



green fiber®

SANCTUARY

HOME

The Built-In Wellness Your Clients Are Expecting

Your Home Should Be Your Sanctuary

The world is changing, becoming more volatile and less environmentally stable. It's becoming increasingly more difficult for people to find the quiet, comfort and safety that they need to live happily and maintain a healthy mental life.

Wellness is simply a way of life for the new generation of homebuyers, and the home is seen as essential to mental, physical and emotional well-being. In this environment, wellness-branded homes are a necessity from your clients' perspective and your opportunity to differentiate yourself in your local market.

Of all the amenities or technologies that could appeal to today's homebuyers, nothing surpasses the quiet, comfort and safety of a SANCTUARY® Home.



35% | price premium when you focus on wellness

A focus on wellness in homes can result in up to a 35% price premium for single-family homes.¹

83% | willing to pay more

An impressive 83% are willing to pay more for healthier homes.²

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

Noise exposure is a contributing factor in both hypertension and high cholesterol cases.³

Built-In Well-Being Sets Your Homes Apart

SANCTUARY® cellulose insulation by Greenfiber® is easy to integrate into existing building packages and plans. It's engineered to fill the tiny joints, crevices and gaps in attics, walls, floors and ceilings, creating a dense barrier capable of reducing air infiltration and mitigating sound.

Thanks to its multiple benefits, SANCTUARY® improves quality of life and promotes wellness, helping you build homes that are quieter, safer and more comfortable — homes that are simply more appealing at every level.



SANCTUARY® Homebuilder Checklist

- Sanctuary insulation in the attic or roof-deck
- Continuous SANCTUARY® insulation in all exterior walls

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¹ Dodge Data & Analytics (2015).
² The Farnsworth Group / KB Analytics.
³ American Journal of Industrial Medicine in 2018 - Centers for Disease Control and Prevention's National Institute for Occupational Safety and Health (NIOSH).

Follow the journey to see how Applegate-GreenFiber® is reducing carbon emissions that contribute to global warming.

Making an Impact with Materials, Manufacturing and Distribution

SANCTUARY® by Greenfiber® insulation is made from recycled plant fibers which keep carbon locked in for the life of the product. To stop global warming and climate change, we must reduce emissions of greenhouse gases, such as CO₂, into our air.



1 Based on the CIMA/CIMAC LCA for manufacturing and 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>.
 2 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.
 3 Based on installing 235 bags of SANCTUARY in attic and walls of home.
 4 Greenhouse gas equivalencies calculator (1.5 acres - based on planting trees 5 feet apart, equaling 2400 trees per acre).

Unmatched Performance Every Time



60% Reduction
in Sound Power¹
Reduced noise
from the outside



High Efficiency
Lower heating
and cooling costs



1-Hour Firewall²
More time
to escape



Equalized Temperatures³
Elimination of “hot spots”
leads to improved comfort
from room to room and
across multiple floors



Reduce Carbon Emissions⁴
Made with 85% recycled
content with the lowest
embodied carbon of any
major insulation product



Attic Installation

- Can be quickly applied in open-blown attic applications or dense-packed into cathedralized slopes based on climate zones
- Performs well in extreme cold and hot climates



Wall Installation

- Can be spray-applied or dense-packed into walls, ceilings and floors
- Perfectly fills tight spaces around electrical, plumbing or HVAC features
- Reduces air infiltration and mitigates sound
- Repeatable process eliminates the need to fit, cut or split the insulation and ensures a consistent install every time

Why SANCTUARY® by Greenfiber®

- ✓ Suitable for all climates – humid or dry
- ✓ Unmatched performance in wellness and comfort
- ✓ Optimized coverage
- ✓ Carbon neutral manufacturing
- ✓ Humanizes the conversation

Learn About Building a SANCTUARY® Home

With SANCTUARY® insulation, you'll have much more to offer today's home buyers than traditional means of differentiating quality. To achieve the wellness-branded advantage of a Sanctuary Home, connect with a representative by visiting greenfiber.com/sanctuary or calling 800-228-0024.

CONNECT TODAY TO LEARN MORE

greenfiber.com/sanctuary ■ 800-228-0024

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.