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***fiberAmerica Joins the Cellulose Insulation
Manufacturers Association (CIMA)***

Allentown, PA – June 20, 2011 – [fiberAmerica](#), an innovative manufacturer of consistent, high quality and environmentally-friendly cellulose fiber insulation products, today announced that it has joined the [Cellulose Insulation Manufacturers Association](#) (CIMA), the trade association for the cellulose segment of the thermal/acoustical insulation industry. Through its involvement in CIMA, *fiberAmerica* will gain the resources and tools needed to help position cellulose insulation as the right choice for both performance and for environmental impact.

“As a member of CIMA, we will be able to keep our customers more informed about industry issues and trends and will be able to be more active in efforts to grow the cellulose insulation industry and influence regulations,” said David A. Johnson, president for *fiberAmerica*. “CIMA is at the pulse of the industry and we look forward to leveraging the benefits offered to its the members and becoming more active in the shaping the direction of the industry.”

“Cellulose insulation in its current form has been around since 1920s and it is interesting that *fiberAmerica* is the newest producer of the oldest insulation material on the market,” said Den Lea, executive director of CIMA. “Our members produce more than 95 percent of the cellulose insulation in the United States today and we are pleased that *fiberAmerica* is now part of our association.”

CIMA was founded in 1992 when the Cellulose Industry Standards Enforcement Program (CISEP) adopted new bylaws, restructuring itself as a trade association. CISEP was established in 1982 as a voluntary program to enforce and document conformance by its participants with: the Consumer Products Safety Commission’s regulations for cellulose insulation and the American Society for Testing and Materials’ (ASTM) industry standards.

About *fiberAmerica*

[fiberAmerica](#) is an innovative manufacturer of consistent, high quality and environmentally-friendly cellulose fiber insulation products. Based in Allentown, Pa., the company is conveniently located to serve contractors, distributors, architects, engineers and government agencies in the northeastern United States and international markets. Manufactured in the most technically-advanced production facility in the industry and using high quality recycled paper, *fiberAmerica*’s “Green Seal” product line provides superior acoustical insulation properties, reduces energy consumption and promotes a healthier environment.

For more information on *fiberAmerica*, visit www.fiberamerica.us.