

**Cellulose Insulation Manufacturers Association**

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**Read what builders and families have to say about Cellulose insulation...**

*"Cellulose insulation is a smart alternative to fiberglass. It provides a green, efficient, non-toxic, affordable thermal solution that's worth considering."*  
**Paul Fiset, Univ. of Massachusetts, Member, National Academy of Sciences**

*"Blown dry cellulose when used in wall or ceiling cavities not only increases the effective 'R' value per inch but also provides a significant reduction in air movement through the wall cavity. It is very 'Green' in that it is produced from recycled newspaper and other paper products. When blown in the attic area it is also extremely cost effective in both initial cost and long range benefits."*  
**Art Elliott, Shelter Associates, Coeur D'Alene, ID**

*"For lower cost, I get the same R-value as blown-in fiberglass, and I understand that fiberglass degrades in performance as temperature decreases. I also like that cellulose is a recycled product, so it has additional environmental benefits."*  
**Joe Videll, Rock Solid Homes, Ft. Collins, CO**

*"I was determined to have a home that is "green" and cost-effective at the same time. Choosing cellulose helped to make that dream a reality that I'm now living in and very, very proud of."*  
**Mary Witzell, Melbourne, FL**

*"Our kids are proud of us for having the first green-built home in the neighborhood. They used it for a team science project at school, and proudly displayed some of the green products used in their home; cellulose was the warmest and fuzziest."*  
**The Bennetts, Independence, MO**



**the Greenest of the Green™**  
—Cellulose Insulation—

CIMA has launched its nation-wide campaign to educate builders, contractors, architects and the general public about the environmentally friendly aspects of cellulose insulation. For more information visit [www.cellulose.org](http://www.cellulose.org)



# Cellulose Insulation

The *Performance* Choice  
The *Environmental* Choice  
The *Right* Choice

A Builder's Guide to Cellulose Insulation

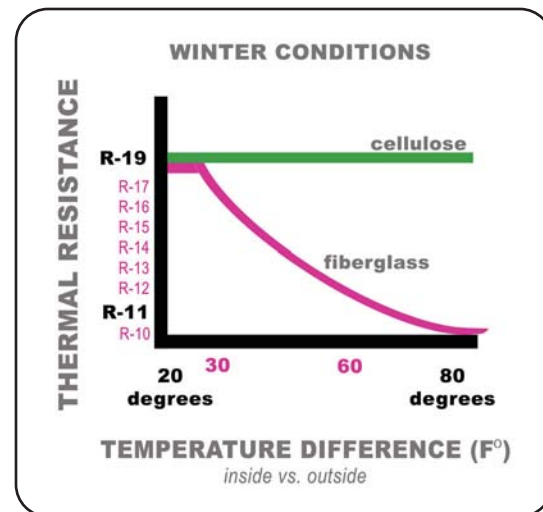


# The Performance

These days everyone is looking for an edge to help them be more successful. The edge that gives them a jump on the competition. Cellulose insulation can be your edge with superior product performance, and the most environmentally-friendly insulation product available on the market.

## Getting the Value for your Money...

Everyone knows that insulating a house or building will save the occupant on their utility bills. But not all insulations are created equal. Cellulose insulation performs best even under the most demanding of conditions where there are extreme differences between inside and outside temperatures as shown in this study from Oak Ridge National Laboratory.



Cellulose insulation is easy and safe to install without all of the itching or non-recyclable waste

When Cellulose is used, it creates a 100% seamless seal which makes a home 36% tighter than fiberglass batt. With its higher density and ability to seamlessly cover those difficult spaces like pipes, electrical wiring and other mechanical areas, you are getting an excellent barrier to air flow, excellent sound insulation and excellent insulating properties even in the most difficult environments.

### Calculate your own Saving Potential!

You can now measure the financial impact of increasing your insulation performance by entering your data into our easy-to-use insulation calculator at [www.cellulose.org](http://www.cellulose.org).

The example on the right shows the potential savings that can be achieved for a 1,500 square foot house in Des Moines, Iowa.

Can you afford not to look in your attic?

Visit [www.cellulose.org](http://www.cellulose.org) to calculate your savings today!

Area to be upgraded	1500	Square Feet
Heating Degree Days	6436	HDD (Fahrenheit)
Current R Value	19	US R Value
New Total R Value	49	US R Value
Pick your fuel type below – Then, correct fuel cost and furnace efficiency if desired		
<input checked="" type="checkbox"/> Natural Gas <input type="checkbox"/> Fuel Oil <input type="checkbox"/> Propane <input type="checkbox"/> Electricity	1.15	\$ Per therm
<b>Calculate</b>		
\$ Saving per year	107.32	Dollars
\$ Saving for 10 years	1710.47	Dollars
Greenhouse Gas Reduction	1120	lbs per year

# The Environment

It's not a gimmick. It's not a fad. It's just the facts. Cellulose insulation is one of the greenest products on the market today. More Homeowners and Buyers than ever are searching for easy and smart ways to live greener; capture their attention and more business by marketing your use of cellulose insulation. It will give you an edge over the competition promoting yourself as a professional installer or builder who understands the impacts of the products they use.

## Green Marketing is about Facts...

These are the key "Green" facts about Cellulose insulation. Don't be fooled into thinking that all products are "green" just because they say they are - check the facts. More detailed data and reports can be found at [www.cellulose.org](http://www.cellulose.org).

- Cellulose takes less energy to make than any other insulation material. In green circles, this is known as "embodied energy" which is the energy required to transport raw materials and used to make the final product. Fiberglass insulation, the leading insulation among home-owners, has 10 times more embodied energy than cellulose. Ironically, foam products have even more embodied energy than fiberglass.
- Cellulose has the largest amount of post-consumer recycled content in the industry - up to 85% recycled newspaper. Paper is the largest component of landfills. Producing cellulose insulation diverts waste from the landfills thus saving valuable space.
- Making cellulose insulation from newsprint prevents the release of greenhouse gases such as methane which is released as newspaper decomposes in landfills.
- Cellulose naturally breaks down after its useful life unlike fiberglass insulation. In the event of a natural disaster, only paper will be spread around for clean-up and not something that will never decompose.
- Cellulose insulation can be locally produced. Local recycling programs and relatively inexpensive machinery and processing brings new meaning to the old slogan "Think Globally, Act Locally." In addition to saving transportation costs, local recycling can be used as a fund-raising tool to help local community groups.

### Beware of "Green-washing"

This is a way that companies try to make their products sound environmentally friendly by only telling part of the story.

For example, fiberglass promotes the energy it saves home owners as an environmental benefit. That's true - but so does all insulation.

The amount of energy needed to manufacture fiberglass is 10 times greater than Cellulose insulation and the manufacturing process releases greenhouse gases such as carbon dioxide into the atmosphere.

So you decide - which is "Greener"?

Earn points towards NAHB Green Building Program and LEED accreditation as well as builder tax credits by using cellulose insulation



Under direct flame, a penny will melt before the Cellulose insulation burns

## Dispelling the Myths...

**The Myth:** Cellulose insulation is a fire hazard.

**The Reality:** Numerous standard tests (ASTM E119 and NFPA 286) prove that cellulose is the most fire-resistant insulation commonly used in residential construction. In several demonstration burns, structures insulated with cellulose have remained standing while identical structures with fiber glass burned to ashes.

**The Myth:** Cellulose insulation promotes mold growth

**The Reality:** Under the right conditions mold can grow on anything, but all the widely reported cases of serious mold contamination of insulation have involved fiber glass. Because of its superior moisture handling capacity and its ingredients mold does not grow well on cellulose insulation.