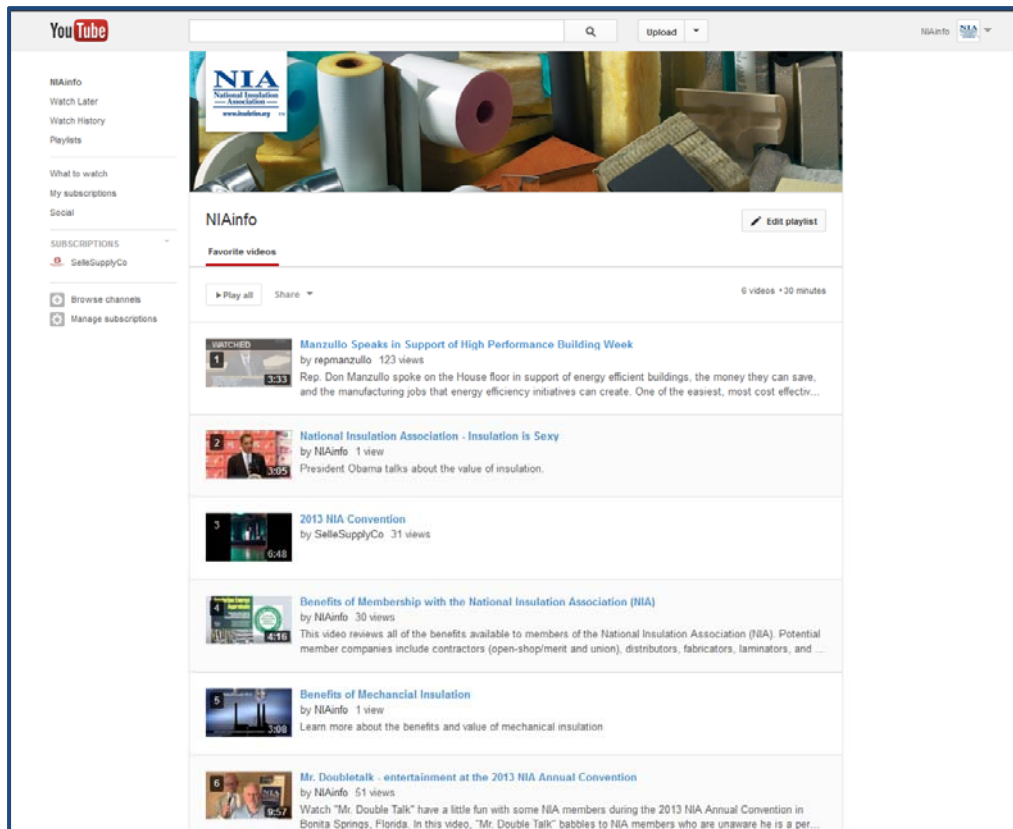


NIA Launches New YouTube Channel

www.youtube.com/user/NIAinfo



The National Insulation Association (NIA) is excited to announce the launch of our official NIA YouTube channel! Please share this link with other insulation industry members, clients, and code officials that you think should learn about the importance of thermal insulation on mechanical systems. NIA has posted several videos, including:

Politicians Advocate for Insulation

- **Insulation is Sexy:** President Obama gives a speech about the role contractors, manufacturers, and other small businesses can play in job creation and the economic recovery by increasing the energy efficiency of buildings, in part through the increased use of insulation. He firmly asserts the value of insulation, saying “Insulation is sexy stuff! Here’s what’s sexy about it: saving money!”
- **Congressman Manzullo Speaks in Support of High-Performance Building Week:** Former Congressman Don Manzullo speaks on the House Floor in support of energy-efficient buildings.

NIA Videos

- **2013 NIA Convention:** New NIA President David Dzina speaks at the 2013 NIA Convention about his mission during his year as President to “Lead the Way” for the insulation industry.
- **Benefits of Membership with the National Insulation Association:** This new NIA membership video reviews the numerous benefits available to NIA members. It is an excellent video to share with companies or clients that may be interested in NIA membership.
- **Mr. Doubletalk—Entertainment during NIA’s 58th Annual Convention Gala:** With his characteristically unconventional and comical approach, Mr. Double Talk shows the importance of clear communication at NIA’s 58th Annual Convention in Bonita Springs, Florida.

Detailing the Benefits of Mechanical Insulation

- **Benefits of Mechanical Insulation:** This video delves into the many benefits of mechanical insulation, including increased energy savings, decreased environmental impact, and rapid return on investment, among others.

If your company has instructional, technical, installation, or product videos—or any other videos relevant to NIA’s mission—we would love to feature them on our YouTube page, www.youtube.com/user/NIAinfo. Please send any videos to publisher@insulation.org or upload them directly on our channel. We look forward to your submissions!

NIA also has social media pages on Facebook at www.facebook.com/NIAinfo and on Twitter at www.twitter.com/NIAinfo and www.twitter.com/Insulationinfo.

National Insulation Association | 703-464-6422
12100 Sunset Hills Road
Suite 330
Reston, VA 20190

www.Insulation.org | www.InsulationOutlook.com | www.InsulateMetalBuildings.org

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NIA is a not-for-profit trade association representing both merit (open shop) and union contractors, distributors, laminators, fabricators, and manufacturers that provide thermal insulation, insulation accessories, and components to the commercial, mechanical, and industrial markets throughout the nation. Since 1953, the northern Virginia-based association has been the voice of the insulation industry and is dedicated to

keeping the commercial and industrial insulation industry up to date on the latest industry trends and technologies. For more information, visit www.insulation.org.