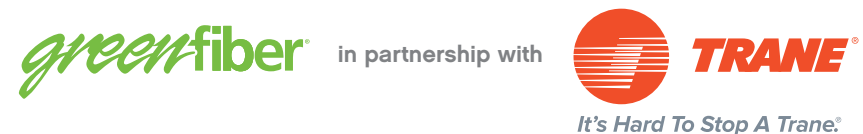




THE ULTIMATE IN SANCTUARY®

The Built-In Wellness Your Clients Are Expecting



The New Norm Is Your Next Opportunity

Recent research shows the American dream is no longer primarily defined in terms of accumulating wealth and possessions, but instead in relation to achieving a happy and healthy mental life.¹

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 a profitable opportunity from yours.

Of all the amenities or technologies that could appeal to high-end homebuyers, nothing surpasses the comfort, quiet and safety of The Ultimate in Sanctuary.



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.²

83% | willing
to pay
more

An impressive 83% of homebuyers and owners are willing to pay more for healthier homes.³

\$3.9B | saved by
lowering
noise

\$3.9B each year could be saved in the U.S. in treating cardiovascular diseases by lowering environmental noise by 5 decibels.⁴

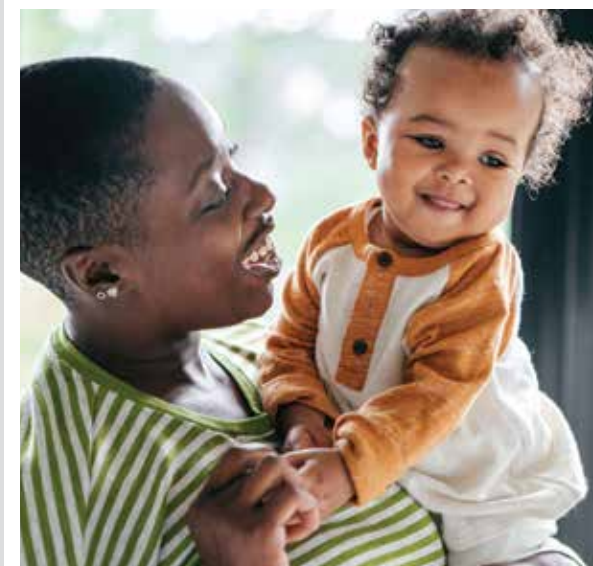


Noise exposure may contribute to
**14% of hypertension cases and
9% of high cholesterol cases.**⁵

The Healthy Home System That Sets Homes Apart

Incorporating a well-insulated envelope with state-of-the-art mechanicals, Greenfiber® and Trane® have joined forces to provide a complete home system. The Ultimate in Sanctuary system is simple to understand and integrate into existing building practices from design to installation. With straightforward steps, it creates a new building standard that improves quality of life and promotes wellness.

Greenfiber insulation is engineered to fill the tiny joints and gaps hidden within walls, floors and ceilings, creating a dense, scientifically advanced barrier. It's coupled with market-leading Trane technology to create homes that are quieter, warmer, cooler, cleaner and more hygienic — homes that are more comfortable and appealing at every level.



1. Lifestory Research - The American Dream: A State of Mind, 2015 Report. 2. Dodge Data & Analytics (2015). 3. The Farnsworth Group / KB Analytics. 4. American Journal of Preventative Medicine - Valuing Quiet - An Economic Assessment of U.S. Environmental Noise as a Cardiovascular Health Hazard. 5. American Journal of Industrial Medicine in 2018 - Centers for Disease Control and Prevention's National Institute for Occupational Safety and Health (NIOSH).

THE ULTIMATE IN SANCTUARY®

The Ultimate in Sanctuary Is an Elevated System
That Will Differentiate Your Homes
From Competitive Offerings Thanks To:



**60% Reduction
In Sound Power¹**
Reduced noise
from the outside



**40% More
Energy Efficient²**
Guaranteed energy
optimization



**1-Hour
Firewall³**
More time
to escape



**Equalized
Temperatures⁴**
Guaranteed comfort
+/-3 degrees
from set point



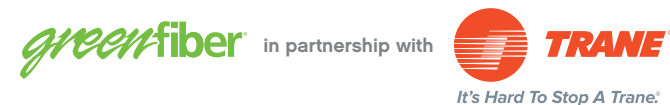
**Ideal
Air Quality**
Removes 99% of
allergens and filters
down to 0.1 micron
(less dust)



**Advanced
Humidity Control**
Optimized comfort
at more efficient
set points



Sustainable
Made with
85% recycled
content



1. In field on identical 2x4 wall types cellulose outperforms fiberglass batts in the walls by 4 STC rating points. 4 STC pts = 60% reduction in sound power. 2. As compared to homes built to the 2006 IECC code. 3. Greenfiber® offers a full breadth of fire assemblies. Based on US305 assembly. 4. To participate in the Custom Comfort Solutions Program, the home must be built to an energy rating of 60 or below on the Home Energy Rating System (HERS) Index. When the program requirements are met, the home will be 40% more energy efficient as compared to a 2006 International Energy Conservation Code compliant home with a HERS Index score of 100. The builder must ensure compliance with applicable building codes and manufacturer.

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UltimateInSanctuary.com

Ultimate B_2.20 rev B



Advanced Building Technology Integrates Building Enclosure Design With Mechanical Design

Considering insulation and mechanicals at the same time — prior to finalizing design — is the best practice for improving the quality and value of a home. Incorporating insulation and HVAC in the initial design phase not only delivers construction efficiencies but also results in greater comfort, noise reduction, safety and energy efficiency



We've Laid Out the Process From Start to Finish

- **DESIGN STAGE**
Working with your construction plans, our consultants ensure insulation, ducting and right-sized HVAC will result in optimal comfort.
- **TRADE COORDINATION**
Our cross-functional team will conduct trainings with your authorized contractor or help you find a qualified contractor.
- **MARKETING**
We will also work with your marketing team to develop co-branded marketing tools and support your model homes.

Builder Checklist

- ✓ Ducts in conditioned space
- ✓ Greenfiber insulation or closed-cell foam to the roof-deck
- ✓ Greenfiber insulation in a minimum of 300 square feet of interior walls
- ✓ Continuous Greenfiber insulation on the exterior
- ✓ Proper flashing
- ✓ Trane-approved mechanical design

Greenfiber and Trane: The Right Combination for Enhancing Wellness



GREENFIBER® INSULATION PROVIDES:

- **60% Reduction in Sound Power** – Thanks to its high density and ability to fill gaps and voids, Greenfiber provides superior noise suppression.
- **40% More Energy Efficiency** – Greenfiber is denser and has better resistance to airflow than conventional insulation. By eliminating gaps where conditioned air can escape, it creates a tighter home that is more efficient.
- **1-Hour Firewall** – Greenfiber insulation products qualify as a fire-blocking material, providing more time to react in emergencies.
- **Equalized Temperatures** – Installing Greenfiber in exterior walls ensures that the temperatures in each room of the home will differ by no more than 3 degrees from the thermostat set point.
- **85% Recycled** – Our insulation uses recycled materials from local sources, low-energy manufacturing and short-haul transportation for the utmost environmental responsibility.



TRANE PROVIDES:

- **Emerging Trends Expertise** – 25% of the population is strong believers in the connection between a home's health and one's personal health.
- **Optimal Indoor Air Quality** – CleanEffects™ technology is certified by the Asthma and Allergy Foundation of America to remove up to 99.98% of allergens from filtered air and reduce dust by up to 50%.
- **Advanced Humidity Control** – Trane equipment improves comfort, reduces moisture-based contaminant growth and preserves building interiors.
- **High-Performance Home Construction** – Trane's BDMS partner with the Greenfiber team and offer best-in-class climate solutions and third-party mechanical design to ensure that the HVAC system and the building envelope are designed together, helping builders overcome complexities.
- **Optimized Design** – Unvented, conditioned crawl spaces, minimal length of duct runs and compact design provide greater efficiency.

Learn About Building The Ultimate in Sanctuary®

With our complete healthy home system, you'll have much more to offer today's customers than traditional means of differentiating quality. To have the wellness-branded advantage of The Ultimate in Sanctuary, connect with a representative by visiting UltimateInSanctuary.com or calling 800-228-0024.

CONNECT TODAY TO LEARN MORE

UltimateInSanctuary.com
800-228-0024



“We are excited that two industry-leading organizations, Trane® and Greenfiber®, have taken hold of the house as a system approach ... to create comfortable, healthy homes that are energy-efficient and durable for years and years to come.”

- Chris Little
Principal, Elev8 Builders