

Energy Efficient Innovation Drives National Growth for Environmentally Safe Products, Inc.

making the Connection

Environmentally Safe Products, Inc.

313 West Golden Lane
New Oxford, PA 17350
Phone: 717-624-3581
Fax: 717-624-7089
Email: sales@low-e.com
Web Site: www.low-e.com

Business Type
Building Insulation
Manufacturer

Number of Employees
40

A focus on energy efficiency. Cutting-edge innovation. A commitment to "green" quality products.

For nearly two decades, these principals have been the driving force behind growth at Environmentally Safe Products, Inc. (ESP). It all started in the early 1990s, when the company developed a patented product, Low-E® Insulation. This thin, lightweight reflective insulation offered huge benefits over antiquated mass insulations. Since then, Low-E has given ESP a national presence, led to an expansion of the company's line of products, and driven the growth of its production capabilities.

Built on Ingenuity

Like many inventions, Low-E came about as the solution to a problem, says Cory Groat, co-owner and co-founder of Environmentally Safe

Products. Though insulations had been used for decades, the available products did not fully address the performance required for the residential or commercial markets. Conduction, convection and radiation are the three forms of heat loss/gain. Mass insulations only resist the transfer of heat loss/gain, thus the definition of R-value.

Addressing all three forms of heat transfer as well as blocking sound and moisture was the ultimate solution. In short, Low-E stops heat, deadens sound, and does not absorb moisture. (See side bar for details on Low-E.)

Groat and Tom Dauber created a non-fibrous, reflective insulation with a closed-cell core that fit this description. They patented the product, named it Low-E Insulation, and quickly became a leader in the marketplace. Low-E creates a more

comfortable environment and lowers energy bills in any commercial or residential structure, but it carries other benefits as well. Low-E is simple to install and doesn't carry the "itch" factor that comes with traditional mass insulation. Unlike traditional insulations, Low-E will not absorb moisture. Therefore no mold, mildew, or other allergens can form on the product. In addition, Low-E contains recycled materials, placing it firmly within the growing trend toward "green" building products.

"From the beginning, we believed the combination of lower energy costs, greater comfort, and environmentally responsible products is what home and building owners desired," Groat says. "In fact, we named our company in order to reflect those qualities."

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FIGHT HIGH ENERGY COSTS THE LOW-E® WAY

Save energy and protect your health with "no fiberglass," Low-E® reflective insulation from Environmentally Safe Products, Inc.

Low-E products are specially engineered to block heat loss and protect against moisture infiltration. They are safe and easy to install in walls, floors, around water heaters, ducts and anywhere that you can currently insulate with fiberglass. No special clothing, breathing mask or skin protection is required, and Low-E can be easily cut with a utility knife.

For more information, or to find an ESP Low-E dealer near you, visit www.low-e.com

- Saves time and money
- Residential & commercial applications
- Non-toxic, no fiberglass - no itching
- Do-it-yourself and professional products
- Excellent vapor barrier
- Installs easily
- Class A/Class 1 Fire-Rated products available
- Superior thermal performance
- Insect/bird resistant



800.289.5693
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Low-E Housewrap, photo courtesy of Idaho Energy Savers.

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Groft's approach proved to be visionary, as Low-E became one of the top selling reflective insulation products in the country.

New Products, National Distribution

ESP's successful launch of Low-E spawned the development of an entire product line capable of handling a variety of needs and applications. For example, the company created insulation for not only homes and commercial buildings, but also for automotive, marine, HVAC, under slab, pipe wrap, packaging, and more in the Low-E family.

In 1998, ESP established operations in Carson City, NV. The location enabled the company to increase its production and serve the West Coast market more efficiently, reducing shipping costs to their customers. In 2003, ESP expanded its Pennsylvania facilities to include Littlestown, PA, solidifying its nationwide delivery capability.

Once again, an aggressive move paid off for ESP. The company has always enjoyed success with the commercial market, but the increased production created

opportunities for growth in the residential market during the building boom of 2004 and 2005.

ESP: Envisioning the Future

Today, ESP has grown into a company with 40 employees and regional distribution centers servicing all 50 states and multiple countries. Still, the company remains committed to a path of innovation and expansion.

ESP continues to engage in an aggressive in-house research and development process. In addition, the company recently went live with a custom-built enterprise-resource planning program — sophisticated software that maximizes its production efficiency and reduces lead-times.

What makes this company unique is not just innovative technology, but also the people. ESP believes that "great" companies will be the ones that put quality of life first. They have a strong sense of God, family, and community.

Furthermore, they have done away with the "conventional" structures of old corporate values that dictate the "how," and gave their people the opportunity to test, question, and even disagree. ESP breaks away from the traditional corporate role by fully trusting their employees

with the success of the company and allowing them to determine their own internal career paths and futures.

The ESP corporate philosophy is "Employees first, customers second equals a great company." Over the past 17 years, ESP has taken great pride in their employees' individual sacrifices to create this masterpiece.

ESP, a member of both the National Association of Home Builders and the York County Builders Association, also has a plan to capture greater market share. The company believes new federal incentives, which offer tax credits for buyers of energy-efficient products like Low-E, will further increase sales to the residential market.

In addition, ESP recently retained the services of Baublitz Advertising, a York-based firm with a national reputation in the building materials and construction industry, to develop and execute a national marketing program.

"We're determined to continue our trajectory of growth," Groft says. "Even though we've experienced success, we really feel like we're just getting started."

What is Low-E®?

The "e" in Low-E Insulation stands for "emissivity," which is the measure of the amount of radiant heat one surface flows to another, cooler surface. The lower the "e" value a material has, the lower the amount of radiant heat that surface gives off, or re-radiates. Example: in the summer the ceiling in your home is 100 degrees from the build up of attic heat. With mass type insulation, your ceiling will then re-radiate 80 to 90 degrees towards your air-conditioned space because most mass type insulations have an e-value between .80 and .90. Low-E has an e-value of .03, or will only re-radiate 3 degrees to your air-conditioned living space. In the winter months, Low-E works in reverse, keeping the heat from re-radiating from your living space to the cold attic. Just like low-E windows protect from heat loss/gain, Low-E insulation protects the entire building.

An everyday example is the glass-lined Thermos Bottle, which keeps coffee hot on the coldest day and iced tea cold on the hottest day. The secret is the low emissive surfaces.

ESP's Low-E line of reflective foil insulation prevents heat transfer and, unlike competing insulations, the patented Low-E products are vapor-proof, which creates a moisture-proof barrier. These products also offer sound-deadening properties. The result? A more comfortable indoor environment and lower energy costs.

Independent test reports published by the Department of Energy and Oak Ridge National Laboratory show a consistent 30 degree reduction in attic temperature when a Low-E surface is installed.

Low-E can be used in commercial or residential applications: in attic spaces, crawl spaces, or walls; under roofing; or as part of a building's insulation system. It can also be used in HVAC systems, as auto/boat/RV insulation, or in packaging products.

Delivered in large, lightweight rolls, Low-E is non-toxic and offers the benefit of fast, easy installation and lower shipping costs. Low-E is successfully distributed throughout the 50 states as well as numerous other countries and regions.