



“The Heat Is On!”

This song by Glenn Frey keeps playing in our heads as we continue to focus on the benefits of mechanical insulation. Remember: Delta T is our friend! The bigger the temperature differential is between uninsulated and insulated surfaces, the greater the energy and CO₂ savings. We will continue to drive this message, which lends itself nicely to the theme of this month’s issue on industrial applications.

Insulation Is on Trend

As the country and individual companies work hard to reduce their carbon footprint, excitement is building from our outreach efforts to prioritize insulation. As you know by now, the cheapest form of energy is the energy you don’t use in the first place, and that is how insulation works!

In addition to carbon reduction, resiliency has been a popular term in recent years. Mother Nature exacerbates the need for resilient buildings. Our world seems to be demanding more “performance in the extreme” at a time when the National Oceanic and Atmospheric Administration reported that 2020 shattered records for extreme weather events. Insulation protects buildings and their occupants from extremes and supports resiliency year after year.

The insulation industry needs to make sure that the construction industry, engineers, and owners hear and comprehend this message. In my presentations to regional insulation associations, I highlight a cool and easy way to convey our industry’s messaging on carbon reduction by sharing the EPA’s calculator, which is available on their website at www.epa.gov/energy/greenhouse-gas-equivalencies-calculator. This tool allows you to enter your 3E Plus® calculations of CO₂ emissions saved due to mechanical insulation and convert those savings to familiar concepts—such as cars taken off the road, light bulbs not having to be replaced, etc. Our industry needs to embrace and promote this type of messaging so that our clients can truly understand how we can help them. I would like to give a shout-out to Brian Bannon from Thermaxx Jackets/SPI for showing me this resource. Now others know about it as well!

More Shout-Outs

- I want to thank the Eastern States Insulation Contractors Association and Central States Insulation Contractors Association for putting on a fine joint event at Amelia Island, Florida. What a great venue, and seeing more than 100 folks was just terrific! I appreciate the opportunity for NIA Vice President Kristin DiDomenico and me to present to their attendees in two different forums! We discussed all the good things happening right now and how mechanical insulation can help countries, states, and companies reduce their greenhouse gas emissions while saving energy dollars at the same time. Truly, our industry is in a good place as we help make the world a better place.

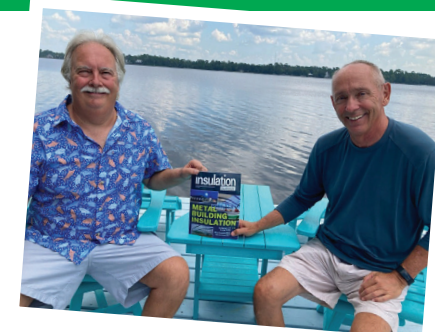
LEGENDS



Russ Huff (Bay Insulation Supply), Rick Sutphin (PCI), Corey Dean (PCI), and Rick Mefferd (newly retired from PCI) all cheer on the Green Bay Packers since *legendary* quarterback Brett Favre is an insulation fan and autographed this copy of *Insulation Outlook*!



Clint Hargan of Hargan Insulation and Dan Ducusin of Owens Corning caught a *legendary* 65-pound halibut in Alaska!



Bill Schafer (left) and Andy Shores, two metal building insulation *legends*, fishing near the Navarre beach, Florida.

- Speaking of shout-outs, let’s hear it for Pete Ielmini, Executive Director, Heat and Frost Insulators Labor Management Cooperative Trust, and his team, including Congresswoman Rep. Linda Sanchez (D-CA), for having a mechanical insulation line item on President Biden’s 2022 proposed federal budget. The line item will “provide tax credits for installation of mechanical insulation” with \$317 million in FY 2022, \$606 million in FY 2023, and substantial funding to year 2031. Thank you for your support of the mechanical insulation industry!
- Thanks for all the reader feedback! Who knew we had so many *Jeopardy!* fans? And my truck! I knew folks in our industry liked trucks, but I never dreamed my truck analogy from my August column would cause such rancor. It turns

out that in the eyes of our readers, many folks think my new F-150, with its “little” 2.7-liter gas engine, is not worthy of the title of truck. I was even asked if my truck is compact enough to fit in the bed of a real truck. Gotta love our readers!

Thanks to all who are sending in pictures with *Insulation Outlook* magazine from around the country. A couple of pictures are shown with my message here. Make sure you are following NIA on our social media!

David J. Cox
President
National Insulation Association