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## **PIMA Announces Two New Sections on Web Site** *Climate Corner and Energy Code R-Value Maps*

Bethesda, MD, April 23, 2008 – The Polyisocyanurate Insulation Manufacturers Association (PIMA) has introduced two new sections on its web site delivering additional service to visitors. (<http://www.polyiso.org>).

The Climate Corner highlights the activities and efforts to reduce carbon emissions being undertaken by PIMA's members and other organizations working in the building science and materials world.

The site also offers a map of recommended R-value for Canada, showing the four zones found throughout the country. The R-value rating describes the insulation property of building insulation materials, and is based on the resistance to heat flow and energy transfer.

Rigid polyiso foam insulation is used in over 70 percent of new commercial roof construction, in 30 percent of new residential construction that uses insulated sheathing, and in most re-insulation of existing commercial building roofs. PIMA members have a North American presence with 31 polyiso manufacturing facilities in 16 states and Canada.

“Because of polyiso’s leading role in the North American residential and commercial construction industry, PIMA believes its web site should play a similar role,” said PIMA president Jared Blum. “We believe these new sections will provide interested professionals with further information to make wise, environmentally conscious decisions.”

### ***About PIMA***

*For 20 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.*

*For continued updates and additional information on this important topic visit [www.polyiso.org](http://www.polyiso.org), or contact a polyiso manufacturer.*