

analysis beats greenwash



The Chemical Company

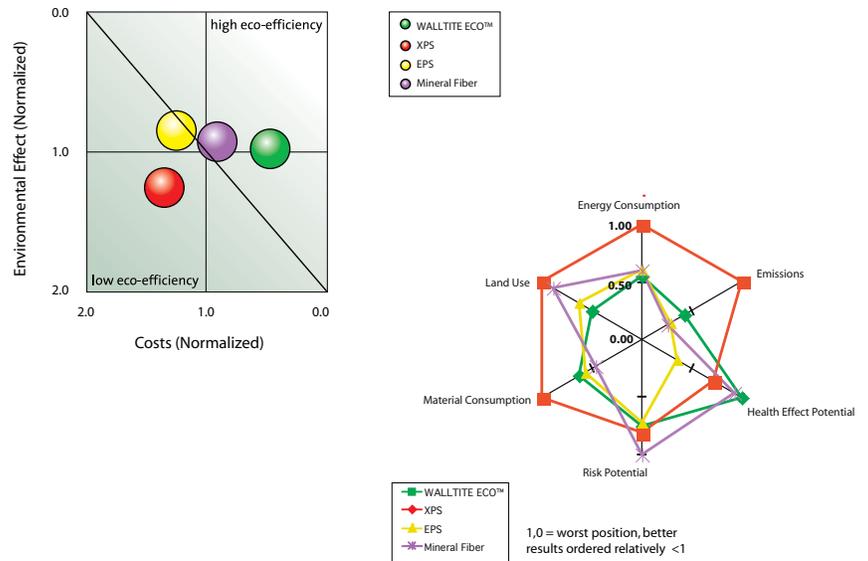
The award-winning¹ BASF Eco-Efficiency Analysis assesses total cost and ecological impact over the product lifecycle. Current performance is benchmarked and insight is gained for future improvement.

The WALLTITE *ECO*TM spray polyurethane foam insulating air barrier system outperformed traditional materials on its test scores, showing significant environmental and economic advantages.



New Heights of Eco-Efficiency

BASF adheres to sustainable development standards. Its Eco-Efficiency Analysis is designed to increase product value, optimize the use of resources and reduce environmental impact.



The award-winning methodology looks at the entire lifecycle of a product or process, beginning with extraction of raw materials and following through the disposal or recycling of the product. An “ecological footprint” provides a picture of the environmental effect in six categories:

- Materials consumption
- Energy consumption
- Emission to air, soil and water
- Risk potential for misuse
- Health effect potential
- Land use

Each of these categories embraces a wealth of detailed information, some of which comes from BASF’s in-house records and some from public databases. According to this data, WALLTITE *ECO*™ outperforms traditional insulation and air barrier systems in eco-efficiency.

www.walltiteeco.com
www.foammasters.ca

¹ In 2005, the BASF Eco-Efficiency Analysis process won three major awards: the Design for Sustainability Award from the Society of Plastics Engineers, the Presidential Green Chemistry Challenge Award from the U.S. Environmental Protection Agency and the Best Sustainable Practice Award in the Sustainable Research, Development, Construction Process and Demonstration from the Sustainable Buildings Industry Council.

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