

Build Healthy. Build Smart.®



## News Release

FOR IMMEDIATE RELEASE  
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### **BioBased® Insulation Featured on Planet Green's *Greenovate* Show** Episode Shows How Easy It Is To Build Green On a Limited Budget

ROGERS, ARK. (Aug. 21, 2008) – BioBased® Insulation is one of the products featured on Discovery Planet Green's *Greenovate* show, airing 6 p.m. CST on Friday.

The episode follows the construction of Cynthia Brown's east Austin home. Brown wanted to build the most energy-efficient home she could afford, and she succeeded. Her home earned a five-star rating from the Austin Energy Green Building Program.

"One of the misconceptions a lot of people have about building green is that it's going to cost a lot of money," Brown said.

Brown chose to build on an infill lot in a 1960's neighborhood. After completing the Austin Energy Green Building Program's Green by Design workshop where she learned green-building basics, Brown hired Wayne Jeansonne, a long-time, passionate advocate for green building, as her builder.

"Green building is not about doing just one thing, it's the way you put everything together," Jeansonne said. "By starting with the design and budget, and working closely with Cynthia, we were able to make the right choices."

Brown's 1,480-square-foot home looks like others in the neighborhood, but it's very different in the way it was built. Brown and Jeansonne chose BioBased® Insulation, a soy-based spray polyurethane foam insulation, to seal the building envelope. According to ENERGYSTAR, sealing a home's envelope or shell is often the most cost-effective way to improve the home's energy efficiency and comfort. BioBased® Insulation was spray applied to the home's walls and the roof deck.

A metal roof, low-E double-paned windows, two-foot wide eaves, right-sized air conditioning, a tankless on-demand water heater, recycled materials, no-VOC paints, locally mined limestone and bamboo floors are just some of the other features Brown chose to decrease her utility bills and increase the value of her home.

Crews from *Greenovate* filmed construction from the ground up. The show follows the same format as the popular *Flip This House*, which was developed by the same production company. It takes viewers through the complete construction process and highlights green features in the design, materials, techniques and workmanship.

If you miss the premier of the episode, it will air periodically throughout the fall. To find Planet Green on your local cable network visit <http://planetgreen.channelfinder.net>. You also can view clips from the show at [www.sollunabuilder.com/greenovate.htm](http://www.sollunabuilder.com/greenovate.htm).

BioBased® Insulation is available through a network of certified dealers. To find the dealer in your area or for more information, visit [www.biobased.net](http://www.biobased.net) or call 1-800-803-5189.

#### **About BioBased® Insulation**

BioBased® Insulation is committed to making the world's structures more sustainable by developing and marketing performance-tested, environmentally responsible spray foam insulation products through a global network of certified dealers. Our goal is to reduce dependence on petroleum products by correctly sealing buildings to make them more energy efficient while utilizing the latest technology to incorporate renewable materials into our products and sustainable practices into our business. Headquartered in Northwest Arkansas, BioBased® Insulation holds the exclusive rights for the use of the Agrol® family of soy-based polyols in spray foam insulation applications. This same Agrol® also is found in EnviroCel™ and BioCel™ carpet backing from Universal Textile Technologies, in AstroTurf products and is currently being used by the automobile industry to make head and arm rests for select models of Toyota, Honda, Ford and Chrysler.

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