Armored Insulation Expands Service Coverage to New Regions

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MAYFIELD, KY - November 28, 2025 -
Armored Insulation has announced the expansion of its insulation services in Jackson, Tennessee, to additional regions across the state, according to a statement released this week. The company, which provides residential and commercial insulation installation, said the expanded coverage is intended to meet growing demand for energy-efficiency improvements throughout Tennessee.

The insulation industry has recorded steady growth in recent years as building performance and energy efficiency have become central to both new construction and renovation projects. According to the U.S. Department of Energy (DOE), proper insulation can lower heating and cooling costs by up to 20 percent in existing homes. The agency also reports that about 90 percent of U.S. single-family homes remain under-insulated, indicating continued demand for energy upgrades.

Insulation effectiveness is measured by R-value, which represents resistance to heat flow. Higher R-values indicate better insulation. The Environmental Protection Agency (EPA) recommends attic insulation ranging from R-30 to R-60 in southern climates, depending on heating and cooling systems. Tennessee falls within Climate Zone 4, where the International Energy Conservation Code (IECC) advises attic insulation between R-38 and R-49 and wall insulation between R-13 and R-21.

Energy efficiency improvements have become increasingly crucial as utility costs continue to rise. The U.S. Energy Information Administration (EIA) reported in 2024 that average residential electricity prices increased by 5.2 percent, and natural gas prices rose by 3.8 percent year over year. These increases have led many property owners to explore insulation and air-sealing improvements as a way to reduce long-term energy expenses.

Insulation also contributes to indoor air quality and moisture control. The Centers for Disease Control and Prevention (CDC) has identified poor insulation as a factor in excess humidity, which can cause mold and

respiratory issues. Properly installed insulation helps maintain steady indoor temperatures and limits condensation within walls and attics.

The expansion comes as property owners throughout Tennessee seek solutions to reduce heating and cooling costs amid rising energy prices. Jared Baker, owner of Armored Insulation in Jackson, TN, stated that the decision to expand service availability was driven by customer demand from areas outside the company's original coverage zone. "We've received consistent inquiries from homeowners and business owners in neighboring regions who need access to professional insulation services," Baker said. "This expansion allows us to respond to that demand while maintaining the same installation standards we've established in Jackson."

Thermal performance also affects building durability. Thermal bridging, where heat escapes through poorly insulated areas, can cause material stress from repeated temperature changes. The Building Science Corporation notes that uniform insulation coverage extends the lifespan of materials by reducing expansion and contraction cycles.

The insulation sector uses a range of materials for specific applications. Fiberglass batt insulation remains the most common in residential construction for its affordability and ease of use. Spray foam insulation, which also seals air leaks, has gained popularity in both new and retrofit projects. Cellulose insulation, made from recycled paper, appeals to property owners interested in lower embodied carbon materials.

Proper installation remains critical to achieving expected performance. Research by the Oak Ridge National Laboratory (ORNL) shows that gaps or compression during installation can lower the actual R-value by 30 to 50 percent. This emphasizes the importance of qualified installation and inspection.

Tennessee?s mixed climate adds complexity to insulation design. National Oceanic and Atmospheric Administration (NOAA) data show that Jackson averages about 1,500 cooling degree days and 3,200 heating degree days annually, meaning insulation must perform well in both hot and cold seasons.

Growing construction and remodeling activity also sustains insulation demand. The National Association of Home Builders (NAHB) reported in 2024 that energy-efficiency upgrades appeared in roughly 35 percent of major renovation projects. Meanwhile, older housing stock, about 40 percent of Tennessee homes were built before 1980, continues to drive retrofit demand.

A Home Improvement Research Institute (HIRI) survey in 2024 found that 42 percent of homeowners delaying efficiency projects cited difficulty finding qualified contractors. Regional service expansions by

insulation providers may help close this gap as demand continues to exceed local labor capacity.

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Armored Insulation

Armored Insulation was founded on resilience after the EF-4 tornado struck Mayfield, KY on Dec 10, 2021. With a mission to rebuild, we bring comfort, safety, and efficiency to homes and businesses, serving as a lasting symbol of strength and renewal.

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