Today’s Discussion

- Recap of 2010 outreach program
- Workgroup Considerations for 2011
Outreach Workgroup Focus

Outreach Workgroup:

- Provide outreach and communication to DIY’ers, homeowners, and the building & construction sector on the benefits and health safety aspects of SPF and insulating foam sealants.

- Educate SPF contractors and weatherization professionals about the availability of SPF EHS product stewardship materials, including SPF EHS training available.

- Includes about 30+ active participants from CPI and SPFA member companies – Thank You!
Website Enhancements
New CPI SPF web launched

- Home page organized by entry portals for each key audience:

- Entry point will take visitor to landing page with customized information for that audience

- Resources sections improved

- Launched Sept. 2010
Outreach for website launch:
- Direct outreach to CPI, SPFA, agencies and other third parties
- Trade and consumer media.
  - roughly 237 media pubs
  - audience of over 8.1 million readers
  - PR wire service for further extensive coverage
- Weatherization coordinators in all 50 states;
- Over 100 energy efficiency, building organizations
- Search engine optimization efforts
- Key industry events
Summary:
Website Release: “ACC Launches New Website on Spray Polyurethane Foam Insulation and Insulating Foam Sealants”
Clips: 227
Circulation: 282,730,927 (some outlets’ circulation figures are unavailable)
Email blast to 131 3rd party orgs and 96 weatherization contacts on 9/27, requesting inclusion on website/newsletters
SPF Health and Safety Website Update
September 2009 – December 2010

www.spraypolyurethane.org

Page views increased from 1.7 views/visit (avg.) prior to new website launch Sept. 2010 to 4.4 views/visit (avg.)

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<tr>
<th>Month</th>
<th>Site Visits</th>
<th>Page Views</th>
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<td>Sep 09</td>
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Media Coverage

- 227 clips in business and trade media

- Yahoo! Finance
- Forbes.com
- Entrepreneur
- PU magazine
- SprayFoam Magazine
- EarthTimes
- American Chemistry Council
- The Urethane Blog
Guidance and Materials
Guidance Materials – Completed

- Selecting and Working with Your SPF Contractor
- Guidance & FAQ for DIYers working with insulating foam sealant
- Guidance when discussing SPF installation with occupants
- Reference sheet for PPE
- SPF Systems: High Pressure and Low Pressure Chart
Guidance Materials – Under Development

- Guidance for Videos or Images Showing SPF Application
- Guidance when having SPF installed in schools
- “Tips” Sheets for Homeowners and DIY’ers
- Enhanced Green Guides
- Video of SPF application for website
Public Relations
SPF Professional Outreach: Public Relations Support

- Published a 6-page “Safety is Key” article for Roofing Contractor,
- June 2010 (also on website).
  - Circulation: 25,000/97% roofing contractors
- Interview completed with sprayfoam.com
- Launch plans prepared for new Worker Training program and Weatherization Training
- Ongoing monitoring and responses to blogs/on-line media
SPF Professional Outreach: Public Relations Support

From Sprayfoam Magazine
How to save on cooling costs this season

A rise in the mercury rises, do you home cooling bills. A typical American household spends about 20 percent of its utility bill on cooling costs, according to Energy Star. When the air cooling your home escapes due to leaks, gaps and poor insulation, air conditioning costs can rise higher into the season. Fortunately, there are ways to keep your air out and cool air in.

One big step towards lowering energy bills is to properly insulate your home. You may have a professional energy audit to determine what areas of your home are in greatest need of insulation.

Growing in popularity among homeowners are spray polyurethane foam (SPF), known as one of the more effective insulators available. According to the American Chemistry Council’s Center for the Polyurethane Industry (CPI), SPF insulation is spray-applied foam that expands to involve mid- to larger-size areas of your home, such as walls, attics and roofs. This insulation improves your home’s energy efficiency and help keep rooms at the desired temperature. Additionally, interior moisture levels can be better controlled, helping inhibit mold and mildew growth.

While you can do small air-sealing jobs yourself, insulating your home often requires professional expertise. When looking for a contractor, review qualifications and experience. Ask if your contractor has installed SPF insulation previously and is trained on installation, installation and ventilation methods. You must have to leave your room while the SPF insulation is being installed, so discuss this with your contractor before installation. Visit SPI’s spraypolyurethane.com for more information.

Cold air can leak out around windows, doors, light fixtures, electrical and gas outlets, cracks, sills joints, air-conditioner penetrations and gaps in corners. To air seal these small areas, a popular choice among Do-it-yourselfers is installing foam sealant in an aerosol can, which is sold at many hardware and home improvement stores. When applying foam sealant, follow the safety information on the label. It can be difficult to remove from clothing and most surfaces, so practice by applying a small amount on scrap material. Make sure you have a protective gear noted in the manufacturer’s instructions, like safety goggles or glasses. Gloves and full coverage clothing help avoid getting product on skin, minimizing potential exposure to chemical ingredients. Follow product instructions on ventilation, and any instructions about keeping children and pets away from the project area until the foam has hardened.

Inspect your cooling system yearly. Do this if you use a central air system or separate air-conditioning units. Clean or replace filters regularly to help units operate better. Make sure you have the right air-conditioning unit for your home. Poorly-rated units can increase energy costs and reduce comfort.

Coordinate everything with a programmable thermostat to control air-conditioning levels to match your daily living patterns. If you need to replace cooling units, consider ones that have the Energy Star rating, which meet strict energy efficiency guidelines set by the Environmental Protection Agency and Department of Energy.

For certain, people have used trees, shading and shades to keep the sun at bay. Trees and shrubs on your home’s western and southern exposures keep it cooler. So can reduce or prevent. And closing blinds or shades can keep rooms comfortable.

Making your home more energy can save you money in addition to any positive impact it may have on the environment. You may be eligible for rebates from your utility company and government tax credits.

Page 1 of 2
2011 Priorities
2011 priorities

- Promote the availability of CPI SPF Chemical Health and Safety Training to applicators and others
- Complete guidance documents underway (schools, visual media etc)
- Define opportunities to insert safety messages into promotional activities of SPF value chain participants
Thank You!