



# Green Technology Accelerator Center

The New York State Pollution Prevention Institute (NYSP2I) helps companies accelerate their introduction of green technologies into the market by identifying emerging market opportunities and providing assistance in a variety of areas.

## American Aerogel: High R-Value Insulation Applications

### Client

American Aerogel (AAC) develops and manufactures performance-leading aerogel-based insulation products currently used in thermal packaging systems. AAC founders initiated research in 1999 and successfully perfected the process to manufacture organic monolith aerogels, having developed a new “High-R value” insulation material with inherent characteristics that make it an exceptional thermal insulator.

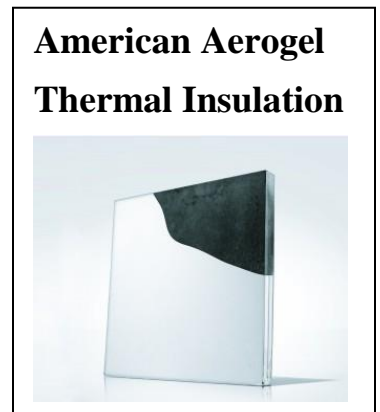


### Opportunity Areas

American Aerogel has researched areas to further expand their market, identifying thermally insulated refrigerated truck trailers as a potential for market expansion. AAC’s High-R value material would potentially reduce energy consumption for transporting food products.

### Objectives

American Aerogel requested NYSP2I to assist in the identification of potential clients and with the administration of a requirements survey. The objective was to identify the key requirements of food manufacturers and transporters in the Finger Lakes Region of NY State, and connect AAC with these potential clients.



### Work Performed

NYSP2I, under the Green Technology Acceleration Center, provided AAC with introductions to clients with applications for insulation material for food transportation. NYSP2I identified ten (10) potential refrigerated food transporters and food manufacturers to discuss the new product developed by AAC, as well as gain their specific application requirements, such as payload capacity and fuel efficiency.

### Results

NYSP2I connected American Aerogel with three (3) critical clients who managed their own refrigerated food transport fleets and had knowledge of their product requirements. These included high priority potential users of the new insulation material for application to trailer transport systems. American Aerogel anticipates the addition of 2 new jobs as a result of the forecasted product expansion.

### Client Testimonial

*“NYSP2I’s GTAC program, along with US EDA, as part of the Finger Lakes Food Processing Cluster Initiative, have provided American Aerogel Corp. (AAC) the opportunity to team with both RIT and NYSP2I in accelerating the commercialization of our new, high efficiency insulation product in the transportation industry. Our high ‘R-value’ insulation material allows for reduced energy consumption and increased payload in food transportation trailers. RIT and NYSP2I resources have linked AAC with food transporters, providing invaluable input about the value proposition, key requirements, and market opportunities for our new product and supporting new product growth and employment in NY State.”*

- Erin Toner, American Aerogel Corporation

