



February 25, 2014

Dear Valued Customer,

Dow is committed to providing you with innovative solutions designed to help you deliver premium results, enhance your reputation and help you grow your business. Our industry-leading insulation and air sealing solutions help you deliver first-class results, develop your market share and your profits.

At Dow we have a continued focus on delivering innovative solutions designed to meet the unique needs of our customers and end-users. As such, today we are excited to announce we have made further enhancements to our industry leading formulation of FROTH-PAK™ Class A Insulation. As a direct result of these formulation enhancements, FROTH-PAK™ Class A Insulation now offers increased yield, improved adhesion and resistance to cold during transport and storage, in addition to maintaining the existing application approvals and ratings listed below:

- Meets ASTM E84 Class A Building Code Requirements
- Meets NFPA 286 Building Code Special Approvals
- Can be left exposed in roof and wall junctures 6" in height or less (max 2" thick)

What are the key changes to the enhanced FROTH-PAK™ Class A Insulation?

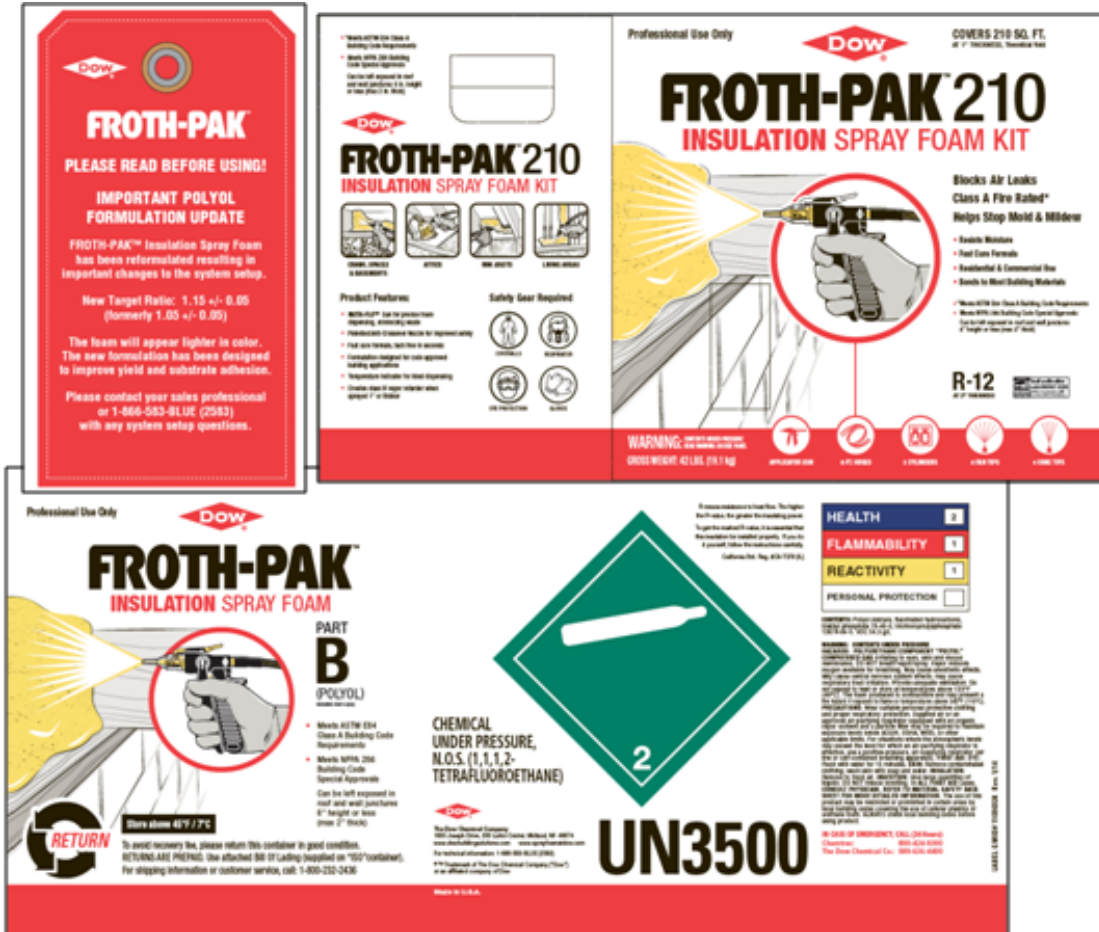
- The foam color will be lighter and very similar to the current FROTH-PAK™ Sealant.
- For refill setups the target ratio is moving from 1.05 +/- 0.05 to a **new ratio of 1.15 +/- 0.05**
 - Lower pressure on the B/Polyol-side will be required to hit the new target ratio with the FROTH-PAK™ Refill system.
 - Refill customers will notice a **red tag** attached to the cylinders on the new product as a reminder of this important process change.
- The new formulation is designed to improve substrate adhesion.
- Flame Spread and Smoke Development numbers are changing from FSI = 25, SDI 350 to FSI = 25, SDI = 400
- The B/Polyol-side formula will be more forgiving in cold temperatures and perform similarly to the FROTH-PAK™ Sealant.
- Yield improvement of 5% over the incumbent formulation. As a result, FROTH-PAK™200 will be known as FROTH-PAK™210 and FROTH-PAK™600 will be known as FROTH-PAK™650
- FROTH-PAK™ Foam Insulation recently received EPA Seal and Insulate with ENERGY STAR® Certification as referenced on the front panel of the packaging cartons.

When should I expect to receive my first shipment?

- Refill and kit customers could begin to receive shipments of the new formulation as early as the week of March 3, 2014.
- Firm shipment dates are dependent upon the depletion of current inventory. Special formulation requests will not be accepted.

How will I know if the product I receive is the new formulation?

The FROTH-PAK™ Class A Insulation packaging has been also been updated to reflect the increased yield, recommended applications, product features and benefits and more.



Item Number Changes:

FROTH-PAK™ Kits		
Old GMID	New GMID	Product
00340316	11098207	FROTH-PAK 210 (1.75 PCF) Fire Rated Insulation Class A
00340317	11096267	FROTH-PAK 650 (1.75 PCF) Fire Rated Insulation Class A - A - ISO
00340320	11096259	FROTH-PAK 650 (1.75 PCF) Fire Rated Insulation Class A - B - POLYOL
FROTH-PAK™ Refills		
Old GMID	New GMID	Product
00340334	00340334	FROTH-PAK 17 GAL REFILL 1.75 Fire Rated Insulation Class A - A - ISO
00340321	11096260	FROTH-PAK 17 GAL REFILL 1.75 Fire Rated Insulation Class A - B - POLYOL
11042108	11042108	FROTH-PAK 27 GAL REFILL 1.75 Fire Rated Insulation Class A - A - ISO
11042109	11096266	FROTH-PAK 27 GAL REFILL 1.75 Fire Rated Insulation Class A - B - POLYOL
00340337	00340337	FROTH-PAK 60 GAL REFILL 1.75 Fire Rated Insulation Class A - A - ISO
00340323	11096263	FROTH-PAK 60 GAL REFILL 1.75 Fire Rated Insulation Class A - B - POLYOL
00340336	00340336	FROTH-PAK 120 GAL REFILL 1.75 Fire Rated Insulation Class A - A - ISO
00340322	11096261	FROTH-PAK 120 GAL REFILL 1.75 Fire Rated Insulation Class A - B - POLYOL
00340338	00340338	FROTH-PAK 350 GAL REFILL 1.75 Fire Rated Insulation Class A - A - ISO
00340324	11096264	FROTH-PAK 350 GAL REFILL 1.75 Fire Rated Insulation Class A - B - POLYOL

If you have any questions or require additional assistance in refill setup, please reach out to your Dow sales representative or contact us at 1-866-583-BLUE (2583).

Best Regards,

W. Scott Young

NA Commercial Director, Residential Market
Dow Building Solutions

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