



the Greenest of the Green™

Cellulose Insulation

The Greenest of the Green Campaign is designed to promote the environmental and performance benefits of Cellulose insulation.

Partnering with groups such as Habitat for Humanity, the Cellulose Insulation Manufacturers Association is donating material to community projects to help those less privileged.

This program is also designed to benefit communities by raising awareness that environmental and performance choices are not always mutually exclusive.

Look for the Greenest of the Green program coming to a community near you.

To learn more visit www.cellulose.org to find out more about this program.



Cellulose Insulation

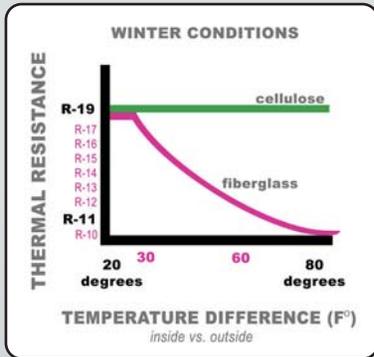
The **Performance** Choice
The **Environmental** Choice
The **Right** Choice

A guide to saving money by improving the performance of your existing insulation

Are you losing money through the roof?

A study conducted by the University of Colorado school of Architecture shows that Cellulose insulation provides a more effective barrier against air infiltration than traditional insulation materials, one of the key factors in preventing energy loss.

In cold weather, research by the Oak Ridge Research laboratory shows that the effective R-value of fiberglass drops as the differential between indoor and outdoor temperatures gets larger.



Source: Oak Ridge National Laboratories

Six inches of blown in Cellulose insulation is all it takes to prevent the loss of heat due to air convection versus fiberglass alone.

Even if you have fiberglass installed in your attic, you can improve its performance by providing a "cap" of Cellulose insulation six inches deep, which will save you money on your utility bills.

Safety First!

Besides saving you money, Cellulose insulation also provides extremely effective fire retardant capabilities.

The latest test conducted by an independent laboratory shows that Cellulose insulation provides an effective 1 hour fire rating. This will slow the spread of a fire allowing you more time to escape any danger.

This is because Cellulose is specially treated with fire retardants in the manufacturing process to meet or exceed all fire safety requirements.

Don't be fooled by old arguments

A frequent argument against using Cellulose insulation is the myth that it is more prone to mold than other insulation materials. This is simply not true.

Backed by rigorous testing, Cellulose insulation meets all of the standards established by the ASTM (formerly the American Society for Testing and Materials) for fungi resistance.

Clean up is a Snap

Installing Cellulose insulation makes clean up a snap. Unlike fiberglass, there are no small fibers left behind to irritate the skin after clean up.

In addition, "surplus" Cellulose insulation can be put back into the hopper instead of the dumpster so you are assured of getting the most economical value per bag.

Go Green with Confidence!

Cellulose insulation is one of the greenest products in the world.

Made from a renewable natural resource which diverts waste from landfills, Cellulose insulation not only limits greenhouse gas emissions during manufacturing but also prevents waste paper from releasing environmentally harmful gases as they decompose in landfills.

This is in addition to the natural function of insulation to lower energy usage and thus save even more greenhouse gas production and emissions.

If all of the paper currently being put into landfills was converted to Cellulose insulation, it would save 7,030,000 metric tons of CO2 equivalent emissions per year! That's the equivalent of taking all the cars off the road in Nevada and New Mexico.¹



Not all insulation materials are as green as they claim - check the facts before you make a quick decision:

- Cellulose takes less energy to make than any other insulation material. Fiberglass, the leading insulation among homeowners, has 10 times more embodied energy than cellulose and foam products have even more.
- 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 and producing Cellulose insulation diverts waste from the landfills thus saving valuable space.
- Cellulose insulation prevents the release of greenhouse gases (methane) as they decompose in landfills.
- Cellulose insulation can naturally break down after its useful life unlike fiberglass which does not. In the event of a natural disaster, only non-toxic, biodegradable material will be spread around for clean-up and not something that will never decompose.
- Cellulose insulation can be locally produced. Using local recycling programs and independent recyclers and servicing communities close to home brings new meaning to the old slogan "Think Globally, Act Locally."

Sources: National Auto Dealers Association; Paper Industry Assoc. Council 2006; EPA

Contact your local utility company to find out about rebates and incentives to better insulate your home

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.

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 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
Calculate		
\$ Saving per year	107.32	Dollars
\$ Saving for 10 years	1710.47	Dollars
Greenhouse Gas Reduction	1120	lbs per year