

FOR IMMEDIATE RELEASE

**Media Contact:**

Karen Higgins

[A & E Communications, Inc.](http://www.aandecomm.com)

610-831-5723

[khiggins@aandecomm.com](mailto:khiggins@aandecomm.com)

***fiberAmerica Expands Green Insulation Market Presence***

*Green Seal Cellulose Insulation Now Offered in D.C., Maryland and Virginia*

**Allentown, PA – August 3, 2010** – [fiberAmerica](http://www.fiberAmerica.com), an innovative manufacturer of consistent, high quality and environmentally-friendly cellulose fiber insulation products, today announced that it is expanding its [green insulation](#) market presence to D.C., Maryland and Virginia. Leveraging its success in the Northeastern United States, *fiberAmerica* is now selling its Green Seal cellulose fiber insulation product line to residential contractors south of the Mason-Dixon Line.

“We have worked with a pilot group of residential contractors in the D.C., Maryland and Virginia area and our products have been very well received,” said David A. Johnson, president for *fiberAmerica*. “With our centrally-located, technically-advanced manufacturing facility in Pennsylvania, we have a very competitive offering in both quality and price and with the growth of [green cellulose insulation](#), we believe we are now well positioned to penetrate the market further down the East Coast with our Green Seal product line.”

Cellulose insulation is one of the greenest building products in the world, according to the [Cellulose Insulation Manufacturing Association](#). It is made from recycled newsprint and other paper sources that might otherwise end up in landfills and it takes less energy to make than any other insulation material.

*fiberAmerica*’s Green Seal products are all Class 1, Type A building materials that are best fit for attic, sidewall and ceiling applications. They offer low-settled densities for better coverage and produce minimal dust during the installation process. With higher R-values per inch than fiberglass, *fiberAmerica*’s Green Seal products provide more thermal resistance than fiberglass. Made from recycled newspaper, these environmentally-friendly cellulose fiber insulation products are treated with non-toxic, naturally occurring fire retardant minerals, giving them a Class 1 fire safety rating and providing a better defense against the spread of fire. The borate minerals added to cellulose insulation have long been recognized as a natural insect and pest repellent. Additionally, cellulose allows moisture/humidity to dissipate through the material, thereby preventing mold.



**About *fiber*America**

[fiberAmerica](http://www.fiberamerica.us) 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, *fiber*America's "Green Seal" product line provides superior acoustical insulation properties, reduces energy consumption and promotes a healthier environment.

For more information on *fiber*America, visit [www.fiberamerica.us](http://www.fiberamerica.us).

###