



Polyiso Industry Praises President Obama’s Proposal for Historic Reduction in U.S. Carbon Emissions

Insulation One of Readily Available Technology Solutions to Support Energy Efficiency Efforts

BETHESDA, MD, June 3, 2014 – Yesterday, the Environmental Protection Agency (EPA) released a draft proposal under Section 111 (d) of the Clean Air Act calling for greenhouse gas emissions reduction of 30 percent by 2030. The new rule is geared to cut carbon-dioxide emissions from coal- and gas-fired power plants across the United States by providing states with a flexible menu of policy options for compliance.

“The proposed regulation from the EPA and the White House provide the tipping point in coalescing this country’s already strong technical capabilities to lower our carbon output,” said Jared Blum, President, Polyisocyanurate Insulation Manufacturers Association (PIMA). “It is PIMA’s strong belief that energy efficiency in buildings can achieve much of what needs to be done.”

According to the [Sustainable Energy in America Factbook](#) from Bloomberg New Energy Finance, America’s total annual energy consumption in 2013 was 5.0 percent below 2007 levels. This long-term trend was in part prompted by the economic downturn of 2008-2009, but as economic growth has returned, energy use is not growing at a commensurate rate, and today our economy is far more energy-efficient than before.

“Our military, industrial and scientific leaders have requested that our government provide an actionable path forward. The 111(d) proposal is one such path that deserves broad business support,” added Blum.

A significant opportunity to increase building energy efficiency lies within the commercial roofing sector. Waterproof membranes on commercial low-slope roofs (i.e., flat roofs) last, on average, 17 years. When these membranes are replaced, building owners could add a reasonable amount of insulation, a practice that would save \$12.2 billion in energy costs in just the first ten years. The annual savings after ten years would be \$2.4 billion. This activity would also avoid 105 million tons of CO2 emissions, an amount that is equal to the annual emissions of 27 coal fired power plants.

Full text of the [Clean Power Plan Proposed Rule](#) and EPA fact sheets are available on the [EPA website](#) (PDFs are linked below):

- EPA Fact Sheet: [Regulatory Impact Analysis: Clean Power Plan Proposed Rule](#)
- EPA Fact Sheet: [Overview of the Clean Power Plan - Cutting Carbon Pollution from Power Plants](#)
- EPA Fact Sheet: [Why We Need a Cleaner, More Efficient Power Sector](#)
- EPA Fact Sheet: [By the Numbers - Cutting Carbon Pollution from Power Plants](#)
- EPA Fact Sheet: [Flexible Approach to Cutting Carbon Pollution](#)
- EPA Fact Sheet: [National Framework for States - Setting State Goals to Cut Carbon Pollution](#)
- EPA Fact Sheet: [The Role of States - States Decide How They Will Cut Carbon Pollution](#)

About PIMA

For over 25 years, the Polyisocyanurate Insulation Manufacturers Association (PIMA) has served as the unified voice of the rigid polyiso industry proactively advocating for safe, cost-effective, sustainable and energy efficient construction. PIMA’s members, who first came together in 1987, include a synergistic

partnership of polyiso manufacturers and industry suppliers. Polyiso is one of the Nation's most widely used and cost-effective insulation products available. To learn more visit www.polyiso.org.

###

Contact: Mittie Rooney

mrooney@axcomgroup.com

301-602-8709
