# N E W S R E L E A S E

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**ESP LAUNCHES EZ COOL CAR KIT – SUPERIOR INSULATION FOR AUTO APPLICATIONS**

***Proven reflective insulation stops heat, deadens sound, and won’t absorb moisture***

*(Feb.2, 2015, New Oxford, Pa.)* — [Environmentally Safe Products (ESP)](http://low-e.com/index.html), manufacturer of ESP Low-E® reflective insulation, announced today that it has launched the **EZ COOL** **Car Kit**. The kit offers quantities of ESP Low-E insulation® sized and packaged specifically for use by automotive enthusiasts and restorers.

ESP Low-E® blocks heat transfer and deadens sound, making it the ideal material for blocking heat transfer in the floor, roof, hood, quarter panels, trunk or engine compartment of any vehicle.

The [**EZ COOL** **Car Kit**](http://low-e.com/ezcoolcarkit.html),competitively priced for consumers,is the only automotive application that offers ESP Low-E®, the industry-leading reflective insulation with a 25-year track record. Currently available through [Amazon](http://www.amazon.com/ESP-Low-E%C2%AE-EZ-Cool-Insulation-Includes/dp/B00PX2C8DC/ref%3Dsr_1_1?ie=UTF8&qid=1421177953&sr=8-1&keywords=EZ+Cool+car+kit), hardware stores and independent dealers, EZ COOL offers all the advantages of ESP Low-E® brand insulation:

* Blocks ***97% of radiant heat transfer*** — ideal for firewalls
* Lightweight and flexible; easy to cut, handle and install
* Puncture- and crush-resistant; Class 1, Class A fire rated
* Long-lasting, non-toxic — will not rust or mildew

The EZ COOL Car Kit was developed after professionals began using ESP Low-E® to insulate NASCAR and IROC race cars, fire trucks and ambulances. The Car Kit offers ESP Low-E® packaged for use in hot rods, restored and vintage autos, RVs, trucks, boats, aircraft and other vehicles.

Automotive applications are the most recent market for ESP Low-E®. Over the past 25 year, more than half a billion square feet of ESP Low-E® has been used to insulate buildings throughout the U.S.

ESP Low-E® is created by heat-bonding a pure aluminum facing to closed cell non-toxic polyethylene foam. This patented process enables ESP Low-E® to outperform competing products that rely on Mylar facing and “bubble-wrap” material.

For more information, visit [www.low-e.com](http://www.low-e.com), or order online at [Amazon](http://www.amazon.com/ESP-Low-E%C2%AE-EZ-Cool-Insulation-Includes/dp/B00PX2C8DC/ref%3Dsr_1_1?ie=UTF8&qid=1421177953&sr=8-1&keywords=EZ+Cool+car+kit).

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***Environmentally Safe Products Inc****., located in New Oxford, Pa, has been a producer of high-quality building insulation products for residential, commercial, industrial and agricultural building industries for 25 years.*