



Dial Up Comfort In Your Home and Your Life

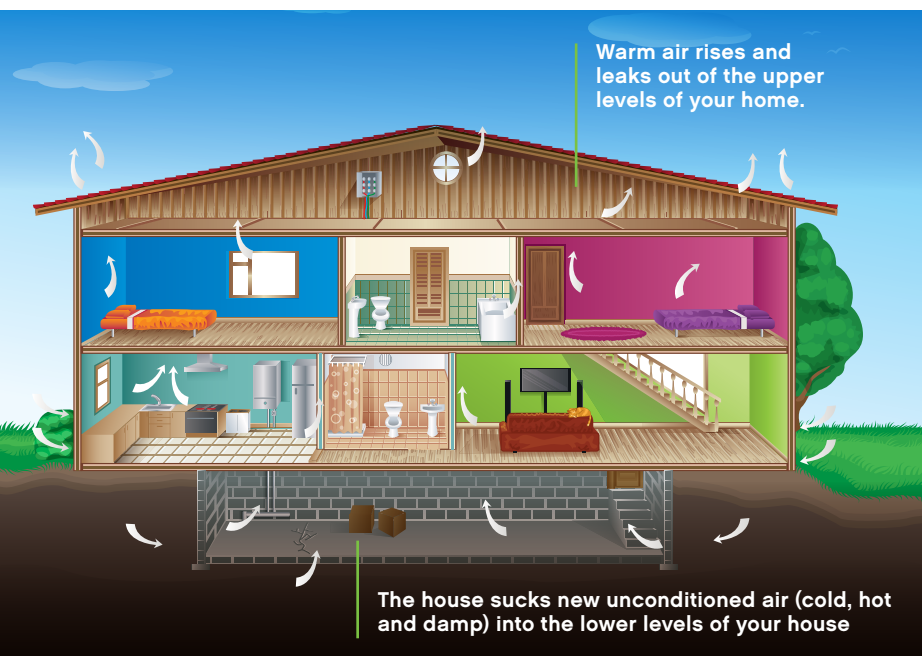


The Value of Home Insulation

When we heat our homes, the hot air rises to the top of the house and leaks out in dozens of places.

The air that leaks out takes our heat, comfort, and money with it. The air that leaks in is cold in the winter, hot and humid in the summer and has dust in it, making us uncomfortable.

If the air never leaked out, there wouldn't be any room for the new air to leak in. By re-insulating your attic and sealing air leaks at the top of your house, you can make rooms at the bottom of your house less drafty. This keeps you warmer in the winter and cooler in the summer while also lowering your heating and cooling costs. In addition, when you insulate other areas of your home, you achieve an even more quiet, comfortable, safe, and healthy environment.



SANCTUARY® Homeowner Checklist

- Comfortable home
- Lower utility bills and save energy
- Better indoor air quality
- A quieter home
- Lower my family's global impact

5 Most Important Areas to Insulate

YOUR ATTIC

If you don't insulate your attic, heat will escape through the roof and cool outside air will flow into your space. Therefore, you should prioritize insulating your attic, especially its floor.

ALL WALLS

Wall insulation primarily helps with comfort and privacy by creating a barrier between the inside and outside of your living spaces. To prevent drafts and equalize temperatures across rooms and floors, you should insulate exterior walls. Another perk of wall insulation is that it can break the path of sound to reduce noise from outside and from room-to-room.

YOUR BASEMENT

Do you have an unfinished basement? Does it always seem chilly? Insulation will instantly add warmth to this area of your home. Additionally, insulation provides protection against moisture, so you won't have to deal with mold or pests. Finally, once you add insulation to your basement, your heating and cooling systems won't have to work as hard.

ALL CEILINGS

Since heat rises, your home quickly loses heat through its ceilings in the winter. Come summer, you'll find the highest points of your home to be extremely hot. Insulated ceilings can slow heat transfer and help subside these drastic temperature changes so spaces stay warm in colder months and cool in warmer months.

ALL FLOORS

If floors in the unheated areas of the home, such as your crawl space or garage, are uninsulated, they quickly lose conditioned air and heat. Insulated floors help eliminate drafts, reduce moisture, and retain heated and cooled air. Furthermore, insulated floors decrease noise.

In a Hectic World, Your Home Should Be Your Sanctuary

Sanctuary® brings more peace, quiet and comfort to a house while supporting the health and well-being of those who call it home.

6 to 7

times the average adult wakes up each night

Environmental factors such as loud noises can momentarily wake up the average adult 6 to 7 times each night.¹

90%

of our time is spent indoors

We spend nearly 90% of our time indoors, where pollutants can be 2-5 times higher than outdoor levels.²

3.9B

could be saved by lowering noise

An estimated \$3.9B each year could be saved in the U.S. in treating cardiovascular diseases by lowering environmental noise by 5 decibels.³

NOISE EXPOSURE CAUSES*

hypertension cases **14%** high cholesterol cases **9%**



QUIET

60% Reduction in Sound Power

Where air flows, sound follows. SANCTUARY® Insulation is engineered to fill the nooks and crannies and muffle sounds that typically infiltrate and reverberate through homes.

COMFORTABLE

Regulate Temperatures

If all of the rooms in your home aren't comfortable year-round, it's time to upgrade your insulation. SANCTUARY® will regulate overall room-by-room temperature and keep your home cooler in the summer and warmer in the winter.

HEALTHY

Improved Well Being

Dust and other pollutants are stopped at the surface of the SANCTUARY® Insulation, reducing the pathway for outdoor allergens and allowing you to enjoy better indoor air quality.

EFFICIENT

Save up to 20% on Heating & Cooling Costs

Over 50% of your utility expenses are heating and cooling. You can save on these costs and keep your home cooler in the summer and warmer in the winter when you add SANCTUARY® Insulation to your attic and walls.

PROTECTED

Enhanced Fire Resistance

SANCTUARY® contains active fire-resistant materials and is better at resisting fire than most conventional residential insulation products. In a large-scale fire test, it lasted 60% longer than fiberglass batts.³

SUSTAINABLE

Lower Carbon Footprint

Because SANCTUARY® is made of 85% recycled paper, or plant fibers, carbon stays locked in for the life of the product. A home that is insulated with SANCTUARY® locks up 1.34 tons of carbon* — that is equal to planting 3,600 trees.**

*Based on the CIMA/CIMAC LCA for manufacturing and the WWF Biogenic Carbon Footprint Calculator for Harvested Wood Products. Tree sequestration statistics are based on the EPA Greenhouse Gas Equivalencies Calculator, <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>. Based on installing 235 bags of SANCTUARY® in the attic and walls of home.

**Greenhouse Gas Equivalencies Calculator (1.5 acres; based on planting trees 5 feet apart, equaling 2,400 trees per acre).

Why Choose SANCTUARY® Cellulose Insulation Over Other Types of Insulation

Cellulose insulation is popular in retrofit applications because it can be installed over existing insulation. Whether it's loose-filled, dense-packed or spray-applied, Greenfiber cellulose insulation makes the process quick and easy, and it ensures your project will reach the necessary R-value.

					
	SANCTUARY® Cellulose	FG Blow-In	FG Batts	Spray-foam (open cell)	
 Sound*	✓	–	–	✗	
 Fire	–	–	–	✗	
 Comfort**	–	–	–	✓	
 Carbon Footprint	✓	✗	✗	✗	
 Toxicity	–	–	✗	✗	

✓ Excellent

– Good

✗ Poor

The SANCTUARY® ADVANTAGE

SANCTUARY® cellulose insulation by Greenfiber® installs easily over your existing attic insulation and it can be added to walls too. It's engineered to fill the tiny joints, crevices and gaps, creating a dense barrier capable of reducing air infiltration and mitigating sound, all while reducing carbon emissions that contribute to global warming.

Thanks to its multiple benefits, SANCTUARY® improves quality of life and promotes wellness, making your home simply more appealing at every level - quieter, safer, and more comfortable.

SAVE UP TO
\$1200



Choose to Upgrade Your Wellness With SANCTUARY®

When you install SANCTUARY® Insulation by Greenfiber® you can be confident that you have chosen a product that offers a greater, lasting sense of well-being and makes your home your safe sanctuary.

To learn more visit: greenfiber.com/sanctuary

1 In field testing on identical 2x4 exterior wall types, Greenfiber® R-13 Stabilized Spray-Applied Insulation outperforms R-15 unfaced fiberglass batts by 4 NIC rating points (~60% reduction in sound power). The weak point in the assembly such as flanking through windows and doors will diminish the value of the reduction in sound power. Reduction in sound power is achieved through retrofitting, dense-packing or spray applying Greenfiber into walls (contractor installation is recommended for these applications). See manufacturer's installation guide for full details on how to install to meet specifications.

2 Greenfiber® offers a full breadth of fire assemblies. Based on U305 assembly.

3 When spray-applied or dense-packed in all exterior walls.

4 Comparison based on an R-30 value at one square foot coverage area. This comparison includes the production and energy used in the insulation manufacturing process. Based on Sustainability Impact Index - Prepared by Principal Partners.