

Lapolla and EnergyWise Structures Form Strategic Alliance

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Sign Exclusive Agreement for Guaranteed Energy Savings

HOUSTON, TX — (MARKET WIRE) — January 3, 2011 — Lapolla Industries, Inc. ("Lapolla") (OTC BB:LPAD.OB - [News](#)), a Houston based manufacturer and supplier of spray foam insulation, cool roof coatings and equipment designed to reduce energy consumption in the residential and commercial markets, for both new construction and retrofit applications, today announced entering into a strategic alliance with EnergyWise Structures. ("EnergyWise").

EnergyWise entered into an exclusive spray foam insulation agreement with Lapolla to supply existing EnergyWise customers with Lapolla Spray Foam as well as supplying all Lapolla Spray Foam customers, AirTight Insulation customers and all related market channels with EnergyWise engineering services access. As a NASA spinoff, EnergyWise has become synonymous with engineering quality, integrity and reliability. EnergyWise is one of the nation's leading thermal engineering firms and the only engineering solutions company confident enough to give an energy usage guarantee for energy savings up to 70%. EnergyWise uses their proprietary software to build a detailed energy analysis based on each customer's building plans, from which they accurately project heating and cooling costs. From this analysis EnergyWise is able to customize a new building plan that includes Lapolla Spray Foam Insulation, caulking, and optimal heating and cooling system sizing, to maximize energy savings.

Lapolla's FL 2000 Spray Foam Insulation contains a meaningful level of Post Consumer Recycled Content (recycled plastic bottles), bringing added value to the consumer and environment. Douglas Kramer, President and CEO of Lapolla commented, "Lapolla and EnergyWise have now taken the next step needed to support consumers in their effort to understand the return on investment through responsible and sustainable building technologies. With our combined resources, we have eliminated the guesswork on the initial costs and ultimate consumer value in building Green."