



**REFLECTIVE INSULATION<sup>TM</sup>  
MANUFACTURERS ASSOCIATION**

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FOR IMMEDIATE RELEASE  
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## **Reflective Insulation & Radiant Barrier Industries Continue to Grow**

As energy savings and efficiency become an increasing priority and necessity, more consumers are doing their homework and finding ways by which to compensate for the high cost of running their homes. The Reflective Insulation Manufacturers Association (RIMA) is seeing this trend through the sales of reflective insulation and radiant barrier products.

According to the information collected by Freedonia Group for their 2004 Insulation Study, reflective insulation and radiant barriers have the greatest expected growth rate of all insulation types. According to their study, these products almost doubled in sales from 1998 – 2003 and are projected to experience an estimated 45% increase in sales from 2003 – 2008.

Although reflective and radiant barrier products are presently a small segment of the insulation market, it's clear this proven technology is on the rise. With more companies adding reflective products to their product lines and more information available to the consumer, you can expect reflective insulation and radiant barrier products to continue to establish themselves as a powerful option for insulation energy savings.

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*Insulation* (published 04/2004, 270 pages) is available for \$3,900 from The Freedonia Group, Inc., 767 Beta Drive, Cleveland, OH 44143-2326. For further details, please contact Corinne Gangloff by phone 440.684.9600, fax 440.646.0484 or e-mail [pr@freedoniagroup.com](mailto:pr@freedoniagroup.com). Information may also be obtained through [www.freedoniagroup.com](http://www.freedoniagroup.com).

*The Reflective Insulation Manufacturer's Association is a group of dedicated people working together to propagate the knowledge and use of reflective insulations and radiant barriers. RIMA has been the major force in establishing fair ASTM standards for testing and installation procedures. RIMA welcomes all who are interested in promoting and directing the growth of the industry.*

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