



## **Habitat for Humanity Passive Townhouse Project Uses Polyiso Insulation**

*Washington, DC's Habitat for Humanity Uses Eight Inches of Polyiso on Roof*

Bethesda, MD, July 28, 2014 – Six passive townhomes that are part of Habitat for Humanity's Ivy City community of Northeast Washington are including eight inches of polyiso insulation on the roof. These passive townhouses are designed to reduce overall energy consumption by 70 percent and heating and cooling demand by 80 to 90 percent.

The six townhouses are being built to meet the Passive House Institute US (PHIUS) Passive House specifications. Founded in 2007, PHIUS is the leading certifier of passive buildings.

"The Ivy City townhouses show the role high-performance insulation plays in the built environment, particularly when it comes to designing homes that are more affordable to operate," said Jared Blum, President of the Polyisocyanurate Insulation Manufacturers Association (PIMA). "We are proud to be involved with this Habitat for Humanity project that will provide much needed affordable housing in the nation's capital."

PIMA member companies – Atlas Roofing, Firestone Building Products, GAF, Hunter Panels, Johns Manville, and R-max – donated the polyiso for this project in celebration of the Association's 25<sup>th</sup> anniversary.

"The passive house model embodies Habitat for Humanity's vision that all people deserve safe, comfortable, affordable and sustainable housing, and the polyiso insulation contributes to that vision," said Andrew Modley, Production Manager, Habitat for Humanity of Washington, DC. "Passive housing will provide our homeowner families with an ability to consume significantly less energy overall by using passive integrated design, climate appropriate insulation, and airtight construction. These benefits will not only save the homeowners money, but will empower them to create a more sustainable lifestyle."

### **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](http://www.polyiso.org).

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