

Insulation manufacturer launching Allentown plant



Photo courtesy of FiberAmerica

Photo shows the manufacturing floor of the new FiberAmerica facility in Allentown. The company will manufacture its Green Seal line of insulation in the plant.

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An insulation manufacturer is beginning operations in Allentown that it describes as environmentally friendly.

FiberAmerica has scheduled a ribbon-cutting ceremony Oct. 22 for its 61,000-square-foot cellulose fiber insulation manufacturing plant on Snowdrift Road. The company said it will manufacture its Green Seal product line at the plant.

The plant uses state-of-the-art manufacturing equipment to create insulation out from recycled paper. The company describes the new plant as the most technically advanced production facility in the industry.

"It's nothing mind blowing," said George Day, secretary and treasurer of the new manufacturing firm. "It's just that our competitors are using technology that's 20 or 30 years old, and it's like an old car. They're just less efficient."

Day said the equipment that FiberAmerica is using is very energy efficient, which is important to its whole push to be as environmentally friendly as possible.

He said the reason other manufacturers are using

older equipment is because cellulose-based insulation is one of the oldest forms of insulation. He said that while fiberglass has become more popular for insulation in recent decades, people are finding that cellulose-based insulation has great green benefits.

"It's the easiest to use for retrofitting insulation into existing buildings because of the density of the product," he said. He explained that gravity helps the loose insulation settle and fit tighter against any pipes or other fixtures within a wall.

The product uses 85 percent recycled paper and environmentally friendly, fire-retardant materials in its manufacturing process.

The Green Seal cellulose insulation products are non-toxic, which Day said makes it safer for installers and building inhabitants.

The manufacturer, which will go online this week, has 15 employees and expects to have 50 employees within the next three years.

It will serve mostly a 350-mile radius around the manufacturing facility, but will do some exporting.

FiberAmerica is located at 7072 Snowdrift Road, Allentown. Its telephone number is (610) 366-8600, and the e-mail address is info@fiberamerica.us. Its Web site is under construction.