

**Media Contact:**

**Greg Symes**

**1-615-371-0209**

[Greg.Symes@icl-group.com](mailto:Greg.Symes@icl-group.com)

**Beny Leifer**

**972-(3) 6844162**

[Beny.Leifer@icl-group.com](mailto:Beny.Leifer@icl-group.com)

## **New Reactive Flame Retardant for PUR/PIR Insulation Offers Advanced Fire Resistance; Environmental Safety and Sustainability**

### *ICL Industrial Products introduces VeriQuel™ R100 for polyurethane insulation applications*

ST. LOUIS (Oct. 2, 2017) – ICL Industrial Products (ICL-IP) introduces their newest flame retardant innovation for polyurethane insulation products. **VeriQuel™ R100**, a phosphorus-based, reactive flame retardant uniquely addresses the building and construction market desire for chemistries that provide fire safety and eliminate exposures during product use. Architects, builders and property owners now have a clear sustainable choice when purchasing these insulation materials based on this innovation.

“This reactive flame retardant creates a built-in defense and is a drop-in replacement for TCPP, a 40-year-old chemistry currently under some regulatory and de-selection pressures,” explains Greg Symes, global building and construction marketing manager, ICL-IP. “It’s a prime example of ICL-IP’s commitment to innovation and sustainable chemistry designs.”

### **Innovation Meets Sustainability**

When formulated into rigid polyurethane products, VeriQuel™ R100 leaves no footprint and eliminates concerns about exposure to humans or the environment. This reactive chemistry meets the sustainability goals as stated by leading voices in certification and compliance such as Living Building Challenge, Healthy Building Network and more. Polyurethane insulation offers the best thermal insulation performance of any insulation material and is a critical materials choice for reducing energy consumption from the building envelope. VeriQuel™ R100 is a true step-change flame retardant solution and is very much aligned with the energy efficiency attributes these insulation materials offer. VeriQuel™ R100 delivers all the fire safety benefits with improved sustainability.

ICL-IP has completed investment in commercial capacity in North America and as demand grows will expand capacity in North America and Europe.

For more information on VeriQuel™ R100, or to view the complete line of ICL-IP flame retardant products, visit <http://www.iclfr.com/> or e-mail [frinfo@icl-group.com](mailto:frinfo@icl-group.com).

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### **About ICL Industrial Products**

ICL-IP, a division of Israel Chemicals LTD (ICL), manufactures and markets a broad range of industrial chemicals based on phosphorous, bromine, magnesium, chlorine and salts. ICL-IP’s products are life-saving components that reduce the mercury emissions of coal-burning power stations, enhance the safety of deep-water oil and gas drilling operations, and minimize the fire hazard associated with consumer



electronics, automobiles, furniture, insulation, and other widely-used products. In addition, the pharmaceutical industry uses bromine as an intermediary in the manufacture of drugs for the treatment of cancer, epilepsy, heart disease and other life-threatening conditions. ICL-IP is one of the world's largest phosphorous flame retardant providers and the industry's leading bromine company. ICL-IP supplies approximately one-third of the world's elemental bromine. Its employees are located in Israel and throughout the world.

### ***About ICL***

ICL is a global manufacturer of products based on specialty minerals that fulfill humanity's essential needs primarily in three markets: agriculture, food and engineered materials. ICL is a public company whose shares are dual-listed on the New York Stock Exchange and the Tel Aviv Stock Exchange (NYSE and TASE: ICL). The company employs approximately 13,000 people worldwide, and its sales in 2016 totaled US \$5.4 billion. For more information, visit the company's website at [www.icl-group.com](http://www.icl-group.com).