



## Insulation is good for business.

Highlighting the energy- and money-saving benefits of insulation will generate sales for new building construction and retrofit projects.

The annual energy saved by installing insulation in just 3% of all hotels is equivalent to taking 1 million cars off the road each year.

The annual energy savings gained by putting insulation in all of the small commercial buildings in North America would be the equivalent of powering 300,000 homes in North America for a year.

In only one year, code-level insulation in outer walls, roofs, and floors in all North American hotels would save the equivalent energy contained in more than 1,750 tanker trucks of gasoline.

The annual energy savings gained by putting insulation in just 200 hotels is about the same as the energy it would take to light Yankee Stadium at night for 100 years.

Code-level insulation installed in every large hotel in North America could save enough energy each year to heat 15,000 Olympic-size swimming pools for 30 years.

By putting insulation in 100% of North American small commercial office buildings, enough energy could be saved each year to light all 32 NFL football stadiums for 50,000 games.

Installing code-level insulation in an average size hotel leads to energy savings—in the first year alone—at least eight times the amount of energy used to manufacture the insulation.

Cost-effective levels of insulation on petroleum processing tanks saves more than 2,400 times the energy used to create the insulation over 20 years of operation.

Code-level insulation in every small office building in North America would save enough energy each year to light Times Square at night for 10 years.

*Annual energy savings from code-level insulation in all hotels and small offices in North America are equivalent to taking more than 200 million cars off the road each year.*



*Code-level insulation in just 3% of all North American hotels would save enough energy to heat and cool 1 million homes.*

Reduction in carbon emissions in just one year after installing code-level insulation in a single hotel are equivalent to the amount of carbon that 600 acres of trees can capture in one year.

North American hotels with code-level insulation reduce their annual natural gas use by the equivalent of the energy contained in about two super tankers bringing oil from the Middle East.

Code-level insulation in just 2% of all small office buildings in North America could save enough energy to cook every hot dog consumed in North America on the Fourth of July.

Annual energy savings from code-level insulation in all hotels and small offices in North America are equivalent to taking more than 200 million cars off the road each year.

Code-level insulation in just 3% of all North American hotels would save enough energy to heat and cool 1 million homes.

Putting code-level insulation in all the small office buildings in North America would reduce energy use by the equivalent of more than 100,000 barrels of oil every year.

Pipe insulation in a single hotel reduces carbon emissions at the same amount as more than 125 acres of trees are able to capture.



*Savings vary. Find out why in the seller's fact sheet on R-values. Higher R-values mean greater insulating power.*

*Savings and comparisons calculated by ICF International on behalf of NAIMA. "Key Messages and Relevant Facts in Support of NAIMA's Communication Initiatives," June 2013.*

### **About NAIMA**

*NAIMA is the association for North American manufacturers of fiber glass, rock wool, and slag wool insulation products. The NAIMA "About Insulation" section contains a wealth of information and guidance on many insulation products and their application in the residential, commercial, mechanical and industrial insulation industry as well as specification, codes and standards, and related industry issues such as energy-efficient construction of today's homes and buildings. If you do not find what you are looking for, please contact us.*