



## Homes, Businesses, and Industries Save Energy by Insulation Technology

- *Insulators save up to 75% on air conditioning costs.*
- *Technology was successfully demonstrated at Expo Construcción y Vivienda 2011.*

More and more people and companies are looking for ways to increase energy efficiency in buildings, and *Expo Construcción y Vivienda 2011* (Construction and Housing Tradeshow 2011), held in the second week of March, was a great opportunity for hundreds of people to know the benefits of wall, roof and floor insulation for saving energy.

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.

"Prodex is a leading insulation company and has been so for 15 years. At Construction and Housing Tradeshow 2011, we had the opportunity to strengthen our relationships with active customers and be made known to those looking for economical and efficient alternatives for home or business buildings," said Silvia González, Marketing Director at Prodex.

By touching a scale model, visitors at the stand were able to see the great advantage of using insulation inside the building and how this keeps internal temperature stable in the premises, significantly reducing the need for air conditioning.

As González pointed out, using materials to increase energy efficiency with an aesthetic and useful finishing touch is a worldwide trend recently adopted by and exported from Costa Rica to the world with excellent quality. "Prodex is proudly 100% Costa Rican owned. At Construction and Housing Tradeshow 2011, this company not only strengthened relationships with loyal consumers but also contacted potential customers to start business in Europe," she added.

González said that advantages shown at the stand included installation of insulation during or after construction of premises, thus developing empathy with visitors looking for some remodeling and not just for purchasing or building new properties.

### About Prodex

Prodex is a domestically owned company and leader in insulation products –hot and cold insulation for any type of building– in Costa Rica for 15 years. It exports 80% of total production mainly to Central America and the United States. Products are also available in Dominican Republic, Trinidad & Tobago, Peru, Canada, Spain, Andorra, and Ecuador, among others. Its production processes meet high quality and service standards, supported by certifications from international organizations and entities.

In 2010, Prodex was granted the Award of Excellence, in Gold Category, by the Chamber of Industries of Costa Rica, in recognition of consolidated and mature processes in the company and ongoing improvement of performance and competitiveness.



Prodex specialist Eng. Pablo Sobrado observed that the market is offering reflective insulation materials to be installed in different parts of buildings, acting as a weather barrier from the outside to the inside of the premises, and significantly reducing electricity use of air-conditioning devices by blocking roof heat from entering the premises. Similarly, under extreme cold conditions, it keeps internal temperature comfortable at any time during the day.

For example, this specialist explained that for a 100m<sup>2</sup> house in Alajuela with Prodex insulation under roof covering for approximately \$654 (material and labor costs included), you would get a return on your investment in one year due to savings on consumption charge for using air conditioning.

"In a house the same size and location, air conditioning costs are approximately \$862 a year for consumption charge, while a house with Prodex insulation would spend roughly \$216 during that same year; that is, it would save 75% on costs –a quick return on investment for material installation," explained Sobrado.

Sobrado indicated that reflective material keeps temperature stable throughout the day, thus avoiding temperature peaks when it is warmer or colder. "Prodex lowers temperature between the roof and the ceiling to 10° on average and keeps thermal sensation stable inside the premises, being more comfortable to those who live there," he concluded.

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