

INDUSTRY MESSAGE



Insulation Is One of the Few Ways to Prevent Carbon Emissions

Since NIA's Annual Convention, I have promoted mechanical insulation's ability to reduce carbon emissions and help companies reach their short-term carbon targets. Insulation has always been able to save energy and, therefore, save money for owners, but we have not fully examined its benefits for the carbon emissions market. Insulation is one of the few ways to **PREVENT** carbon emissions. Since it reduces the energy needed, it prevents the associated carbon emissions from ever being released into the atmosphere.



Insulation starts working immediately after installation, allowing companies to see all its benefits quickly. In contrast, trees and windmills are green solutions, but they can require anywhere from 4 to 10 years to be grown/built and functional. Lighting and windows have often been competitors for maintenance dollars for energy savings, but they do not offer the benefits that insulation does, let alone help reduce carbon emissions. In addition, insulation products are usually low-embodied carbon products, and some are even created with recycled materials that would have been added to landfills. Then there is the return on investment (ROI) — insulation often pays for itself in less than a year, freeing up funds for other improvements or better margins.

I challenge you to review your facility or plant and see if insulation improvements can be made to improve your processes and forecast for 2025. Talk to a certified insulation energy appraiser (www.insulation.org/training-tools/nia-certified-insulation-energy-appraisers) to get started and be provided with a customized carbon emission and energy savings report.

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