



**Expo Ferretera 2011**  
**Roof, Wall & Floor Technology Saves Energy**

- *Insulators save up to 75% on air conditioning costs.*
- *Reflective material may be installed during construction or repairs.*
- *Technology is offered to the hardware and construction industry.*

Constant search for comfort and energy saving has become a key element in the Costa Rican housing market –something to be taken into account when building a house or else, when thinking about repairing your existing house.

Comfort does not require major financial investment but right materials and proper advice. That is the case of insulation, installed in key places such as building floors, walls and roofs to keep internal temperature stable, significantly reducing the need for air conditioning to control the environment.

“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,” observed Prodex engineer Pablo Sobrado.

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.

**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.



Sobrado indicated that reflective material keeps temperature stable throughout the day, thus avoiding temperature peaks when it is warmer or colder. "Insulation 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 added.

At *Expo Ferretera 2011* (largest hardware, construction and auto expo fair in Costa Rica), Prodex has its own stand where visitors will have the opportunity to see the advantages of installing this material in their property, during or after construction of premises.

"Prodex offers a variety of options for homes, businesses and industries, both in hot or cold weather. In addition, this lightweight and easy-to-handle material reduces rain noise and is free of toxic chemicals harmful to the ozone layer. At *Expo Ferretera*, there will be experts willing to answer any question you may have and give proper advice on implementing insulation as needed," concluded Sobrado.

*Expo Ferretera 2011* will be held at *Eventos Pedregal* on June 3-5 from 11:00am to 8:00pm.

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