



Roof Thermal Insulation Offers Wood Finishes Now

- *A material that provides decoration and insulation to houses, industries, or commercial establishments.*
- *It contributes to energy savings, environmental protection, and ceiling material savings.*

In a constant search for comfort and economy, proper materials that do not require a lot of investment and provide people with comfort, aesthetics, efficiency, and protection are essential.

Energy savings, extreme temperature protection, and noise reduction are some of the benefits that can be provided by suitable roof insulation to industries, commercial establishments, and households, and today ProDEX offers wood finishes that are also decorative.

We are talking about the thermal insulation called ProDEX RUSTIC, which shows a rustic style for interior decoration purposes, and it is a fast and safe solution to create a more comfortable environment as well as a combination of new textures and contrasts.

"Decorative rustic elements, also known as old or aged, are a fashionable style that is significantly growing. In response to the emerging market trend, ProDEX offers its innovative insulator line characterized by wood finishes that add beauty to roofs as well as thermal insulation and comfort inside buildings," observed Silvia González, Marketing Director for ProDEX.

ProDEX RUSTIC is offered in two presentations RUSTIC APM6 C, which has a clear wood finish, and RUSTIC APM6 0 with a darker finish. These products are made of a closed-cell polyethylene foam material with a single thickness of 6mm, laminated with pure aluminum on one side and a UV-inked printed polyethylene film.

The reflective material allows keeping a stable temperature throughout the day inside, thus avoiding temperature peaks at times when hot or cold temperatures increase. "ProDEX allows decreasing by an average 10°C the temperature between the roof and the ceiling, so internally the thermal feeling is stabilized and it is more comfortable for those living inside these areas," explained González.

She stated that by implementing reflective insulation, you can reduce between 30% and 50% the use of air-conditioning devices by preventing the roof heat from filtering into the premises and also under extreme cold conditions, thus keeping comfortable internal temperatures at any time of the day; therefore, its products are considered an excellent opportunity to save energy, and they will have a positive impact on the electricity bill, besides other benefits.

"The reflective insulation is also free from the toxic substances that damage the ozone layer; it is light and easy to handle and has top-quality finishes and aesthetic elements. Moreover, the productivity of people working under extreme weather conditions is increased by providing more comfortable temperatures, which will allow reducing costs for ceilings and other materials. It also protects the environment and avoids deforestation by providing an almost real wood finish without using a single tree," said González.