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Media Release

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Farmer’s Problem Solver: Energy-Saving Super R® Plus AG Barrier® Insulation Reduces Livestock Heat Stress and Husbandry Costs

Arlington, TX – The effects of heat stress on farm animals in poultry houses, dairy barns, hog barns, and stables are devastating to the agricultural industry. Whether animals are kept indoors or outdoors, temperatures in excess of seventy-eight degrees Fahrenheit have a negative effect on livestock, causing a stress factor that impacts well-being and efficiency of weight gain. Smithfield Foods, the world’s largest producer of hogs, recently released a large-scale study concluding that heat stress costs the hog industry up to 900 million dollars per year. This natural phenomenon, known as the “black globe effect,” can be mitigated by removing harmful heat radiation from the sun in agricultural buildings.

Innovative Insulation, the largest producer of radiant barrier insulation, manufactures a revolutionary radiant barrier product called Super R® Plus Ag Barrier® that is designed to reflect harmful radiation back to its source while conserving energy. Ag Barrier is a 7mm thick woven film with aluminum radiant barrier on one side and white polypropylene on the other. Available in solid or perforated versions, Ag Barrier reflects 95% of radiation back to its source – keeping the sun’s radiation outside in the summer and conserving heat in the winter.

“Innovative Insulation’s Ag Barrier insulation is easy to install in new and retrofitted buildings and provides remarkable energy savings, reducing indoor temperatures in summer by up to sixty degrees. Ag Barrier’s reflective properties also help buildings conserve heat in winter months, saving farmers money on propane and other energy expenses required to heat buildings. Ag Barrier eliminates the “black globe effect,” reducing the amount of food and water needed to feed chickens, turkeys, hogs and other livestock.”
“Whether the building is a new construction or requires retrofitting, Ag Barrier helps maximize energy efficiency,” explains Torres. “Ag Barrier is an excellent option in new construction as a poly replacement under a metal roof and above a drop ceiling. It offers numerous advantages over traditionally installed Tri-Ply material. Instead of having to constantly put more insulation in, installing Ag Barrier as part of a reflective insulation system or to support existing insulation drastically improves the efficiency of the insulation already there as much as 50%.”

Ag Barrier helps reduce condensation and provides added UV and corrosion protection designed to improve the environment in agricultural barns.

“Keeping farm animals and livestock warm in the winter and cool in the summer is of vital importance,” says Torres. “Ag Barrier’s flexibility and ease of installation makes it the ‘farmer’s problem solver.’”

For more information on Super R® Plus Ag Barrier® Radiant Barrier insulation, or other Innovative Insulation products, please call 800-825-0123 or visit www.radiantbarrier.com.

To download a zipped image of Innovative Insulation’s Super R® Plus Ag Barrier®, please go to: www.interlinegroup.com/pressroom/INI/ag-barrier.zip

About Innovative Insulation

Headquartered in Arlington, Texas, Innovative Insulation is the largest producer of radiant barrier insulation. Starting by offering one type of reflective insulation to homeowners in the Fort Worth, Texas area, the company has grown to include a national network of distributors throughout the country. The company’s radiant barrier product line includes several grades separated primarily between the DIY residential market and professional installers, and include: Super R® Plus, Tempshield® reflective insulation and Temptrol® metalized cloth which reduce energy consumption by reflecting heat back to its source.