



## Decorative Wood Finish Insulator Saves Energy and Protects the Environment

- *Replaces use of more expensive real wood*
- *Reflective insulation reduces use of air conditioning devices by 30-50%*

In times of constant search for comfort and saving, it is essential to use proper materials not requiring major financial investment but rather providing comfort, aesthetics, efficiency, and protection to those in need.

Energy saving and extreme temperature protection are some of the benefits for the industry, home and business, including proper roof insulation. And now you have the option for decorative and aesthetic wood-looking finish.

This thermal insulator offers a rustic style for interior designing, being a quick and safe option to provide a more comfortable atmosphere and combine new textures and contrasts, while protecting the environment by not using real wood.

Silvia González, Marketing Director at ProDEX, a domestically owned company and leader in insulation products in Costa Rica for 15 years, pointed out that rustic decorative elements –also called vintage or aged elements– are in fashion and continue growing significantly. In keeping with the new trends in the market, she added that now they are offering new wood finish insulators to deliver both beauty to your roofs and thermal insulation.

“Reflective insulation is also free of toxic chemicals harmful to the ozone layer. It is lightweight, easy to handle and now provides aesthetic finish to save costs by replacing the use of ceiling or other materials. At the same time, it protects the environment and prevents deforestation by obtaining near real wood finishing and using no trees at all. It is important to mention that this is much more economical than wood,” explained González.

Reflective material keeps temperature stable in the premises throughout the day, thus avoiding temperature peaks when it is warmer or colder. “These insulators may lower temperature between the roof and the ceiling to 10° on average and keep thermal sensation stable inside the premises, being more comfortable to those who live there,” observed González.

Implementing reflective insulation reduces the use of air-conditioning devices by 30-50% by blocking roof heat from entering the premises. Similarly, under extreme cold conditions, it keeps internal temperature comfortable at any time during the day. Therefore, these products are considered opportunities to save energy, having an impact on power consumption, in addition to providing other benefits.