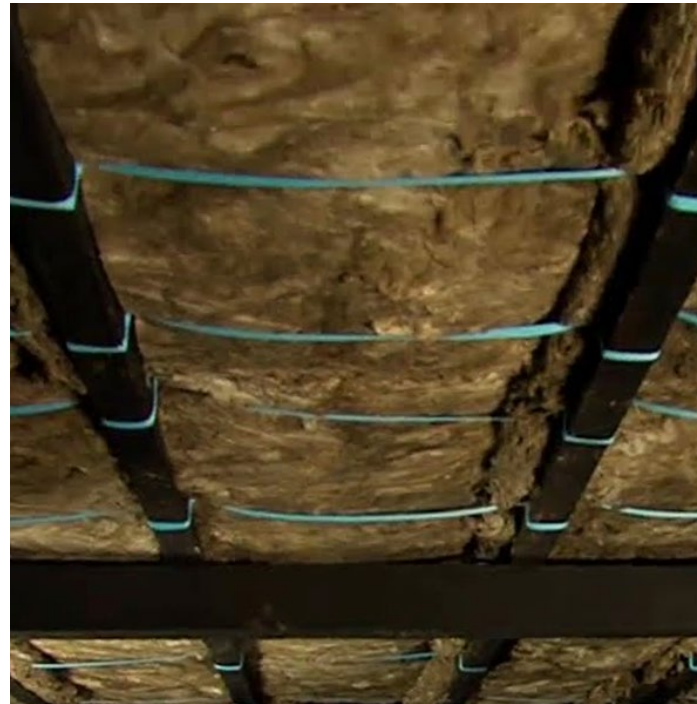


# Achilles Heal Of All Other Insulations



# Crawl Space Environment

Windy – Wet - Wild



# What Do The Beach, A Towel & Crawl Space Insulation, Have In Common ?

*(A Lot More Than You Ever Thought.)*

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# It May Be All That, BUT I Heard.....

Rats Chew Through It

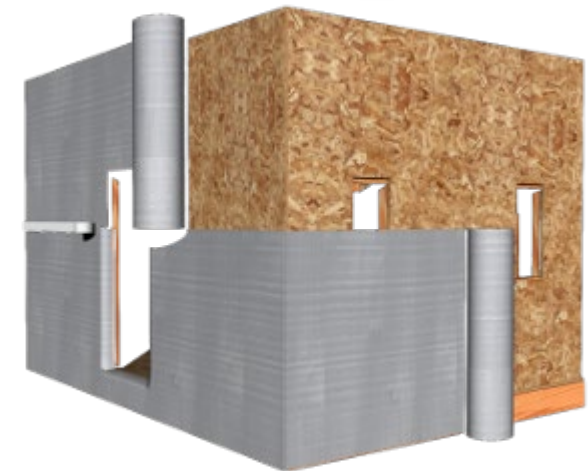
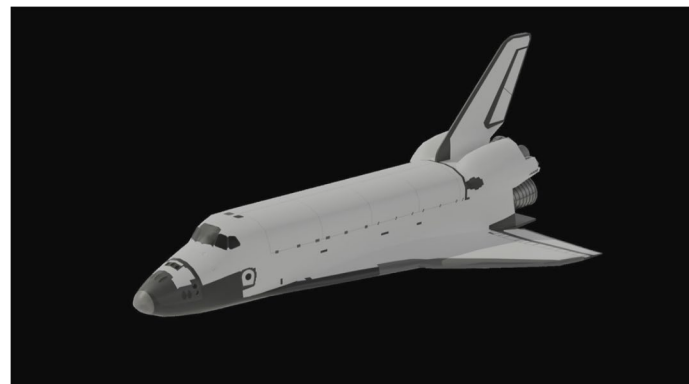
Won't Know if My Roof Leaked

voids the Roof Warranty

Radiant Barrier just as Good or Better

NASA Only Uses Radiant Barrier

Not "Green"



# Three Policies & Procedures To Live By

*Ok Maybe a Fourth*

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Ask, ask, ask.



Document, document, document.



Pictures, pictures, pictures.



**Just because you can, does not mean you should.**

# THE END

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**Questions  
Comments**

**Gary Harvey**

**President / CEO**

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