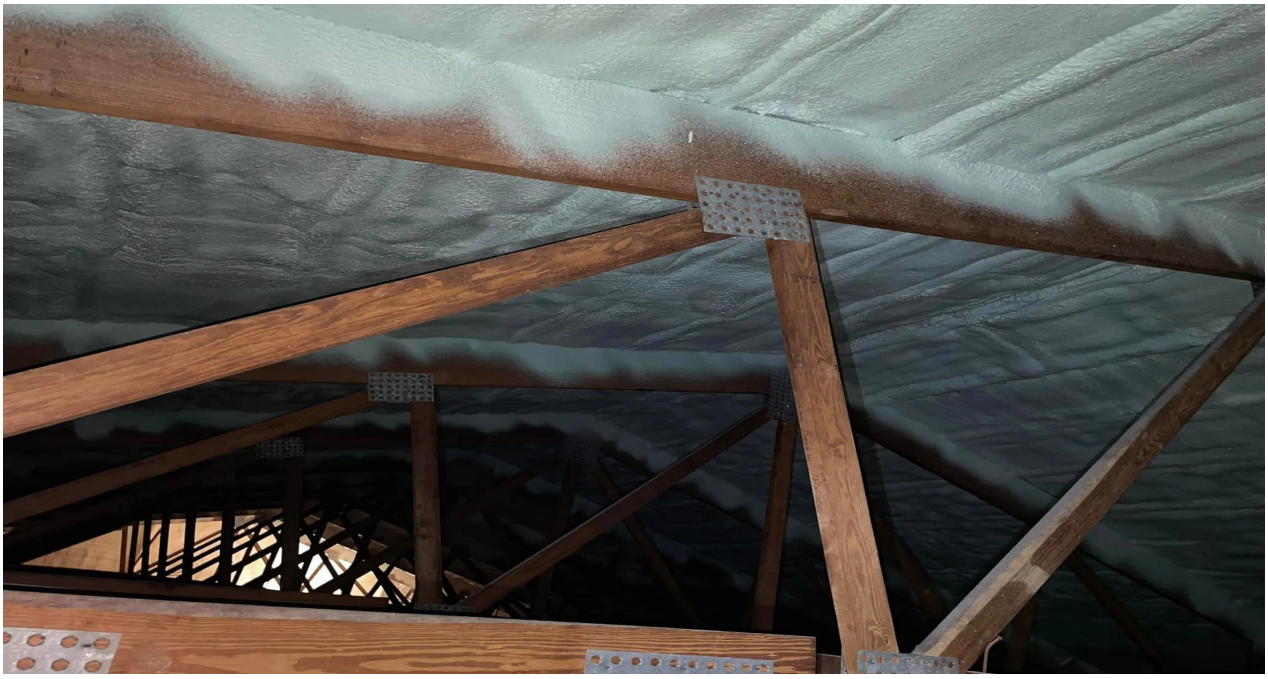


Peninsula Insulation Expands Insulation Services Across New Regional Markets

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EASTON, MD - October 30, 2025 -
Peninsula Insulation, a residential and commercial insulation contractor in Odenton, MD, has expanded its service coverage to include additional areas throughout the Mid-Atlantic region. The expansion enables the company to provide insulation installation, removal, and upgrade services to a broader customer base across Maryland and neighbouring states. The service expansion addresses increasing demand for energy-efficient building solutions as property owners seek to reduce utility costs and improve indoor climate control..

According to Wil Perkins, owner of Peninsula Insulation, the decision to extend service areas was driven by customer requests and market conditions. "We have received consistent inquiries from property owners outside our original service radius who need reliable insulation services," Perkins stated. "Expanding our coverage allows us to meet that demand while maintaining the same quality standards and response times our existing customers expect."

The U.S. Department of Energy reports that heating and cooling account for approximately 50 to 70 percent

of energy use in the average American home. Proper insulation can reduce heating and cooling costs by up to 20 percent, according to the Environmental Protection Agency's Energy Star program. These figures have contributed to growing interest in insulation upgrades, particularly as energy prices have fluctuated in recent years.

Insulation performance is measured by R-value, which indicates thermal resistance. The higher the R-value, the greater the insulating effectiveness. The Department of Energy recommends specific R-values based on climate zone, with Maryland falling under Zone 4, which calls for attic insulation values between R-49 and R-60 for maximum efficiency. Many older homes in the region were built with insulation levels below current standards, creating opportunities for energy savings through upgrades.

Spray foam insulation, one of the services provided by the company, creates an air seal that can reduce energy loss more effectively than traditional materials. According to the Spray Polyurethane Foam Alliance, closed-cell spray foam insulation can achieve R-values of approximately 6.5 per inch, compared to fiberglass batts, which typically offer R-values between 2.9 and 4.3 per inch. This difference allows for thinner insulation layers while maintaining equivalent or superior thermal performance.

Blown-in insulation, another service offered, is commonly used in attics and wall cavities where access is limited. This method involves distributing loose-fill insulation material through specialized equipment, allowing coverage in irregular spaces and around obstructions such as wiring and ductwork. The U.S. Department of Energy notes that blown-in insulation can be installed over existing insulation to increase R-value without requiring removal of the original material, provided the existing insulation is dry and in acceptable condition.

Indoor air quality is another factor linked to insulation performance. The EPA has identified inadequate ventilation and moisture infiltration as contributors to mold growth and poor indoor air quality in residential buildings. Properly installed insulation, combined with appropriate moisture barriers, can reduce the risk of condensation within wall and ceiling cavities. This helps prevent structural damage and limits conditions that support mold development.

Commercial insulation services address the needs of warehouses, retail spaces, office buildings, and industrial facilities. Commercial buildings often have different insulation requirements due to larger square footage, higher ceilings, and varied heating and cooling demands. The American Society of Heating, Refrigerating and Air-Conditioning Engineers publishes standards for commercial building insulation that inform code requirements and industry best practices.

Energy codes in Maryland have evolved to require higher insulation standards in new construction. The state adopted the 2018 International Energy Conservation Code with amendments, which sets minimum R-values for walls, floors, and ceilings based on building type and climate zone. Compliance with these codes is

verified during building inspections, and insulation contractors must demonstrate that installed materials meet specified performance levels.

Insulation projects can qualify for federal tax credits under certain conditions. The Inflation Reduction Act of 2022 extended and modified energy efficiency tax credits for residential properties, including insulation upgrades that meet specific criteria. Homeowners may be eligible for credits covering a percentage of project costs, subject to annual limits and documentation requirements. These incentives have contributed to increased activity in the insulation sector.

The Mid-Atlantic region experiences seasonal temperature variations that place demands on heating systems in winter and cooling systems in summer. Insulation reduces the thermal transfer between conditioned interior spaces and the external environment, lessening the workload on HVAC equipment. This can extend equipment lifespan and reduce maintenance frequency, in addition to lowering energy consumption.

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Peninsula Insulation, LLC

Peninsula Insulation, founded by Easton, MD resident Wil Perkins, provides trusted spray foam, attic, and crawl space solutions across the Eastern Shore. Our team delivers precise, reliable work and honest service on every home and commercial project.

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