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

*DATE: March 23, 2015*

*CONTACT: David Richwine, 717.495.3774,* *dave@beelercommunications.com*

**ESP LOW-E® CELEBRATES 25 YEARS WITH RECORD SALES, NEW PRODUCTS**

**Local producer has delivered half a *BILLION* square feet of insulation**

*(New Oxford, Pennsylvania)* — The last 25 years have seen three recessions, the worst housing downturn in history … and the improbable rise of a quiet Central Pennsylvania company built on a singular energy-saving insulation.

In 1990, Environmentally Safe Products Inc. (ESP) created [ESP Low-E® Reflective Insulation](http://www.low-e.com/). This patented product blocks 97% of radiant heat, creating superior energy efficiency in a wide range of applications.

**AN UNDER-THE-RADAR SUCCESS STORY**

Founded in 1990 along nondescript side street in New Oxford, ESP has spent the last quarter century transforming itself from a low-key start-up into an industry leader with an international footprint.

While Low-E® insulation was initially marketed for use in pole barns in rural Pennsylvania, ESP quickly discovered several other markets for its energy-saving insulation. Through the 1990s, the company developed Low-E® reflective insulation for a broad range of applications:  walls, ceilings, roofs, housewrap, under concrete, and more.

Because it dramatically increases a building’s R-Value and drives down lifetime energy costs, some of the nation’s largest residential builders install ESP Low-E® — a *lot* of ESP Low-E®. In fact, the company has manufactured well over half a billion square feet of the product, and today ESP Low-E® is the number one selling reflective insulation in the United States.

To date, the product has also been installed in athletic facilities, huge warehouses, race cars, ambulances — even in the U.S. Capitol Dome in Washington D.C.

**INSULATING THE U.S. — AND BEYOND**

ESP now has more than 40 employees at three production facilities — two in New Oxford and a third in Carson City, Nevada. It supplies the market through U.S. distribution centers, but can also be found in the United Kingdom and can be 17 other countries.

Cory Groft, the company CEO and co-founder, along with his wife Veronica (McKinney) Groft and their good friend Thomas Dauber, invented ESP Low-E® by heat-bonding a pure aluminum facing to a closed-cell, non-toxic polyethylene foam. While the patented product outperforms competing reflective insulation, Groft attributes the company’s longevity to its employees.

“We’re fortunate to have science on our side,” said Groft, “But we’re even more fortunate to have a workforce that understands quality production. Our employees have always been our number one resource — since Day One.”

**A NEW RECORD … AND MORE GROWTH AHEAD**

Though ESP just celebrated its 25th anniversary, the company continues to expand and innovate. ESP recently announced that in 2014, it shattered its annual sales record. And in December, the company rolled out [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. The company also plans to continue expanding its network of U.S. distribution centers in the coming years.

For more information, visit [www.low-e.com](http://www.low-e.com).

*# # #*

***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)*.*