

# Good for the Environment



## Life Cycle Benefits.

When choosing Branch River molded polystyrene insulation you are getting a material with built-in features that provide environmental benefits.

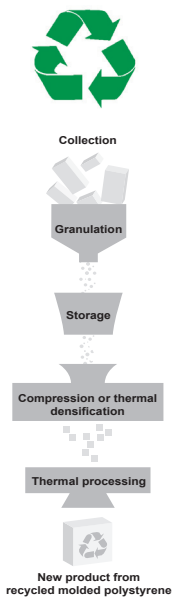
Building materials and their impact on the environment must be considered over the full life of the building structure. This is considered the "life cycle" of the building. This includes inventorying the cost to the environment from material production, transportation, installation, use, and end of life reuse, recycling, or disposal.

Research has shown that for both residential buildings and commercial buildings that operations contribute to over 90% of the building's impact on global warming. Reducing energy use and its resulting pollution is the best way to reduce our impact on the environment.

## The energy savings from Branch River insulation in structures can translate into emission reductions of tons of carbon dioxide per year

Branch River insulation improves the energy efficiency over the full operating life of the building resulting in a positive impact on the environment.

## Branch River insulation always comes in green.



Branch River insulation helps make your construction projects environmentally friendly.

- Lower energy consumption reduces carbon dioxide emissions
- Is inert and stable
- Does not produce contaminating leachates
- Has never contained CFC, HCFC or HFC, all of which are harmful to the earth's ozone layer

## Recycling.

Branch River insulation is 100% recyclable. It can be ground into granules and reincorporated into new Branch River insulation products. Or it can be thermally processed into a resin that's used to manufacture other new products.



## FOAM FACTS:

### Branch River insulation is good for the environment.

Cost effective thermal design is among the highest priorities in construction. Branch River insulation products are available in a range of types necessary to provide energy efficiency, structural integrity, and cost effectiveness. They're proven to lower energy costs saving money, precious resources, and reducing pollution.

## Green Building Programs.

The selection of Branch River insulation for your building makes it easy to comply with various national green building programs.

### USGBC - LEED

The U.S. Green Building Council developed the Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ to promote green buildings. The LEED system provides a yardstick for measuring the environmental impact of buildings. “Certified”, “Bronze”, “Silver”, and “Platinum” levels can be achieved based upon a point system. Branch River insulation assists with LEED certification by providing an insulation which helps Optimize Energy Performance. For more information on the LEED program, please visit [www.usgbc.org](http://www.usgbc.org).

### ENERGY STAR®

The U.S. Department of Energy established the ENERGY STAR program which many consumers are aware of from their everyday purchases of electronics and appliances. Products that earn the ENERGY STAR prevent greenhouse gas emissions. Branch River insulation has earned the ENERGY STAR. For more information on the ENERGY STAR program, please visit [www.energystar.gov](http://www.energystar.gov).

### NAHB Green Building

The National Association of Home Builders created a building program for use by builders to help advance green building. Branch River insulation assists with meeting the Green Building program by providing an insulation which helps optimize energy performance. For more information on the NAHB Green Building program, please visit [www.nahbgreen.org](http://www.nahbgreen.org).

## Ready to take control? Start here.

If you're ready to have Branch River insulation contribute to your next project, just contact your Branch River Plastics, Inc. Technical Sales Representative. They will be happy to give you design consultation, information about Branch River insulation products, pricing, and answers to all of your questions.



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