

Competition for the Multi-Billion Dollar Home Building & Winter Clothing Markets: Innovative Designs, Inc. (OTCQB: IVDN)

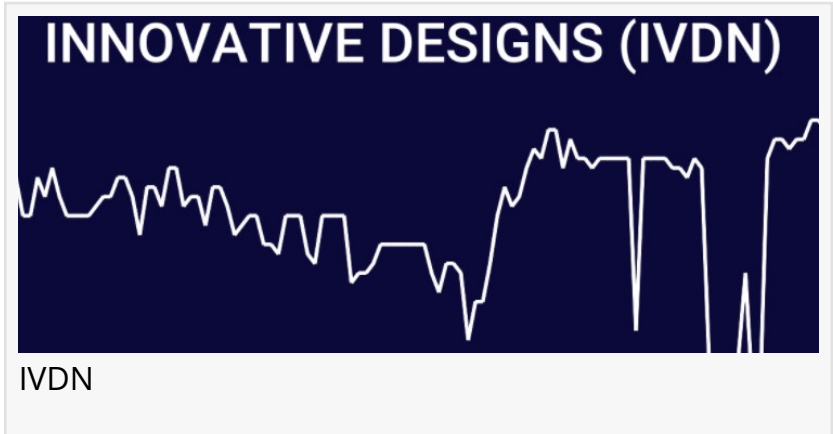
Patented Insulation Far Superior to All Competition for the Multi-Billion Dollar Home Building & Winter Clothing Markets: Innovative Designs, Inc. (OTCQB: IVDN)

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/EINPresswire.com/ -- Patented Insulation Far Superior to All

Competition for the Multi-Billion Dollar

Home Building & Winter Clothing Markets: Innovative Designs, Inc. ([OTCQB: IVDN](#))



Ph.D. Polymer Scientist & Chemical Industry Veteran Joins IVDN Advisory Board to Further Advance Insultex House Wrap® Product Line

“

We entered into this distributorship agreement because of the amazing technology this product has to offer. We introduced it to our key accounts and the response has been extremely positive.”

Chris Strong, President of Construction Component Sales

□ Patented Insultex® Insulation with R-Value Far Superior to All Competition.

□ Active Commercial Applications in Both the Multi-Billion Dollar Home Building and Winter Apparel Markets.

□ Strong Customer Testimonials from Insultex® Users and Distributors.

□ Highly Accredited Polymer Scientist & Chemical Industry Veteran Joins Advisory Board to Advance Product Lines and Patent Protection.

□ Up-Listing to OTCQB Tier Completed & Announced by OTC Markets Group.

□ New Agreement with Junior Trend for Apparel International Marketing.

□ New Agreement with Construction Component Sales for House Wrap Marketing to Wide Client Base of Top Building Product Companies.

Innovative Designs Inc. (OTCQB: IVDN), based in Pittsburgh, manufactures and markets its patented Insultex® material that represents a quantum leap forward in insulation as the thinnest, lightest and warmest insulator in the market today. IVDN products deliver optimum warmth and comfort with insulating, windproof, and waterproof protection. IVDN has used its proprietary Insultex® material to commercialize both clothing and home building insulation products. The home building product line is marketed under the trade name Insultex House Wrap® and is entering the global marketplace at a time when concern over climate issues the need for greater energy efficiency is growing at a fever pace.

This new evacuated cellular structured fabric, available exclusively from IVDN, is truly revolutionary. It has been

proven that a vacuum is the best Insulation and IVDN Insultex® incorporates countless evacuated cells. These individual cells create a tortuous path. Insultex consists of a three-dimensional network of a countless number of evacuated cells, which impacts the conduction of thermal energy. The result of these countless number of evacuated cells is the creation and enforcement of a thermal energy tortuous path within the Insultex. The definition of tortuous is "full of twists, turns, or bends; twisting, winding, or crooked." This three-dimensional tortuous path of thermal energy transport leads to a significant increase in the effective thickness of the Insultex, thus increasing the effective thermal energy transport route and therefore increasing the insulation effectiveness. For winter clothing applications, this is the key to keeping people warm. Other properties possessed by IVDN Insultex® include being very thin, lightweight, flexible, waterproof, windproof, and buoyant.

From an investment perspective, IVDN has a very attractive share structure with only about 33



IVDN Insultex House Wrap

We back up our claims with testing data

Insultex House Wraps works. Here's the proof:

See for yourself with our different verified testing data

For questions about our testing data, email us.

- Tortuous Path**
Insultex consists of a three-dimensional network of a countless number of evacuated cells, which impacts the conduction of thermal energy.
[\[Read More\]](#)
- Testing Apparatus**
The Testing Apparatus was manufactured to perform to an accreditation agency-approved modified ASTM-C518 protocol.
[\[Read More\]](#)
- Evacuated Cells**
The ultimate insulator is a vacuum - Insultex has incorporated proven vacuum technology. Insultex is made up of closed EVACUATED CELLS which makes it INSULATIVE.
[\[Read More\]](#)
- R-6 Test Results**
The R-6 Test Results were performed by an INDEPENDENT ACCREDITED LABORATORY that, through extensive testing, tested Insultex House Wrap for INSULATION VALUE. (R-Value)

IVDN Testing

million shares outstanding and a public float of about 16 million shares. Additionally, according to the latest 10-K filing, CEO Joseph Riccelli and two Directors are holding over 8 million of these shares making IVDN a very lean stock that can climb easily as buying comes in.

□Bh.D. Polymer Scientist & Chemical Industry Veteran Joins IVDN Advisory Board to Further Advance Insultex House Wrap® Product Line

On January 12th IVDN announced it had recently added Dr. Donald V. Garlotta Ph.D. to its advisory staff for Insultex House Wrap®. Dr. Garlotta is currently the Technical Director at Airex Rubber Products Corporation in Portland, Connecticut. Prior to his role at Airex Rubber Products Corporation, he held several roles as a Polymer Scientist and Analytical Chemist. He earned his Ph.D. in Polymer Science/Plastics Engineering from the University of Massachusetts at Lowell.

Dr. Garlotta's extensive background in New Product Development and Commercialization will assist IVDN in evaluating and instituting state-of-the-art test methods as it relates to the company's patented Insultex House Wrap® which is rated as the highest performing commercial product of its kind on the market today. In addition, Dr. Garlotta has extensive experience in the mechanical and thermal characterization of polymeric materials which will greatly benefit IVDN with respect to its unique Insultex House Wrap®. Furthermore, he will assist IVDN on the development of an updated patent as it relates to Insultex House Wrap®. In addition, he will play a significant role in developing and filing patent applications in new market segments, or for new applications of Insultex House Wrap®, as necessary.

Dr. Garlotta is an author/co-author of several peer-reviewed publications and patents related to biopolymers. With his extensive knowledge of polymer properties, applications, and markets for polymeric materials (including insulation) he will be able to guide IVDN in promising directions for its superior Insultex House Wrap® product line.

The appointment of such a highly qualified scientist and commercial polymer industry veteran as Dr. Garlotta is a clear indicator of IVDN management's commitment to significantly expanding

About Insultex House Wrap

**INSULTEX HOUSE WRAP® IS
WATER RESISTANT, AIR RESISTANT & UV RESISTANT**

Insultex House Wrap® is Water and Moisture-Resistant, Air and Wind-Resistant, and UV-Resistant. Insultex protects against water intrusion that could get behind the exterior cladding which in turn can cause mold, mildew and rotting. Insultex will increase comfort in a building structure by reducing drafts and increasing its efficiency. UV inhibitors are blended into the polymeric material to protect it from harmful ultraviolet degradation.

Insultex House Wrap® is a unique product, as it provides valuable enhancements to any structure. Insultex House Wrap® is comprised of two components. The first being the outer layer, which is a cross laminated polyolefin open mesh nonwoven. The second layer consists of the polymeric evacuated closed-cell structure. It offers the following benefits:

- ✓ High tear resistance.
- ✓ Increased burst strength.
- ✓ Breathability.
- ✓ Excellent Drainage properties.
- ✓ Low elongation.



**House Wrap
and Insulation
Wrapped into One**

IVDN About



NEW!
Arctic Armor™ Pro Suit
Sold Only By Exclusive Retailers

IVDN IDI Gear

the company's market share in the multi-billion dollar global insulation products industry.

OTCQB Up-Listing Awarded to IVDN by OTC Markets Group

On December 6th OTC Markets Group issued an announcement that listed IVDN as one of several public companies that were just elevated to the OTCQB market tier. IVDN needed to complete a rigorous application process to achieve the up-listing which included a new company certification that was filed with OTC Markets on November 16th and is available at this link: <https://www.otcmarkets.com/otcapi/company/financial-report/311822/content>. Achieving the OTCQB up-listing makes IVDN a more attractive investment as higher disclosure and reporting standards are required which IVDN now meets in full.

High Potential Commercial Marketing for IVDN Insultex[®] Products Clothing Applications:

A factual example of the efficiency of IVDN Insultex[®] is as follows:

- 1 layer of Insultex[®] protects a person to sub-freezing temps.
- 1 square yard of Insultex[®] is 0.021 inches thick and weighs 0.42 oz.
- 8.8 oz. of Insultex[®] can float approx. 287 lbs. of body weight.
- Insultex[®] has a melting point of 194°F.
- Insultex[®] material can be sewn and/or laminated.
- Multiple layers of Insultex[®] can be used to provide practically unlimited levels of insulation.

This incredible IVDN material can be used in outerwear, gloves, hats, pants, tents, sleeping bags, coolers, boots, swimsuits, blankets, comforters; just about anything that would benefit from its remarkable insulating or buoyant qualities.

Home Building Applications:

According to Grand View Research, the global insulation market size was estimated at USD \$52.18 billion in 2018 and is expected to expand at a CAGR of 5.7% going forward. Increasing consumer awareness regarding energy conservation is estimated to propel growth. Factors such as rapid industrialization and urbanization in emerging countries such as China, India, Philippines, Malaysia, and Indonesia, drive the need for better infrastructure. Moreover, increasing regulatory support and demand for residential and industrial insulation are the factors estimated to fuel the product demand.

USA Insulation reports the insulation industry in the US is a 7.5-billion-dollar market that's poised to grow over 6% year over year. Most of this growth is being driven by the residential housing market as Baby Boomers downsize and Millennials begin purchasing their first homes, many of which are under-insulated and will need to be brought up to code.

Clearly, IVDN has huge revenue generation potential in this expanding market with the company's patented Insultex House Wrap® product that offers significantly superior capabilities and advantages that no other manufacturer can match.

IVDN Insultex House Wrap® is Water and Moisture-Resistant, Air and Wind-Resistant, and also UV-Resistant. Insultex protects against water intrusion that could get behind the exterior cladding which in turn can cause mold, mildew and rotting. Insultex will increase comfort in a building structure by reducing drafts and increasing its efficiency. UV inhibitors are blended into the polymeric material to protect it from harmful ultraviolet degradation.

The IVDN Insultex House Wrap® is a unique product with no equal in the commercial industry, as it provides valuable enhancements to any structure. Insultex House Wrap® is comprised of two components. The first being the outer layer, which is a cross laminated polyolefin open mesh nonwoven. The second layer consists of the polymeric evacuated closed-cell structure. It offers the following benefits:

High tear resistance.

Increased burst strength.

Breathability.

Excellent Drainage properties.

Low elongation.

Excellent dimensional stability.

IVDN Insultex House Wrap® is made from Low Density Polyethylene. Insultex™ is the ultimate high-performance alternative to other building insulation products and house wraps. Being pliable, thin, waterproof, and having an exceptional R-value, contractors and builders now choose to implement IVDN Insultex into their products because the insulation provides their products with the high thermal insulation performance without the bulk associated with many insulation products. Contractors and builders can laminate, perforate, and sew IVDN Insultex™, making it an extremely versatile material

□ R-Value Tested

The majority of extensive testing for IVDN has been conducted by an independent certified laboratory using an accreditation agency-approved modified ASTM-C518 protocol. Other relevant thermal tests were conducted by accredited, independent materials testing laboratories.

This first component of IVDN Insultex House Wrap® provides the water vapor barrier between the outer environmental harsh weather conditions and the building's interior. It consists of a thin polymeric layer with the ability to protect the wall structure from wind, air and moisture. It is able to provide practical answers to tough environmental challenges in the construction industry worldwide. Construction material manufacturers use this fabric as reinforcement in a variety of construction-related products, such as roofing composites and radiant barriers.

The second and key component to IVDN Insultex House Wrap® is a proprietary insulation. By adhering a 1 mm layer to the above-mentioned open mesh nonwoven, the result is a house wrap with an R-Value of 6.

Contractors & builders who use IVDN Insultex House Wrap® have the ability to not only add a water vapor, air and wind barrier, but add an additional R-6 insulation to a structure. All of this is accomplished by applying IVDN Insultex House Wrap® the same way other house wraps are attached to a structure. Siding contractors can now offer their customers an additional R-Value by simply applying IVDN Insultex House Wrap® to the existing structure. Builders who have to meet more stringent R-Value requirements can simply add IVDN Insultex House Wrap® to their wall structure and immediately add an additional R-6 insulation value.

□ Lindus Construction Partners with IVDN for Insultex™ House Wrap ®.

Well established Lindus Construction of Wisconsin has announced a working partnership IVDN for marketing, sales and installation of IVDN Insultex™ House Wrap®. Lindus is now the exclusive IVDN distributor in the states of Minnesota, Wisconsin, Iowa & North Dakota. Lindus C.O.O. Andy Lindus believes that the IVDN Insultex™ House Wrap® will allow him to continue revolutionizing his industry meeting the new standards for side wall laws.

Read more on the Lindus Construction and their commitment to IVDN Insultex™ House Wrap® on the Lindus website here:

<https://lindusconstruction.com/insultex-house-wrap-future-home-weatherization/>

IVDN also has many unsolicited testimonials on record from very satisfied customers in the building and construction industry. These specific testimonial reviews, available to anyone, again verify that the Insultex® House Wrap products do indeed deliver superior energy efficiency and other significant advantages including unmatched thinness, breathability and cost levels. Further, IVDN notes that it has never received even a single customer complaint regarding the superior and unmatched performance of its Insultex® House Wrap.

□ Innovative Designs Adds Canadian Apparel Agency for International Sales

On October 5th IVDN announced entering into a sales agreement with Canadian-based Junior Trend to represent its Insultex® insulation in Canada, Europe, China, and many selected accounts in the United States. Junior Trend is one of North America's leading clothing sales agencies. Since August they have begun introducing IVDN Insultex® to some of Canada's & Europe's best coat companies, to use in their fall 2022 collections.

Steve Shein, President of Junior Trend, commented, "I have been in the coat business for over 30 years. I owned the largest domestic coat manufacturer in Canada. My experience in outerwear brand building has been highly successful and my coat manufacturing experience is extensive. The unique technology used in Insultex® shall revolutionize how designers manufacture coats, as one millimeter of thickness shall create the same warmth as a luxury down coat at a fraction of the price. This animal free product is biodegradable & breathable, exactly what the sustainable world is asking for. Imagine a hoodie as warm as a luxury down coat? The possibilities are limitless. I expect to see exponential growth in Insultex® sales for the outerwear market."

■ IVDN Adds New House Wrap Distributor Serving Numerous Top Building Manufacturers in Texas, Oklahoma, and Louisiana

On September 30th IVDN announced a signed distributorship agreement from Construction Component Sales Inc, to represent its Insultex House Wrap®. Construction Component Sales, Inc. (CCSI) is an independent sales agency, representing top building products manufacturers in Texas, Oklahoma, and Louisiana. CCSI was founded in 2004 and is headquartered in Houston, Texas.

CCSI services include product marketing, sales support, technical and installation training, and supply chain consulting to all participants in each product's custody chain. They currently have business relationships with the following list of companies: Homasote, Tytan Professional, Backyard Elements, E-Z Gutter Guard, Nichiha, Indital, Sagiper PVC Siding, Wall/Ceiling, Magtech, Therma Wood Technologies, Perma R Products, Getzner Sound Proofing, Cox Contemporary Barn Doors, CMT Orange Tools and Ultra Aluminum Fencing & Railing.

Chris Strong, President of Construction Component Sales, Inc, commented, "We entered into this distributorship agreement because of the amazing technology this product has to offer. Before we decided to represent this product, we introduced it to our key accounts. The response has been extremely positive. The efficiencies of this product compared to other insulation outweighs all the others. This long-term relationship we are entering into with Innovative Design is a great match. We only represent world class companies. We expect Insultex House Wrap to become a top tier product with us very quickly."

For more information on Innovative Designs Inc. (OTC: IVDN) visit the company's 2 websites at: <http://www.idigear.com> and <http://www.insultexhousewrap.com>.

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