



# MADE IN AMERICA

## Making American Homes More Affordable

The North American Insulation Manufacturers Association (NAIMA) represents manufacturers of fiberglass and mineral wool insulation produced in the United States. Our industry operates **36 manufacturing facilities nationwide**, supplying products that improve building energy efficiency, lower costs for consumers, and strengthen the U.S. energy system.

### Building Energy Efficiency: A Proven, Cost-Effective Solution

Rising electricity costs and growing strain on the power grid increases the cost of living for American families. Recent data released by the Department of Energy found that 33% of American families feel energy insecure.<sup>1</sup> Building energy efficiency—especially insulation and air sealing—is an easily deployable, cost-effective solution using products manufactured in the United States.

### Why It Matters

**Lower energy bills:** Reduced energy use translates directly into lower monthly costs for homeowners and renters.

**Improved comfort and durability:** Better insulation delivers more consistent indoor temperatures and healthier homes.

### Strengthening the Grid and Managing Rising Costs

Efficient buildings reduce peak electricity demand, delay costly infrastructure investments, and improve grid reliability.

Since 1980, energy efficiency has offset roughly 60% of projected growth in U.S. energy demand, making it one of the nation's most important energy resources.

Looking ahead, electricity demand is expected to grow rapidly due to data centers, electrification, and economic expansion. Reducing demand at the building level is a low-cost way to manage this growth.

Our industry operates **36 manufacturing facilities nationwide.**

Phenix City, AL	Delmar, NY
Chowchilla, CA	Defiance, OH (2)
Shasta Lake, CA	Grove City, OH
Willows, CA	Mount Vernon, OH
Athens, GA	Newark, OH
Fairburn, GA	Tiffin, OH
Winder, GA	Waterville, OH
Lakeland, FL	Corvallis, OR
Winter Haven, FL	Duncan, SC
Richmond, IN	Cleburne, TX
Shelbyville, IN	McGregor, TX
Albion, MI	Nolanville, TX
Red Wing, MN	Waxahachie, TX
Joplin, MO	Nephi, UT
Kansas City, KS	Inwood, WV
McPherson, KS	Ranson, WV
Byhalia, MS	Walworth, WI
Berlin, NJ	

**NAIMA**  
NORTH AMERICAN INSULATION  
MANUFACTURERS ASSOCIATION

## Illustrative regional electric utility trends:

REGION	PROJECTED PRICE PRESSURE: 2025-2030 (DIRECTIONALLY)
ERCOT (Texas)	40-70% High growth due to demand surge
PJM (Mid Atlantic)	20-35% Significant upward pressure
ISO-NE (New England)	25-40% High-cost states with continued increases
SERC (Southeast)	10-20% Pressure from rising natural gas prices
California	25-45% Elevated and rising costs
MISO (Midwest)	15-25% Moderate increases
Northwest	5-20% Lower growth due to hydro resources

Note: Regional trends reflect EIA forecasts

## Policy Recommendations

### Restore the 25C Home Energy Efficiency Tax Credit:

- Provides up to \$1,200 for homeowner insulation upgrades
- Helps families reduce exposure to rising utility costs
- In 2023, approximately 700,000 households used the credit for insulation improvements

### Restore the 45L New Home Energy Efficiency Tax Credit:

- Provides \$2,500–\$5,000 per high-efficiency home
- Ensures new homes are affordable to own and operate
- In 2024, approximately 350,000 homes qualified (~22% of new construction)

### Integrate efficiency into energy planning:

- Treat building energy efficiency as a **core energy resource**
- Encourage utilities and states to focus first on energy efficiency to reduce demand for new generation and transmission

## Bottom Line

### Building energy efficiency—led by insulation—is a ready-to-deploy solution:

- Lowers energy bills for American families
- Reduces pressure on the electric grid
- Avoids costly infrastructure investments
- Supports domestic manufacturing and jobs

**Energy efficiency is among the most practical and cost-effective tools available to address both housing and energy affordability.**

25C

\$1,200 for homeowner insulation upgrades

700,000 households used the credit

45L

\$2,500–\$5,000 per high-efficiency home

350,000 homes qualified

<sup>1</sup> U.S. Energy Information Administration, “2024 Residential Energy Consumption Survey (RECS),” Washington, DC: EIA, 2026.