

FOR IMMEDIATE RELEASE

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## **Spray Foam Worldwide (SFWW) Announces New Sponsorship Circles**

**Minneapolis, Minnesota (June 30, 2019)** – SFWW, the global community of spray foam contractors, installers, and suppliers, announces the release of an exclusive series of sponsorship circles. Sponsors fall under Platinum and Gold status in accordance with their contributions to the group.

“Today marks the 3-year anniversary of our group,” says Founder, Bill Bilben. “SFWW started out as just an idea to bring sprayers together and has grown into an 8,000-person, global industry-wide SPF community. Part of our goal for the group as a next step is to work toward benefiting the SPF industry as a whole.”

Companies from all facets of the spray polyurethane foam industry are represented in each of the sponsorship circles. Perks for sponsors include limited access advertising in the group, inclusion in the rig giveaway at the SFWW Kickoff Party at SPFA in Pasadena, California, and many others. Icynene-Lapolla, Graco, and Honeywell are members of the elite Platinum Sponsorship Circle.

“We’ve been supporting members since the SFWW start up, back in 2016” says Doug Kramer, President and CEO of Icynene-Lapolla. “We’re proud to be the SPF manufacturer in this exclusive group and look forward to continuing to build relationships with sprayers worldwide.”

Additional sponsors fall in the Gold Sponsorship Circle. Gold-level sponsors include 3M, International Fireproof Technology Inc. (IFTI), Intech Equipment & Supply, and Spray Foam Distributors of New England. All sponsors in the SFWW Sponsorship Circles represent different areas of expertise for the spray polyurethane foam industry. Their representation in the sponsorship group and support of SFWW shows their support for the industry as a whole.

SFWW will begin to offer educational materials, including videos, to educate sprayers on best practices and to enforce the standards of excellence that many of the SFWW group members have for the trade. Homeowner education materials have also been developed to increase awareness for SPF as a premium insulation product and help contractors grow their businesses. A website to share resources is currently in development.

SFWW was established on June 30<sup>th</sup>, 2016 as a private Facebook group for spray polyurethane foam (SPF) installers to connect about questions and pain points in the trade. Each week the group grows by more than 50 members worldwide and includes company representation from the entire SPF industry. Today the group has over 8,000 members located around the world. Through the power of the community installers and contractors can get quick answers to questions regarding equipment, labor, building science, leads, and more.

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