

A.I.R. (Assurance, Integrity, and Reliability) Seal of Excellence™ for Spray Foam Insulation



Purpose:

The A.I.R. (Assurance, Integrity, and Reliability) Seal of Excellence™ (“A.I.R. Seal of Excellence”) for spray foam insulation signifies that a product labeled with the A.I.R. Seal of Excellence meets rigorous standards for industry stewardship, product performance, and product quality.¹

The A.I.R. Seal of Excellence, as developed by the Spray Foam Coalition (SFC), is intended to promote best practices for the manufacturing of spray foam insulation and is designed to enhance efficiency, foster innovation, and provide greater consumer awareness and satisfaction.

Manufacturers displaying the A.I.R. Seal of Excellence have:

- demonstrated a strong commitment to the spray foam industry;
- engaged significantly in activities of benefit to the industry; and
- actively promoted best practices across the entire value chain.

For builders and contractors, the A.I.R. Seal of Excellence offers clear assurance of product quality.

For consumers, it signals that the product meets additional low-VOC standards—providing confidence in indoor air quality.

Eligible Products:

The A.I.R. Seal of Excellence is designed for high-pressure spray foam insulation products – including refillable systems – used in residential and commercial construction.

Low-pressure spray foam insulation and sealants are not currently eligible for the program.

Manufacturer Eligibility and Criteria:

The A.I.R. Seal of Excellence promotes manufacturers that are willing to demonstrate their commitment to best practices, go above and beyond minimum standards, and demonstrate a strong ongoing commitment to the industry. Manufacturers using the A.I.R. Seal of Excellence for

¹ The A.I.R. Seal of Excellence is focused on manufacturers and their product formulations. All spray foam must be installed per the manufacturer’s guidelines to ensure product performance.

spray foam insulation must demonstrate a strong, ongoing commitment to the spray foam insulation industry.

To qualify, manufacturers must:

- Maintain at least 25 million pounds of domestic production capacity;
- Have manufactured spray foam insulation in the United States for a minimum of three years;
- Operate a dedicated customer support system;
- Include language in their sales contracts or invoices requiring applicators to meet applicable training or certification standards;
- Produce the B-side of their product in their own facilities in the United States or meet the requirements and criteria for membership in the SFC;
- Import all raw materials in compliance with all U.S. laws and regulations, including, without limitation, all relevant tariffs, duties, taxes, and trademark/copyright laws; and
- Demonstrate their support for the spray foam industry through a concerted and ongoing commitment to the advancement of the industry. Qualifying activities, include, without limitation:
 - A direct annual contribution (of no less than \$35,000) to U.S. industry causes and activities, such as:
 - Funding building science research promoting spray foam insulation as a category;
 - Funding advocacy at the state and federal level aimed at market expansion for the spray foam industry; or
 - Funding public relations efforts and campaigns promoting spray foam insulation as a category.
 - Membership in the SFC whose activities and financial commitments serve to advance the industry collectively.

Program Criteria:

Each product that desires to bear the A.I.R. Seal of Excellence for Spray Foam Insulation must demonstrate initial and annual compliance with the following criteria:

Safety, Stewardship, and Best Practices

- **Label Training Access** – Product container must include a link or QR code directing users to CPI Health and Safety Training.
- **Safety Statement** – Product container must include a clear statement on required ventilation and respiratory protection.
- **Reentry/Reoccupancy Disclosure** – Product container or Technical Data Sheets must state the reentry and reoccupancy times, and the conditions needed to obtain reentry and reoccupancy. Manufacturers must use the following statements:
 - Reentry of trades without PPE can be achieved after XX hours, with XX ventilation rates.
 - Commercial: Reoccupancy of the space can be achieved XX hours, with xx ventilation rates.
 - Residential: Reoccupancy of homeowners can be achieved at 24 hours after application, with a minimum mechanical ventilation rate of 0.3ACH for the duration.
 - Manufacturers have 3 months to implement this requirement.

- **Code Compliance Reference** – Product container must display the numerical identification of the current building code approval report.
- **Approved Use Disclosure** – Product container or Technical Data Sheets must, in plain language, identify the approved uses of the product.
 - Example: Instead of “App X or U approved,” use “Approved for use in unvented attics without an ignition barrier.”
- **Low-VOC Formulation** – Each product must carry a recognized low-volatile organic compounds certification (e.g., UL Solutions GREENGUARD Gold or equivalent).
- **Complete Set Sales** – Products must be sold as a complete set. (This provision does not apply to balancing inventory.)

Quality

- **Current Building Code Approval** – Products must have an active building code approval report.
 - Reports must be issued in accordance with AC 377, ICC 1100, or another qualified program recognized by the most recent version of the IECC or IRC.
- **Quality Assurance Program** – Manufacturers must maintain a documented quality assurance program.
 - Companies can either comply with ISO 9000 or at a minimum:
 - Pass annual inspections of domestically manufactured spray foam systems conducted by a certified code authority in the United States,
 - Maintain a documented QA/QC program for every batch sold under the A.I.R. Seal of Excellence, and
 - Track raw material lot numbers and batch numbers for a minimum of five years.

Support and Product Stewardship

- **Technical Support Availability** – Manufacturers must provide technical support resources for industry stakeholders during normal business hours.
 - Aim to return all calls within 1 business day.
 - Display technical support contact information prominently on the company website.
- **Training for New and Existing Applicators** – Provide training for both new and existing applicators.
 - Promote training opportunities on product labels and company websites.
- **On-Site Support** – Ensure on-site technical support, training, and supervision are available to all applicators.
- **Building Science Resources** – Maintain access to building science resources to assist industry stakeholders.
- **Complaint Support** – Maintain a written complaint process for addressing spray foam installations and general complaints.

Application, Approval, and Compliance

Eligible manufacturers must submit a *Spray Foam Coalition A.I.R. Seal of Excellence Application* for approval to the SFC. The SFC President (who is unaffiliated with any spray foam manufacturer) will independently review the application, and in consultation with outside experts, if necessary,

determine whether applicants meet the eligibility and criteria set forth above to obtain the A.I.R. Seal of Excellence.

Manufacturers must renew their participation in the Seal annually. The SFC will provide 30-day notice allowing a manufacturer to “cure.”

In the event an application is denied, or another party challenges the approval of an application, the SFC Board, upon a request in writing and with specificity, will review such application or challenge to determine, in their sole discretion, whether such application should be approved or denied.

The SFC and the Board of Directors reserve the right to monitor the use of and compliance with the SFC A.I.R. Seal of Excellence eligibility and criteria and to take such action as it deems necessary, including revocation, to ensure the integrity of the program. Company specific information will be redacted during review.