

A-Value: Next Generation of Building Thermal Performance

R-Value alone only paints half the picture. **Assembly Performance Value (A-Value)** brings it all together: thermal resistance and critical air barrier performance, all in one clear metric. It's the total performance score your builds have been missing!

This new, comprehensive metric provides clarity and control for your projects, leading to unmatched energy efficiency and customer comfort. **A-Value represents the next generation of insulation standards, with the ultimate goal of being recognized and adopted within building codes as the industry's new benchmark for performance.**

Where R-Value ends, A-Value begins - ushering in the next generation of insulation standards.

Why A-Value Matters to YOU

A-Value is a disruptive, industry-shifting advancement. Not just another number, but a new lens for evaluating insulation.

It's a new, comprehensive metric that accounts for both insulation performance and air leakage under realistic conditions. This allows construction industry professionals and building occupants to measure what truly matters: *how a wall assembly performs in the real world.*

■ Discuss a Metric That Clients Can Understand & Trust

A-Value moves the conversation beyond lab results, helping you clearly explain how all insulation materials perform in real-world conditions.

■ Elevate Your Sales Conversations

By using A-Value, you can more effectively demonstrate spray foam's superior performance. This allows you to explain why spray foam's lower R-Value outperforms the higher R-Values of fibrous insulations, ultimately leading to more confident sales and greater client trust.

■ Convert More Leads to Sales

Architects, builders, contractors, and homeowners will better understand how different insulation products actually perform due to A-Value. This knowledge empowers them to choose the most suitable insulation material for their projects.

■ Become the Go-To Expert for Energy-Efficient Solutions

Position your company as a forward-thinking contractor who delivers more comfortable and energy-efficient insulation, setting you apart from the competition.

When measured by A-Value, spray foam insulation consistently outperforms other options.

Studies show that A-Values reported for SPF walls are significantly better than those using fiberglass. This is because SPF's superior air-sealing properties can significantly reduce energy loss¹.

This substantial difference in A-Value directly translates to superior energy performance in buildings that utilize spray foam, resulting in less heat loss and gain through uncontrolled air movement.

¹ Duncan, R. (2025, August 5). Wall Energy Rating (SPFA Tech Tuesday Webinar). SPFA.

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