



## ISI Building Products

Spring Newsletter - March 21, 2017

### Project Profile: Tiny House "My Tiny Perch"



In what is called the "Tiny House Movement", some people are choosing to downsize their living conditions by building a tiny house, which usually ranges from 100-400 square feet. The typical tiny house on wheels is usually less than 8' x 20'.



Tiny houses can be built for many reasons, including environmental or financial concerns, the desire for more time and freedom, and simply living smaller. ISI Building Products was recently involved in a tiny house project called "My Tiny Perch", a project started by Michelle Boyle, Tiny House Enthusiast, Designer and Builder. ISI provided the Tiny Perch with our house wrap product, Wraptor.



This 8' x 18' long tiny house is currently in the process of being built and is located in Sherwood, Oregon. This project comes after Michelle's first tiny house project called "My Empty Nest". You can check out Michelle's Tiny House blog [HERE](#) or view the Facebook page [HERE](#).



Wraptor house wrap is a breathable, cross-woven polypropylene product that helps prevent wall sheathing from soaking up moisture that gets behind the exterior cladding (vinyl, siding, brick, etc.). Its cross-woven quality gives it the extra strength to prevent tearing after installation. To learn more about Wraptor, click [HERE](#).



### ISI Names Cara Paul VP of Operations

On January 1st, Cara Paul was appointed Vice President of Operations for ISI Building Products (Insulation Solutions, Inc.). She is currently overseeing the company operations to support the growth and add to the bottom line of the organization. Cara joined the company in August 2002 and will reach her 15 year milestone at ISI later this year. To read the official Press Release, please click [HERE](#). Congratulations, Cara!



### ISI Launches New Division Led By Dario Lamberti

On March 14th, ISI announced the launch of its latest division: The Engineered Films Division. This special division will be led by Dario Lamberti. Prior to his appointment, Dario served as ISI's Moisture Control Product Manager gaining more than 13 years of industry experience. As the new General Manager of the Films Division, Dario will oversee a team focused on the growth of existing products and the development of new and innovative products for the marketplace. To read the official Press Release, click [HERE](#). Congratulations, Dario!



### Happy 10 Year Anniversary, Kendall!

Congratulations to Kendall Crooke who celebrated 10 years with the company on Sunday, January 1st. Kendall is our National Sales Manager who has played a key role in the growth of our under-slab vapor barrier line, Viper II. Kendall lives in Worthington, Ohio with his wife, Jackie, and son, Jack. He enjoys golfing, traveling and the Ohio State Buckeyes.

## ISI Trade Shows



### **Past Trade Shows**

*We've already exhibited in several trade shows in 2017 and have enjoyed seeing you at our booth! Here's a wrap up of some of the shows so far:*

#### **INTERNATIONAL BUILDERS' SHOW**

*The IBS Show was held in Orlando this year at the Orange County Convention Center in January. ISI displayed our house wrap, roofing underlayment and ridge vents, along with our under-slab vapor barriers and much more! If you were able to come visit the booth, thank you! We appreciate your support. If you weren't able to attend the show this year, you can learn about our products by visiting the products page of our website by clicking [HERE](#).*

#### **WORLD OF CONCRETE**

*The WOC is always a big show for us because we have two booths! This year in January, the ISI booth was located in the North Hall at the Las Vegas Convention Center and our Viper II Vapor Barrier booth was located in the South Hall. We had a variety of products on display including our entire line of Viper products. Learn more about Viper by clicking [HERE](#).*



### **Upcoming Trade Shows**

*Another busy year for ISI with lots of trade shows! Are you going to be in any of these cities soon? Come check us out...we'd love to see you!*

#### **INTEX EXPO**

*Las Vegas, Nevada  
Mandalay Bay Convention Center  
March 29 - 30  
BOOTH #948  
[Visit the show website>>](#)*

#### **AIA CONFERENCE ON ARCHITECTURE**

*Orlando, Florida  
Orange County Convention Center  
\*Exhibiting as Viper II Vapor Barriers  
APRIL 27 - 29  
BOOTH #3514  
[Visit the show website>>](#)*

### **AHR EXPO**

*The AHR Expo (Air-Conditioning, Heating, Refrigerating Exposition) was also located in Las Vegas this year. This year's show had a record breaking 68,615 people in attendance! ISI enjoys this show because it primarily focuses on our under-slab insulation product, Insul-Tarp. Learn more about Insul-Tarp by clicking [HERE](#).*

### **INTERNATIONAL ROOFING EXPO**

*IRE is a fun show for us to showcase our roofing materials and related products. Another trip to Las Vegas for ISI staff members! The IRE was located at the Mandalay Bay Convention Center in the beginning of March. ISI showcases our roofing underlayment and ridge vents, which you can learn more about [HERE](#).*

### **CONSTRUCT**

*Providence, Rhode Island  
Rhode Island Convention Center  
\*Exhibiting as Viper II Vapor Barriers  
September 14 - 15  
BOOTH #1315  
Visit the show website>>*

### **ICAA**

*(Insulation Contractors Association of America)  
Dallas, Texas  
October 5 - 7  
Visit the show website>>*



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ISI Building Products (Insulation Solutions, Inc.)  
401 Truck Haven Road  
East Peoria, IL 61611**