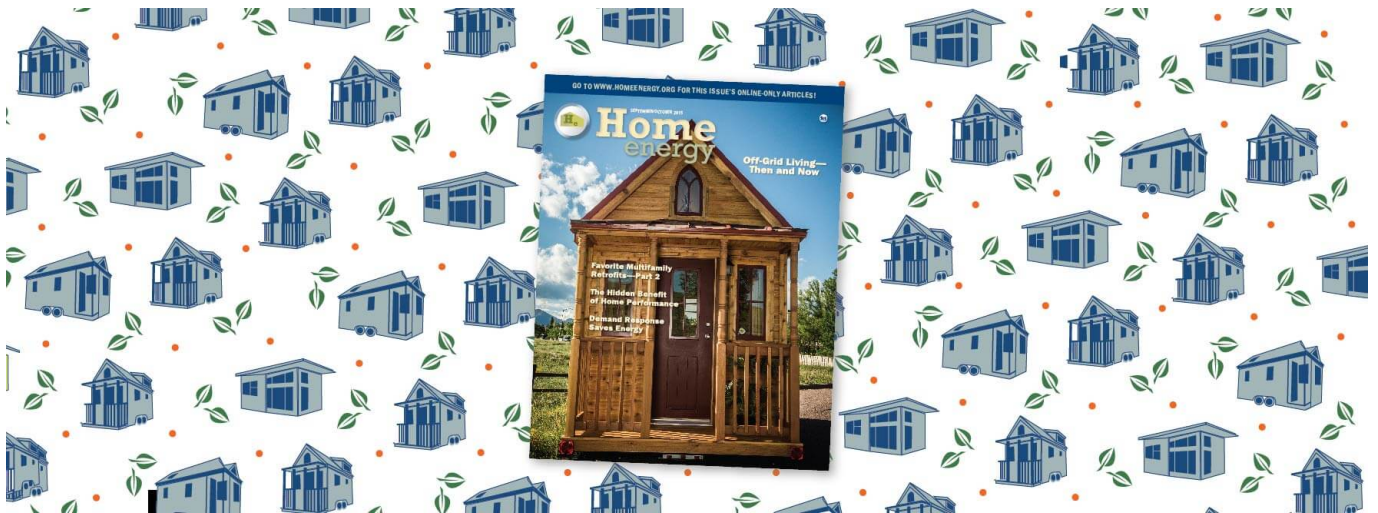


ECH0tape in Home Energy magazine



We spend so much time focusing on our own content and mission, it's nice to sit down with other industry professionals to share our knowledge in return. Recently [Home Energy](#) magazine sat down with our own Risa Edelstein. Here's a sneak peak at what Risa had to say:

Macie Melendez: You mentioned that the seaming practice is growing among insulation professionals—can you elaborate?

Risa Edelstein: In Canada and Europe, every single building is seamed with insulation tape as the construction industry in these markets has employed such tactics for years.

Areas prone to high amounts of moisture, like the Southeast United States, are beginning to adopt this practice in an



effort to become more 'green,' but this is also important in colder climates. The more sustainable and eco-friendly our industry and the industries we affect become, the more air sealing will be adopted as common practice, requiring the necessary products to do so.

The usage rate for industrial tapes on job sites is growing by 6 to 7% annually, outpacing overall construction industry growth, which is approximately 3 to 5%. New residential tape use will increase the fastest due to code compliance, and should see growth in the double digits.

There are three primary drivers to the increased usage of tapes on job sites. The first is more stringent codes (increased building envelope requirements). The second is improved tape technology, and the third is heightened awareness by builders, contractors, and building scientists.

Tapes will continue to penetrate the market as more attention is being paid to building performance and there is more demand for better air sealing.

MM: What are the benefits of using tape for sealing purposes?

RE: The primary benefits of the building tapes used today are air control, moisture control, and protection of finished materials such as windows, appliances, and hardware. Sealing tape is very easy to use and inexpensive when compared to other building materials typically being used in the construction industry.

When there is uncontrolled air movement from outside to inside (and vice versa), there is an increased risk for building failure or lackluster performance. Moisture in any form is a hazard to a building. Tapes, such as flashing, allow for superior moisture control as long as they are installed properly. Tapes are easy to handle and install and can even help make up for the decrease in skilled tradesmen on job sites.

Effective air sealing depends on both the materials being used and the conditions of the area. Contractors can match the ideal tape to the conditions of each project.

You can read the rest of the [article here](#).