



ICYNENE

MEMO

To: Icynene Licensed Dealers- US

From: Randy Scott, VP & GM

CC: Regional Sales Managers, Territory Managers, Sales Representatives

Date: August 28, 2013

Re: Classic Max Attic Hatch Offering

As I am sure you are seeing Icynene Classic Max continues to gain sales momentum and capture more market share for Icynene dealers. To date there are over 100 dealers actively marketing the product and it represents almost 40% of our total light density product sales in just nine short months. Classic Max has delivered on the enhanced value proposition of a one and done application with no ignition barrier required which saves time and money. In addition, Icynene Classic Max has set a new performance standard in terms of yield, superior adhesion and improved spray-ability. Thanks to your efforts this product is already the choice for many of the large builders in the country.

Now is the time to further accelerate our leadership with Classic Max by offering you two high quality, low cost, attic hatch solutions that meet the requirements contained in ESR 1826. The LEED ready attic hatch is made of 16 gauge steel, is a hinge design with a magnetic seal and includes a security cable for safe outward opening. The hatch is finished with a high quality white powder coat paint which provides an attractive appearance. Below are the two models that are available and pricing:

- Part # A0015: Attic Hatch (22" x 30") at \$85 each
- Part # A0016: Attic Hatch (22" x 36") at \$99 each

These attic hatches are already in stock in our regional warehouses and ready for immediate shipment. Freight is included for any hatch order that ships with a spray foam order. In a separate attachment is the attic hatch Submittal/ Technical Data Sheet and orders can be placed with Icynene Customer Service.

And the best keeps getting better. We will be communicating to you an even more powerful value proposition for Icynene Classic Max that now includes the benefits of protecting builders and families by suffocating attic fires. New fire science confirms that Icynene Classic Max is the lowest risk configuration for constructing insulated attic and provides a safer home. More details will be provided within the next 30 days.

Thank you for your business and all you do for Icynene!

Sincerely,

A handwritten signature in cursive script that reads "Randy Scott".

Randy Scott
VP & GM