



#### **PERFORMANCE ADVANTAGES**

- Mold and mildew resistant
- Provides an effective air barrier
- Minimizes sound transmission
- Provides R-3.8 at 1 inch

## **JM OPEN-CELL SPRAY FOAM RESIDENTIAL BUILDERS**

### **DEMAND FOR BETTER PRODUCTS**

Creating more energy-efficient buildings by increasing the insulation performance within building envelopes is now standard practice. What's more, homebuyers are becoming progressively more involved in the selection of building products used in constructing their homes. Two factors—the rising cost of energy and the increasing awareness of the role building materials can play in provoking the discomfort associated with allergies, asthma, mold and noise pollution—have created an amazing demand for high-quality insulation.

JM ocSPF insulation works in several ways to improve the performance of a building envelope. When properly installed, JM open-cell spray foam expands 120 times its initial volume, sealing all voids, gaps and crevices. Spray polyurethane open-cell insulation is a perfect fit to fill cavities of any shape, providing a continuous, protective air barrier that practically eliminates air leakage. With incredible, lasting insulating power and a resistance to mold and mildew growth, JM spray foam is an excellent economic choice in insulation.

## MEASURING R-VALUE (RESISTANCE TO HEAT FLOW)

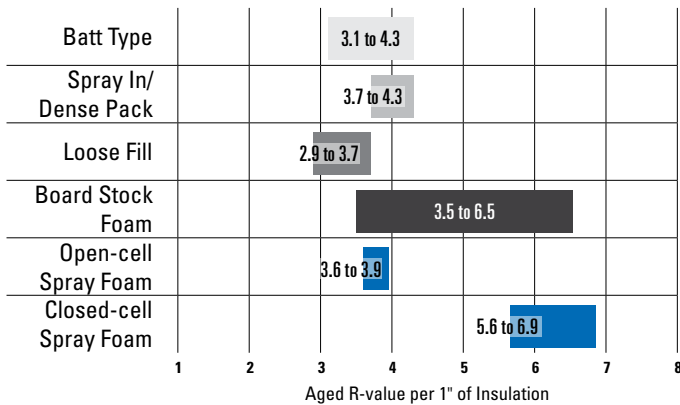
Insulation R-value ratings can be misleading. Small voids in irregular framing and gaps within the wall cavity between any insulation and framing can allow air leakage and lower the thermal performance of the wall.

R-value tests measure conduction, which is heat transfer between two surfaces in direct contact with the insulation. The cellular structure of JM ocSPF resists the transfer of heat, providing an R-value of 3.8 at one inch.

Radiation is the transfer of heat from one object to another across an air space by means of invisible infrared waves. People in a room at 72°F air temperature may feel cold if the walls are at 50°F. Conversely, they may feel uncomfortably warm if the walls are at 85°F, even though the air temperature is the same in both cases. Once again, the cellular structure of spray foam significantly reduces heat transfer by radiation effects.

JM ocSPF insulation maintains its insulating performance because it does not shrink, sag or settle over time. When properly installed, it adheres to a variety of substrates and fills gaps and cracks that lead to air and heat transfer.

## VARIOUS INSULATION MATERIALS AGED R-VALUE PER INCH



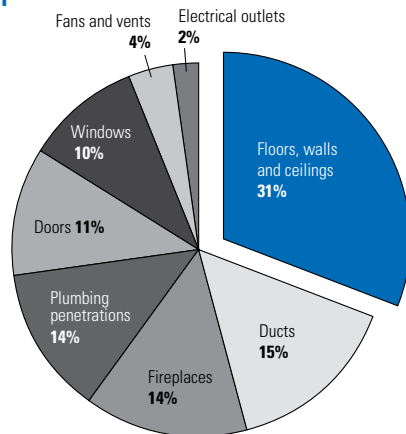
## REDUCE ENERGY CONSUMPTION THROUGH AIR CONTROL

Air moves in and out of a home through every hole, crack and seam. Approximately one-third of the energy loss comes from air infiltrating ceilings, walls and floor openings. The Department of Energy reports that heating and cooling (space conditioning) account for about 56% of the energy used in the typical American home.

The first step to minimize unwanted air movement through the building envelope is to seal any penetrations, connections and joints with caulk and can foam before you apply JM ocSPF.

JM ocSPF insulation helps maintain a comfortable indoor climate while reducing energy consumption. When properly installed, the application eliminates unwanted air and heat exchange and decreases the amount of moist air that leaks through the house, reducing the chance for mold and mildew growth on or inside walls and ceilings.

## AREAS OF AIR MOVEMENT



Source: Department of Energy  
[http://www1.eere.energy.gov/consumer/tips/air\\_leaks.htm](http://www1.eere.energy.gov/consumer/tips/air_leaks.htm)  
[http://www.eere.energy.gov/consumer/your\\_home/space\\_heating\\_cooling/index.cfm/mytopic=12300](http://www.eere.energy.gov/consumer/your_home/space_heating_cooling/index.cfm/mytopic=12300)

## HOW TO GET STARTED

Visit [specJM.com](http://specJM.com) or contact a representative today to learn more about JM open-cell products, training opportunities and additional resources.

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