



INDUSTRY MESSAGE

The Power of Insulation and a Professional Network

As President of the National Insulation Association (NIA), I'm honored to represent an industry with such a profound impact on carbon emission reductions, energy efficiency, environmental sustainability, safety, and operational performance. Whether you are a long-time NIA member, a design engineer, or a newcomer exploring the role of insulation in your projects, I want to emphasize two key points: the importance of insulation, and the unmatched value of networking within our national association.

The Importance of Insulation

Insulation is far more than a line item in a construction budget—it is a critical investment that delivers immediate and long-term returns. From the moment insulation is installed, it begins saving energy, lowering operating costs, and reducing carbon emissions. Compared to other green technologies that may take years to mature, insulation starts working right away, sometimes paying for itself in as little as 1 year or less. This rapid return on investment allows businesses to reinvest in other priorities without delay.

But the value does not stop there. Insulation enhances equipment performance, extending its lifespan and reducing maintenance needs. It protects personnel from extreme temperatures and reduces the risk of condensation-related corrosion, improving both safety and operational reliability. Insulation can even enhance acoustical comfort, contributing to better working environments. In essence, proper insulation helps facilities perform better, longer, and safer—all while reducing energy use and contributing to carbon reduction goals.

With national and global pressure to reduce carbon emissions, insulation provides one of the few solutions that prevent emissions at the source. By reducing the energy required to run mechanical systems, insulation directly reduces the plant's or facility's associated carbon footprint. If every project made insulation optimization a priority, the combined impact would be transformative—not just for the bottom line, but for the environment.

The Value of Networking through NIA

While insulation itself delivers extraordinary value, there is something even more powerful: the expertise and collaboration available

through NIA's national network. I have been part of this industry for decades, and time after time, the relationships I have built through NIA have proven invaluable. When complex questions arise—whether about materials, design options, project challenges, or compliance issues—I can call trusted colleagues across the country and get answers in hours instead of days. This is the power of NIA's community. If you have not experienced this for yourself, I encourage you to sign up for NIA's Annual Con-



vention in Scottsdale, Arizona. Sign up today at www.insulation.org/convention2025/register.

For design engineers, this network is an untapped goldmine. Instead of navigating insulation system design on their own, engineers can tap directly into the knowledge base of experienced contractors, manufacturers, fabricators, and distributors who work with insulation products and systems every day. By connecting with NIA members, design engineers can ensure their specifications reflect the latest materials, best installation practices, and proven solutions for optimizing thermal performance and long-term reliability.

NIA's events, educational offerings, and committees are designed to foster this exchange of ideas, ensuring members and project designers alike benefit from the collective expertise of the industry's best minds. If you are designing commercial or industrial insulation systems, there is no reason to go it alone. NIA's membership is your greatest resource. Together, we can ensure every project performs better, costs less to operate, and helps



meet critical sustainability goals. Find insulation professionals now at www.insulation.org/membershipdirectory.

There is truly **Strength in Numbers**; and in NIA, those numbers translate into expertise, collaboration, and innovation that benefits the entire industry—and every project you design.

Sincerely,

Jack Bittner
NIA President