

INDUSTRY MESSAGE

A Solution Does Exist



As I begin my visits to all the regional insulation associations, I'm eager to share key findings from NIA's Energy and Emissions Study (*A Study on Insulation's Positive Impact on Energy Efficiency and Emission Reductions* is available at www.insulation.org/carbon). The research numbers for the amount of CO₂ reduced by insulation are too large to really wrap your mind around. I want to drill down on the data and share the practical application of insulation in the context of actual requirements that the United States is facing. The country has aggressive goals of lowering carbon emissions by 45% by 2030 and achieving net zero emissions by 2050 ... and it is not going well. Fortunately, insulation can help many individual companies, utilities, local governments, etc., achieve their carbon reduction goals IF only they knew it was an option.

Mechanical insulation offers a realistic solution that starts fixing the problem as soon as it is installed. It doesn't need years to mature or become operational. It doesn't cost millions of research dollars because the innovation has already happened, AND skilled tradespeople across the continent are already trained and able to help. And unlike other "green" technologies, mechanical insulation is not a pie-in-the-sky idea that may or may not help. It is a time-tested, proven, and readily available solution. Our industry's applications offer one of the most cost-effective approaches to move companies closer to their carbon goals ... and then it pays for itself. How do you like that?

We have been touting the benefits of mechanical insulation in terms of operational dollar savings and energy reduction for years, and those are still true, but people and companies care about CO₂ right now. Every member company of this organization needs to start letting their customers know how much CO₂ they could save. Not only can we help them, but I think we owe it to them to let them know there truly is a real solution to help them reach their company's carbon goals.

I have been directing my comments to NIA member companies, but this magazine is written for owners and engineers. If you are an owner, engineer, specifier, or project designer, start by getting an energy audit done on your existing facility, which will also tell you the CO₂ reduction available. And these opportunities are easy to fix: damaged insulation, under-insulated areas, and uninsulated areas. (Find Certified Energy Appraisers at www.insulation.org/training-tools/nia-certified-insulation-energy-appraisers.)

If you are starting a project, talk to a mechanical insulation contractor or consultant to see if the specifications are current, if the design allows for enough insulation to provide you maximum CO₂ reductions (and energy savings), or if they have suggestions to improve the system based on their experience. Find them at www.insulation.org/membership.

During construction or for future insulation projects, you can hire Certified Thermal Insulation Inspectors who can verify that the quality of the job meets the project specifications. (Find them at www.insulationinspectors.org.)

I encourage you to find out how mechanical insulation can help your individual business or project. Together, one job at a time, we can make a difference moving towards this country's carbon goals. As you know, there is **Strength in Numbers**.

A handwritten signature in black ink, appearing to read "Jack Bittner". The signature is fluid and cursive.

Jack Bittner
President
National Insulation Association