



Extension of the Canadian ecoENERGY Retrofit - Homes program welcomed by insulation manufacturers and their employees

Media Release

(Ottawa, July 13, 2011) The announcement to extend the ecoENERGY program, by Canada's Minister of Natural Resources, the Honourable Joe Oliver, was applauded by NAIMA Canada. The ecoENERGY program provides energy efficiency related incentives for homeowners. The program has been very popular, with thousands of Canadian households receiving incentive payments to offset the cost of energy saving retrofits.

"Originally announced in the March 2011 Budget, extending the ecoENERGY program to March 31, 2012 is a useful step and of valuable assistance to energy-conscious homeowners," remarked Stephen Koch, Executive Director of NAIMA Canada. Koch also noted, "We saw significant interest from homeowners who used the earlier version of ecoENERGY to insulate themselves against higher heating and cooling bills."

The federal government's commitment to provide up to \$5,000 per household recognizes the positive impact individuals can make on reducing their GHG emissions and improving their homes' comfort and affordability when given the tools.

Continuation of ecoENERGY means employment for building material suppliers, heating and ventilation technicians, renovators and related trades people, home energy auditors and the people making insulation in the ten manufacturing plants operated by NAIMA Canada members (1 in British Columbia, 3 in Alberta, 5 in Ontario and 1 in Quebec).

"Renewal of the ecoENERGY program is a win-win situation that assists overall economic growth in Canada and helps save money for individual homeowners," concluded Koch. NAIMA is the association representing the Canadian manufacturers of fiberglass, rock wool and slag wool insulation.

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Details about NAIMA Canada are available at: www.naimacanada.ca

NAIMA Canada is the association for North American manufacturers of fibre glass, rock wool, and slag wool insulation products doing business in Canada. Its role is to promote energy efficiency and environmental preservation through the use of fibre glass, rock wool, and slag wool insulation, and to encourage the safe production and use of these materials. NAIMA Canada is a sister organization to the North American Insulation Manufacturers Association (NAIMA).