

Major Marketing Expansion for Energy Saving, Patented House Wrap Insulation Co : Innovative Designs Stock(Symbol: IVDN)

Major Expansion of Marketing Campaign for Patented House Wrap Insulation Far Superior to Competition in Energy Saving Performance

PITTSBURGH, PENNSYLVANIA, UNITED STATES, June 2, 2022 /EINPresswire.com/ -- Major Expansion of Marketing Campaign for Patented House Wrap Insulation Far Superior to Competition in Energy Saving Performance: [Innovative Designs, Inc. \(OTCQB: IVDN\)](https://www.innovativedesigns.com)

[Patented and Unique Insultex®](#) Insulation Delivering Performance Far Superior to All Competition.



\$IVDN Companies

Applications in the Global Multi-Billion Dollar Home Building and Winter Apparel Product Categories.

“

A contractor and homeowner inquired about the Insultex House Wrap, with an R-Value of 6.. After my research, I was impressed with the energy efficiency it offers along with its environmental impact.”

*Hamshaw Lumber buyer,
Chris Calcari*

Recent Court Victory Positions Company for Expanded Nationwide Marketing of Unmatched, R-6 Rated Insultex® House Wrap Insulation.

Multi-Location Hamshaw Lumber Added as New England Retailer with Initial House Wrap Order.

Independent Testing Certifies Unmatched R-6 Insulation Value.

Innovative Designs, Inc. (OTCQB: IVDN), manufactures and markets its patented Insultex® material, 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®.



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

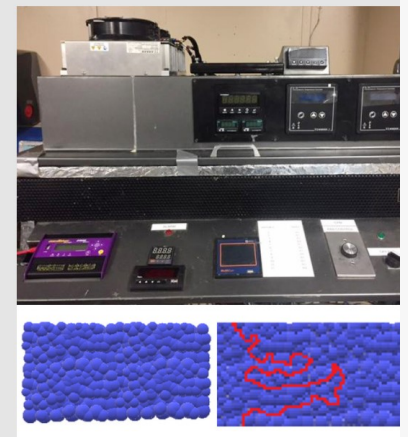
The ultimate insulator is a vacuum - Insultex has incorporated proven vacuum technology. Insultex is made up of closed EVACUATED CELLS which makes it INSULATIVE.

[\[Read More\]](#)



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

IVDN has a very small share structure with only about 34 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.

June 1st Update to Shareholders Regarding Renewed and Expanded Marketing of Unmatched, R-6 Rated INSULTEX® House Wrap Insulation

On June 1st IVDN issued an update to shareholders covering the strongly improved status of the company's marketing capability after winning a significant court victory in late 2021. The update included the following commentary from IVDN management:

"Our company has been achieving some very positive and important milestones over the past several months which are contributing to the long-term growth plan that we believe can deliver

substantially higher value for everyone holding positions in IVDN. As you may be aware, the company recently received favorable rulings in a litigation issue over our rights to market Insultex House Wrap® which has been conclusively demonstrated to offer far superior performance to all competitive products on the market today.

Since the favorable final resolution of the litigation issue in late 2021 we have been working to re-launch and expand our manufacturing and nationwide marketing efforts. To this end, we have been adding new distributors who are beginning to bring us increasing orders for Insultex House Wrap® each month now. As customers learn of the superior performance from our product, they are ordering Insultex House Wrap® and, at a time when energy prices are surging to all-time highs, insulation performance has never been more important. Although we do not announce each new customer and order we receive, the rising flow of orders will be reflected in our quarterly financial reports going forward.”

☐ Multi-Location Hamshaw Lumber Added as New England Retailer with Initial Insultex House Wrap® Order

On April 21st IVDN announced Hamshaw Lumber added to its retailer list. Opened in 1980, Hamshaw Lumber now has seven locations: Barre, MA, Amherst, MA, Brattleboro, VT, South Deerfield, MA, Greenfield, MA, Keene, NH and Orange, MA. See Hamshaw Lumber website: <https://hamshawlumber.com/>.

Hamshaw Lumber buyer Chris Calcari, commented, “A contractor and homeowner inquired about the Insultex House Wrap®, with an R-Value of 6, at Hamshaw Lumber. After doing research, I was impressed with the energy efficiency it offers along with its environmental impact. Our first purchase order is in route to our Orange, Massachusetts store.”

• IVDN Interview with Bloomberg U.S. on RedChip Money Report

To view the interview segment at any time visit: https://youtu.be/jTF2_GrnH3c

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.



IVDN About



IVDN IDI Gear

High Potential Commercial Marketing for IVDN Insultex® Products

Clothing Applications:

- 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® 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, 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.

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.

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.

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

DISCLAIMER: This article is purely for informational purposes and is not a recommendation in any way for buying or selling stocks

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