



**HIGH PERFORMANCE HOMES**

The market is rapidly changing and your buyers are more educated than ever. They expect their new home to be energy efficient, healthy, and comfortable. Spray foam is an easy option to achieve aggressive code provisions, deliver ultimate energy efficiency and satisfy the high expectations of homebuyers that will differentiate you as a builder.

## KEY MARKET TRENDS DRIVING HOUSING INNOVATION

### 45L | Energy Efficient Home Credit

**\$2500**  
**CREDIT**  
PER DWELLING

Meet or exceed  
ENERGY STAR®  
requirements

**\$5000**  
**CREDIT**  
PER DWELLING

Meet or exceed  
Department  
of Energy (DOE)  
zero-energy ready

#### Drive to Decarbonization

Energy efficiency is a vital component in achieving net-zero emissions of carbon dioxide through decarbonization.

1

#### Regulatory Landscape

Recent code changes have been significant and can be challenging to decipher. The delta between high performance and standard code is shrinking.

2

#### Performance Incentives

Performance incentives reward builders who are adapting faster. When these incentives are layered together, the financial impact can be significant.

3

#### User Experience

Higher expectations from buyers have become the norm for all products – housing is no exception. Builders report that 95% of buyers request energy-efficient upgrades.

4



## THE EASY BUTTON TO PASSING CODE EVERY TIME

With spray foam insulation, there's no more guessing whether you will meet air tightness and energy efficiency targets. Spray foam insulation helps homes meet code and pass the blower door test every time. Plus, a high performance home built with spray foam is comfortable, healthy, durable, and more efficient for your buyers.



## UNVENTED ATTICS: SMALL CHANGE, BIG IMPACT

Unvented, conditioned attics can substantially improve energy performance while allowing builders to continue locating HVAC systems in the attic space. Installed on the underside of the roof sheathing, spray foam can be used in any climate. It has the highest R-value of any insulation material, is a vapor retarder, and provides a tight air seal.

### Energy Savings

Unvented attics are warmer in the winter and cooler in the summer. Locating the HVAC system in the attic space reduces HVAC load.

### Moisture Resistance

The attic will stay dry, avoiding problems with mold and wood rot, and thus can serve as living or storage space.

### Resiliency

Unvented attics can provide more resistance against wind pressures and wind-driven rain.



90%

OF HOMES WITH UNVENTED ATTICS & SPRAY FOAM  
ACHIEVE 3 ACH WITH NO OTHER AIR SEALING STEPS



Why Choose

# CARLISLE SPRAY FOAM INSULATION

Carlisle spray foam insulation applies smooth, expands into hard-to-reach crevices, and provides optimal R-value and air sealing to support today's challenging building code environment.



## INDUSTRY LEADING TESTING & PRODUCT TRANSPARENCY

SealTite™ PRO HFO features a new and improved formulation offering up to 96% lower global warming potential compared to traditional HFC products. SealTite PRO HFO does not contain flammable or hazardous blowing agents and complies with all federal and state environmental regulations. We are also the only spray foam manufacturer whose products are produced in an ISO 9001:2015 and ISO 14001:2023 registered facility.

From UL GREENGUARD Gold Certification, to being the only spray foam manufacturer with third-party verified product-specific environmental product declarations (EPD), we provide a high degree of product transparency over and above any other spray foam manufacturer. We are the most transparent and 3rd party certified spray foam so you can have confidence our product will perform and enhance the indoor air quality of home occupants.



## PEACE OF MIND WITH EXPERTLY TRAINED APPLICATORS

In order to install Carlisle spray foam products, experienced spray foam technicians must complete the Carlisle Pro Academy spray foam education program where we teach applicators how to install and manage the impact different field conditions have on spray foam equipment and how to overcome those challenges on the job. They also learn advanced spray techniques to be more efficient and effective on every job site. By using a Carlisle certified applicator you will have peace-of-mind that the job will be completed right the first time, reducing liability and keeping schedules on track. Contact your Carlisle spray foam representative for a list of certified applicators in your area.



## TECHNICAL SUPPORT & ENERGY MODELING CONSULTATION

Building envelope systems must be flexible to local code and construction methods. We help builders find the right solution – everywhere, every time. Whether it's working with consultants for a specific need or on the jobsite troubleshooting installation issues, Carlisle is a partner invested in success from initial design to homeowner satisfaction. We will also help you educate homeowners with sales and marketing support that illustrates the advantages of spray foam insulation and promoting the benefits of a high performance home.