# ESP_LOWE LOGO_final.jpgN E W S R E L E A S E

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**ESP UNVEILS NEW PRODUCT CONVERSION COMPANY**

**Move enables ESP to expand growing product line, streamline distribution**

*(New Oxford, Pennsylvania)* — Environmentally Safe Products Inc. (ESP), maker of patented [ESP Low-E® Reflective Insulation](http://www.low-e.com/), today announced the creation of a new company that specializes in conversion — the process of sizing and packaging materials for distribution.

The new entity, the Low-E Converting and Distribution Company, is based in Lebanon, Indiana, and shares management and staff with conversion specialists Home Insulation Kits. ESP Low-E® Reflective Insulation, which blocks 97% of radiant heat, is the number one selling reflective insulation in the United States.

In late 2014, ESP introduced [Simple Solution Rolls](http://www.low-e.com/ssr_products.html) — specially packaged quantities of ESP Low-E® created for DIY homeowners, auto enthusiasts and others. ESP contracted with Home Insulation Kits to convert and package its Low-E® insulation into the consumer-friendly products.

Tom Wright, ESP’s president and chief operating officer, said the early success of Simple Solution Rolls prompted ESP to negotiate the creation of a stand-alone ESP entity.

“ESP Low-E® is a versatile, easy-to-install insulation,” Wright said. “The new facility gives us enhanced capabilities that will enable ESP to innovate new product configurations for an even wider range of uses.”

The Low-E Converting and Distribution Company will also serve as ESP’s fifth distribution center, responsible for delivering ESP Low-E Reflective Insulation to retailers in its region. Wright said the location will also package Low-E® products for its distributor in the United Kingdom.

ESP Low-E® is the leading reflective insulation because it dramatically increases a building’s R-Value and drives down lifetime energy costs. Many of the nation’s largest residential builders install ESP Low-E® — to date, the company has manufactured well over half a billion square feet of the product. For more information, visit [*www.low-e.com*](http://www.low-e.com)*.*

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***Environmentally Safe Products Inc****., located in New Oxford, Pa, is a producer of high-quality building insulation products for residential, commercial, industrial and agricultural building industries. ESP’s signature offering, Low-E***®** *Reflective Insulation, is a patented product that blocks 97% of radiant heat. For more information, visit* [*www.low-e.com*](http://www.low-e.com)*.*