

What Can *Insulation* Do for You?

Examining the amount of insulation in buildings new and old is a very important part of a comprehensive energy efficiency review. As with all energy efficiency improvements, the benefits come down to comfort, energy efficiency and saving money.

Under-insulated structures:

- Are cold and drafty in the winter and hot and muggy in the summer.
- Provide little benefit in the way of protection from noise pollution.
- Are less safe in the event of a fire.
- Are guilty of over-burdened heating and cooling systems that reduce home durability and increase overall maintenance issues.
- Lead to higher energy bills and maintenance expenses.

Now Being Green

Can Save You Green

As a result of all the media attention about energy efficient vehicles, it is easy to forget that buildings and homes are the single largest contributor of carbon emissions to our atmosphere.

The good news is that a properly weatherized building can reduce green house gas emissions and **cut heating and cooling costs by 30-40%!**

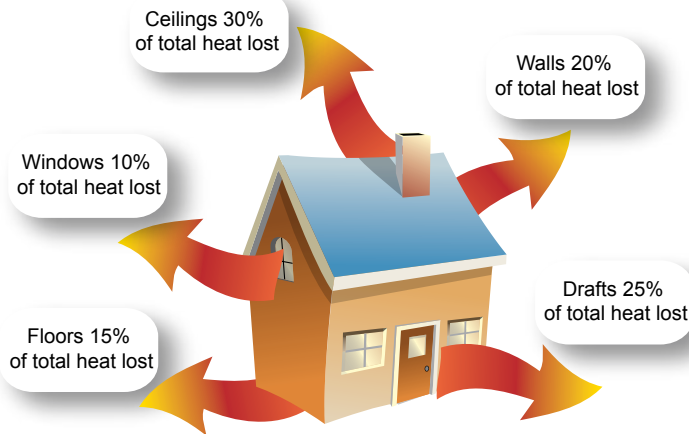
Installing **Green Seal** brand cellulose insulation can help you not only save money, but it can also go a long way to help preserve precious natural resources and keep environmental impact to a minimum.

And now, your energy efficiency improvements can even provide you an opportunity to earn a combination of tax credits, rebates and other incentives depending on where your project is located. For a comprehensive source of information on state, local, utility and federal incentives, please visit www.dsireusa.org.

Quality & Consistency...
"It's in the Bag."



Certified **Green Seal** Partner:



Up to 90% of all heat lost from a building can be eliminated or significantly reduced through the effective use of insulation. Fortunately, having the proper amount of insulation installed is one of the easiest, quickest and most cost effective ways to alleviate these issues.



7072 Snowdrift Road
Allentown, PA 18106

Manufacturers of Green Seal Brand
Cellulose Insulation

Phone: 877-279-1969

www.fiberAmerica.us

Why Cellulose?

As a homeowner you have several options when insulating your home. Upon reviewing the facts below, it will be clear that **Green Seal** cellulose insulation from FiberAmerica provides the most comprehensive list of benefits to both you and the environment.

ENERGY EFFICIENCY

Save Money

Cellulose provides a higher R-value (thermal resistance) - 3.6 R/inch versus 2.2 R/inch for fiberglass.

Cellulose “tightens” buildings better than fiberglass, fitting easily around pipes & electrical wiring. A Colorado University study has found that cellulose insulation is at least 36% better at eliminating air infiltration.

The Oak Ridge National Laboratory concluded that fiberglass loses up to 50% of its R-value in cold weather. Brookhaven National Laboratory found that fiberglass loses 3 times more R-value than cellulose in the summer.

SAFETY AND HEALTH

Peace of Mind

In field tests and in actual home fires, it has been proven that cellulose insulation provides a better defense against the spread of fire and creates a longer opportunity to exit a burning structure. Cellulose insulation is treated for fire retardancy and is given a **Class I fire safety rating**. Depending on the wall assembly, studies have shown a 22-55% increase in fire resistance versus an un-insulated wall.

The densely packed nature of cellulose eliminates air channels, slowing the ability of fire to spread.

Additionally, cellulose material is “hygroscopic”, allowing it to manage humidity. Moisture is transferred from high humidity areas of a home to lower humidity spaces. Fiberglass and foam are “hydrophobic”; they do not manage moisture. Moisture management can help to prevent mold and rot.

SOUND CONTROL

Comfort

Installing cellulose insulation is one of the best methods available for sound abatement. Cellulose’s density produces less voids, giving sound very limited space in which to travel. On a standardized basis foam and fiberglass provide an STC (Sound Transmission Class) rating of 37 to 39. Cellulose provides a higher rating of 44, resulting in less sound infiltration.

ENVIRONMENTALLY FRIENDLY

Do the Right Thing

Highest Recycled Content - Paper is the single largest component of the residential waste stream. Cellulose insulation is 85% recycled paper fiber. Most fiberglass has no more than 35% recycled content and foam is virtually 0% recycled content.

Least Amount of Energy To Produce - The energy required to produce cellulose is 10x less than fiberglass and 30x less than foam.

Smallest Manufacturing Carbon Footprint - The cellulose manufacturing process uses electricity and releases virtually 0% CO₂ into the atmosphere. Fiberglass manufacturing uses gas or electric furnaces that must run constantly to maintain temperatures, even during non-production hours.

Lowest Jobsite Waste - All excess product is vacuumed up and re-used. Foam and fiberglass trimmings end up in jobsite dumpsters and eventually in landfills and do not decompose.



The Green Seal Advantage

Just like all insulation materials are not created equal, not all cellulose insulation products are created equal. Many consider Green Seal cellulose insulation to be the most consistent and highest quality available in the market. As you consider your options for cellulose insulation, please consider these facts:

- Built in 2009, FiberAmerica’s plant is the most technically advanced production facility in the industry.

- We use only the highest quality paper for our products. The quality of the paper can have a dramatic impact on the amount of dust in the material and foreign matter. Using higher quality paper positively impacts the coverage rate of our product.

- FiberAmerica is run by a management team with in-depth installer experience and a thorough understanding of the challenges and needs of installers.

- The quality of our products is matched by our service commitment to our customers through our knowledgeable sales staff, technical know-how and commitment to on-time deliveries.

- We maintain an on-site laboratory where we regularly test our products to ensure consistency and quality. Additionally, we contract with an independent testing company to provide ongoing testing of our products to ensure compliance with federal specifications for our industry.



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