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[Table of Contents 2](#)

[List of Tables & Charts 3](#)

[Study Overview 4](#)

[Sample Text, Table & Chart 5](#)

[Sample Profile, Table & Forecast 6](#)

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Insulation

US Industry Study with Forecasts to **2010 & 2015**

Study #2041 | March 2006 | \$4300 | 277 pages

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Table of Contents

EXECUTIVE SUMMARY

MARKET ENVIRONMENT

General	4
Macroeconomic Overview.....	5
Demographic Trends	8
Resident Population.....	9
Households	11
Consumer Income & Spending Trends	12
Personal Income & Expenditures	12
Consumer Financing Trends	14
Building Construction Trends	17
Residential Construction.....	19
Housing Starts	22
Housing Stock.....	24
Improvements & Repair	25
Nonresidential Construction	26
New Construction	27
Improvements & Repair	29
Manufacturing Outlook.....	30
Pricing	33
Historical Trends	36
Foreign Trade	39
World Insulation Overview	41

OVERVIEW

General	43
R-Values	44
Material Variations in	
Thermal Resistance.....	45
Environmental & Regulatory Issues ...	48
Energy Efficiency Considerations	48
Indoor Air Quality Issues.....	50
Renewable Resources &	
Recycling Considerations	50
Materials-Based Considerations.....	53
US Insulation Demand	55

PRODUCTS

General	57
Fiberglass	58
Materials.....	59
R-Values	60
Product Forms.....	61
Markets	65
Residential Construction	66
Nonresidential Construction	67
Industrial & HVAC Equipment.....	67
Other Markets	68

Foamed Plastics	69
Material.....	69
R-Values	70
Product Forms.....	70
Markets	71
Resins	73
Urethane Foams	74
Polystyrene.....	79
Other Foamed Plastics	83
Cellulose.....	85
Product Forms.....	86
Markets	87
Mineral Wool	89
Product Forms.....	91
Markets	93
Reflective Insulation	
& Radiant Barriers.....	95
Product Forms.....	97
Markets	98
Other Insulation Products.....	101
Materials.....	102
Perlite	103
Vermiculite.....	104
Miscellaneous Materials	104
Product Forms.....	107
Markets	108

MARKETS

General	111
Demand by Value.....	112
Demand by Insulation Value.....	114
Residential Construction.....	116
Applications	119
New Housing	121
Attic Reinsulation.....	126
Residential Replacement	
& Improvements.....	127
Nonresidential Construction	129
Materials.....	130
Applications	133
Institutional.....	135
Office	136
Commercial.....	136
Industrial.....	137
Other Nonresidential	137
Industrial & HVAC Equipment	138
Materials.....	139
Applications	141
Industrial Equipment.....	142
HVAC Equipment.....	143

Other Insulation Markets	143
Materials.....	144
Applications	145
Appliances	146
Transportation Equipment.....	147
All Other Applications	147

REGIONAL DEMAND

General	149
Regional Demographic	
& Economic Trends	150
Regional Demographic Trends	151
Regional Economic Trends.....	153
Regional Construction Trends	154
Regional Housing Trends	156
Regional Insulation Demand	158
Northeast.....	161
New England.....	163
Middle Atlantic	164
Midwest.....	165
East North Central	167
West North Central.....	168
South	169
South Atlantic	172
East South Central.....	173
West South Central	174
West	175
Mountain	177
Pacific	178

INDUSTRY STRUCTURE

General	180
Industry Composition	181
Market Share	186
Industry Leaders	187
Owens Corning	187
Johns Manville.....	188
CertainTeed	188
Dow Chemical	188
Knauf	189
Atlas Roofing	189
Guardian Industries.....	189
Manufacturing & New Product	
Development	190
Competitive Strategies.....	191
Marketing & Distribution	194
Acquisitions & Divestitures.....	196
Cooperative Agreements.....	199

(continued on page 6)

List of Tables/Charts

EXECUTIVE SUMMARY

1 Summary Table..... 3

MARKET ENVIRONMENT

1 Macroeconomic Indicators..... 8
 2 Resident Population
 & Households..... 9
 3 Personal Income
 & Expenditures..... 14
 4 Consumer Financing
 Environment, 1995-2005..... 17
 5 Construction Expenditures..... 19
 6 Residential Construction
 Expenditures..... 21
 Cht Year of Construction of
 Housing Stock, 2005 25
 7 Housing Indicators 24
 8 Residential Improvement
 & Repair Expenditures 26
 9 Nonresidential Construction
 Expenditures..... 29
 10 Nonresidential Improvement
 & Repair Expenditures 30
 11 Manufacturers' Shipments 33
 12 Average Insulation Prices..... 36
 13 Insulation Market, 1995-2005 38
 Cht Insulation Market, 1995-2005 38
 14 Insulation Foreign Trade..... 40

OVERVIEW

1 Insulation R-Values
 by Material 47
 2 Insulation Demand by Value..... 56

PRODUCTS

1 Insulation Demand 58
 2 Fiberglass Insulation
 Demand by Product Form 64
 3 Fiberglass Insulation
 Demand by Market 65
 4 Foamed Plastic Insulation
 Demand by Market 73
 5 Foamed Plastic Insulation
 Demand by Resin 74
 6 Urethane Foam Insulation
 Demand by Market 76
 7 Urethane Foam Insulation
 Demand by Product..... 79

8 Polystyrene Foam Insulation
 Demand By Market 82
 9 Polystyrene Insulation
 Demand By Type 83
 10 Other Foamed Plastic
 Insulation Demand..... 84
 11 Cellulose Insulation
 Demand by Market 88
 12 Mineral Wool Insulation
 Demand by Material 91
 13 Mineral Wool Insulation
 Demand by Product Form 93
 14 Mineral Wool Insulation
 Demand by Market 95
 15 Reflective Insulation & Radiant
 Barrier Demand by Type 97
 16 Reflective Insulation & Radiant
 Barrier Markets..... 101
 17 Other Insulation
 Demand by Material 103
 18 Other Insulation Demand
 by Product Form 108
 19 Other Insulation Demand
 by Market 110

MARKETS

1 Insulation Demand
 by Market Value..... 113
 Cht Insulation Demand
 by Market Value, 2005 114
 2 Insulation Demand
 by Insulation Value..... 115
 Cht Insulation Demand by
 Insulation Value, 2005 116
 3 Residential Construction
 Market for Insulation
 by Material 119
 4 Residential Construction
 Market for Insulation
 by Application..... 121
 5 New Housing Applications
 for Insulation..... 125
 6 Residential Attic
 Reinsulation Applications
 for Insulation..... 127
 7 Residential Replacement &
 Improvement Applications
 for Insulation..... 129

8 Nonresidential Construction
 Market for Insulation
 by Material 133
 9 Nonresidential Construction
 Market for Insulation
 by Application & Type 135
 10 Industrial & HVAC Markets for
 Insulation by Material 141
 11 Industrial & HVAC Markets for
 Insulation by Application..... 142
 12 Other Insulation Markets
 by Material 145
 13 Other Insulation Markets
 by Application..... 146

REGIONAL DEMAND

1 Population by Region 152
 2 Gross Domestic Product
 by Region..... 154
 3 Construction Expenditures
 by Region..... 156
 4 Regional Home Sales &
 New Housing Trends 158
 5 Insulation Demand
 by Region..... 160
 Cht Insulation Demand
 by Region, 2005 160
 6 Northeast Insulation Demand
 by Subregion & Market 163
 7 Midwest Insulation Demand
 by Subregion & Market 167
 8 South Insulation Demand
 by Subregion & Market 171
 9 West Insulation Demand
 by Subregion & Market 177

INDUSTRY STRUCTURE

1 US Insulation Sales
 by Company, 2005 184
 Cht Insulation Market Share
 by Company, 2005 187
 2 Selected Acquisitions
 & Divestitures 198
 3 Selected Cooperative
 Agreements 200

Reflective insulation and radiant barriers will see the fastest growth (from a small base) as they find increasing use in metal buildings, pipe wrap, appliances and duct insulation to reduce energy costs.

US demand to grow 4.9% annually through 2010

Demand for insulation materials in the United States is forecast to advance 4.9 percent per annum through 2010 to \$9.8 billion. Insulation will benefit primarily from renewed growth in nonresidential building construction, coupled with gains in appliance and transportation markets. Greater insulation use per structure and upgrades of insulation for existing buildings (both residential and nonresidential) will also boost insulation demand. Nevertheless, a weak residential building environment, characterized by declines from elevated 2005 levels in single-family housing starts and existing single-family home sales, will restrain demand for insulation in the residential market.

Fiberglass to benefit from more intensive use in new housing & from reinsulation

Fiberglass insulation remains the leading insulation material in use, accounting for more than half of demand in dollar and volume terms in 2005. Growth will be driven by more intensive use of fiberglass insulation per new housing unit, sparked by expanded concerns about energy efficiency, ease of installation and favorable cost factors. Best prospects will exist for fiberglass used in reinsulation applications, by both do-it-yourselfers and professional installers.

Foamed plastic insulation is the second largest insulation product in use in the

US Insulation Demand, 2005 (\$7.7 billion)



US, accounting for nearly 45 percent of demand in value terms and almost 30 percent in volume terms. Advances will derive from accelerating nonresidential building construction and production of appliances and transportation equipment. Foamed plastic insulation is widely used in nonresidential building markets in both spray-on and board forms, and is also common in appliance markets.

Among other insulation materials, reflective insulation and radiant barriers will see the fastest growth (from a small base) as they find increasing use in metal buildings and other nonresidential structures, as well as in pipe wrap, appliances and duct insulation, as a means of reducing energy costs.

Nonresidential building, replacement residential uses to lead market gains

A primary market for insulation, residential construction encompasses both new and replacement (repair, remodeling, attic re-insulation, etc.) applications. Gains will be more robust in replacement markets, as the decline in single-family home construction inhibits demand in new residential building. Nonresidential construction will provide the greatest growth opportunities, as the construction of office, commercial, industrial and other nonresidential buildings recovers from a recent sustained decline. Transportation uses will also post above-average gains through 2010.

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Sample Page, Table & Chart

COMPANY PROFILES

Carpenter Company

5016 Monument Avenue
 Richmond, VA 23230
 804-359-0800
<http://www.carpenter.com>

Annual Sales: \$1.2 billion (2005)
 Employment: 12,000 (2005)

Key Products: EPS, Styrofoam, etc.

Carpenter Company produces expanded polystyrene (EPS) and polystyrene (PS) products. The Company also makes related chemicals, and supplies equipment for mixing and pouring PUR foam. Carpenter operates through eleven divisions: Air Filter Media, Bedding, Carpet Cushion, Chemicals, Chemical Systems, Consumer Products, EPS Systems, Flexible Foam Packaging, Furniture, Polyester Fiber and Tire Products.

The Company is active in the US insulation industry through the EPS Systems division (Fogelsville, Pennsylvania), which manufactures EPS foam insulation, packaging products and other items. Via the EPS Systems division, Carpenter produces roofing, exterior and geotechnical thermal insulation designed to resist moisture and provide dimensional stability. The Company's EPS roofing insulation includes STYRODECK, holey board, flute fillers and FOAMFOLD products. STYRODECK tapered EPS roof insulation systems are designed to provide positive drainage and thermal insulation. Carpenter's rigid holey board EPS insulation, which can be used in lightweight concrete roof deck systems, offers moisture resistance and optimal slope-to-drain capabilities. Square edge and tapered EPS flute fillers from the Company are designed to fill voids in roof systems. Carpenter's

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SAMPLE PROFILE

TABLE IV-1

INSULATION DEMAND
 (million pounds)

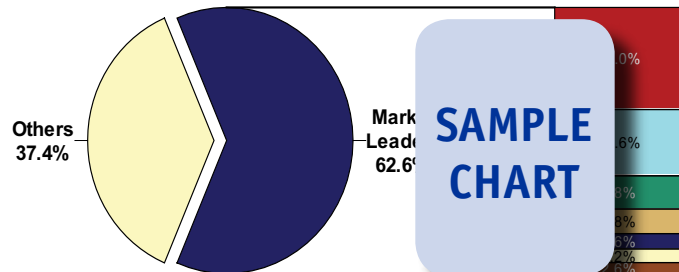
Item	1995	2000	2005	2010	2015
Bldg Construction Expend (bil 2000\$)					
lbs insulation/000\$ construction					
Insulation Demand*					
Fiberglass					
Foamed Plastic					
Cellulose					
Mineral Wool					
Other					
lbs/000 sq ft R-1					
Insulation Demand* (bil sq ft R-1)					

* excludes reflective insulation & radiant barriers

SAMPLE TABLE

CHART VII-1

INSULATION MARKET SHARE BY COMPANY, 2005
 (\$7.7 billion)



SAMPLE CHART

TABLE VI-6
NORTHEAST INSULATION DEMAND BY SUBREGION/MARKET
 (million dollars)

Item	1995	2000	2005	2010	2015
Northeast Construct Expend (bil \$)	10				0
\$ insulation/000\$ construction					5
Northeast Insulation Demand					50
By Subregion:					
New England					15
Middle Atlantic					35
By Market:					
Residential					35
Nonresidential					25
Industrial, HVAC & Other					40
% northeast	1				7
Total US Insulation Market	50				90



MARKETS

Attic Reinsulation -- Demand for attic reinsulation is projected to reach 7 billion square feet of R-1 value in 2015. The energy efficiency of existing structures for residential improvements is projected to decelerate slightly. Demand for attic reinsulation is not increasing as fast as other insulation standards. As a result, projections will flatten out over time. Nonetheless, increased attic R-values could spur some new construction that have previously received

additional attic insulation.

Insulation manufacturers have worked to make attic reinsulation products easier to install. For example, fiberglass batts are now available in encapsulated forms that reduce the opportunities for installers to come in contact with the glass fibers, a feature that is intended to appeal to the do-it-yourself (DIY) market. The market for loose-fill insulation, including cellulose, fiberglass and mineral wool, has benefitted to some extent from the growing use of pneumatic blowers that improve product distribution and reduce settling of the insulation in comparison with hand raked application. DIY attic insulators can often rent pneumatic blowers from the home centers from which they purchased the insulation. Perforated facing to aid in ease of installation, formaldehyde-free fiberglass products and expanding availability and education about reflective insulation and radiant barriers will also support demand among DIY installers.

Fiberglass is by far the dominant material utilized in attic reinsulation applications, accounting for nearly 85 percent of demand in 2005. Products used include batts and blankets installed between the rafters or roofing supports, as well as loose fill material applied on the rafters, mostly in unfinished attics. The remainder of demand is accounted for

Sample Page & Table, List of Companies Profiled

COMPANY PROFILES

(continued from page 2)

Armacell International GmbH	202
BASF AG	204
Bayer AG	206
Berkshire Hathaway	209
Bridgestone Corporation	214
Carlisle Companies	216
Carpenter Company	218
CGI/Silvercote Incorporated	219
Covertch Fabricating	221
Degussa AG	223
Dow Chemical	226
Dyplast Products LLC	230
Fi-Foil Company	231
G-I Holdings	232
Grace (WR) & Company	234
Guardian Industries	235
Homasote Company	237
Hood Companies	238
Innovative Energy	240
Innovative Insulation	242
Insulation Solutions	243
Knauf Gips KG	244
Louisiana-Pacific Corporation	247
Materis Holding Luxembourg SA	249
Owens Corning	251
Pactiv Corporation	255
Polyair Inter Pack	257
PPG Industries	259
Premier Industries	260
Rockwool International A/S	262
RPM International	264
Saint-Gobain	266
Sealed Air	268
Sto AG	270
Svenska Cellulosa AB	271
Thermafiber Incorporated	272
Walter Industries	274
Additional Companies	
Mentioned in Study	276

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OTHER STUDIES

World Insulation

Global consumption of thermal and acoustical insulation will reach 20.2 billion square meters in 2011. Developing Asian countries will continue to lead gains, driven by strong construction and manufacturing activity. Foamed plastic will remain dominant while mineral wool will grow the fastest. This study analyzes the \$26.5 billion world insulation industry with forecasts for 2011 and 2016 presented by material, market, world region and for 46 countries. It also evaluates market share and profiles major producers.

#2202 06/2007..... \$5500

Glass Fibers

US glass fiber demand will reach \$7 billion in 2011. The dominant glass wool fiber sector will grow the fastest, driven by rebounding demand in office and commercial construction and increasing insulation use per structure to improve energy efficiency. Reinforced plastics will present the best opportunities for textile glass fiber. This study analyzes the US glass fiber industry, with forecasts for 2011 and 2016 presented by type and market. It also evaluates company market share and profiles leading competitors.

#2199 05/2007..... \$4400

World Siding (Cladding)

Global demand for exterior siding (or cladding) will grow 3.8% yearly through 2010 based on a pickup in nonresidential building construction. Metal, concrete and stone, and fiber cement siding will grow the fastest. China, India and Russia will lead gains, while growth rates in developed countries will be slower. This study analyzes the 4.3 billion square meter world siding industry to 2010 and 2015 by product, market, world region and for 31 countries. It also evaluates market share and profiles major producers.

#2159 02/2007..... \$5500

Brick & Block

US brick and block demand will grow 4.1% yearly through 2010. Concrete pavers and decorative block will grow the fastest, followed by nonstructural clay brick siding and structural concrete block. Healthy nonresidential building activity will benefit structural, fencing and other brick and block uses (e.g., paving, landscaping). This study analyzes the \$5.7 billion US brick and block industry to 2010 and 2015 by product, market, application and region. It also details market share and profiles major players.

#2061 06/2006..... \$4200

World Drywall & Building Plasters

Global drywall demand will grow 4.4% annually through 2009. North America will remain dominant while growth in the Asia/Pacific region will be particularly strong. Drywall based on synthetic gypsum will continue to gain market share, allowing producers to locate closer to cities and lower transportation costs. This study analyzes the 6.6 billion square meter world drywall industry to 2009 and 2014 by product, market, world region and for 13 countries. It also details market share and profiles major players.

#2047 04/2006..... \$5300

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