

Fiberglass Insulation is a

# Smart Choice for Your Home

Here are **4** reasons why fiberglass insulation is a great option for your home:

## 1 Tried and True Performance.

Fiberglass insulation has been used for at least **75 years** and is the most thoroughly researched and tested insulation on the market. Today's fiberglass insulation is not the same as your grandfather's. Technological advances have resulted in products that are improved – and like blown-in systems – game changing.

## 2 Same “bang.” Fewer bucks.

R-value is the measure of insulation's thermal performance. It doesn't matter what type of insulation you're looking at, fiberglass or spray foam, R-13 is R-13. They'll provide the exact same comfort and energy efficiency. Doing the arithmetic, fiberglass is a **cost-effective** way to get the comfort and energy efficiency you want.

## 4 Repairs and Improvements? No Problem.

Spray foam insulation fills every bit of your walls and cures into a solid, encasing your plumbing and electrical lines. Great, but what happens when you need repairs? What if you need to re-route or add a line? All that hardened foam will need to be dug, cut or scraped out — and then, of course, replaced. Fiberglass insulation **makes those jobs easier.**

## 3 Known ingredients.

Fiberglass insulation is made from recycled glass and mineral-based ingredients **you can pronounce.**

**Flip over to see for yourself!**



# FIBERGLASS INSULATION IS A SMART CHOICE

Fiberglass insulation is non-combustible and made from recycled glass and mineral-based ingredients you can pronounce.

**77%** Today's home buyers and remodelers care about insulation.

**SAY INSULATION IS A VERY/EXTREMELY IMPORTANT CONSIDERATION IN THEIR NEW HOME OR REMODEL<sup>1</sup>**

We asked which factors are important in selecting an insulation product.....

**People want to see ingredients for themselves and form their own conclusions.**

You can see for yourself with the ingredients<sup>2</sup> of **FIBERGLASS INSULATION** below...

**If you were shopping for insulation, how much impact would the following features have on your purchase decision?**

- **85%** want insulation that is non-combustible
- **75%** would favor insulation that is not a known allergic sensitizer

**73%** would prefer "insulation that is not made from petrochemicals"



**Glass cullet (34%):** This is crushed glass, much of which is from recycled glass. Recycled glass accounts for about 40% of all the raw materials in fiberglass insulation. Next to glass packaging, the fiberglass insulation industry is the largest user of recycled glass.<sup>3</sup>



**Sand (31%):** Sand is an abundant and renewable resource. The Earth is in a constant process of forming sand.<sup>4</sup>



**Borax (12%):** Borax occurs naturally in evaporite deposits produced by the repeated evaporation of seasonal lakes. Borax is used in making laundry detergent and soap.<sup>5</sup>



**Soda Ash (9%):** The trade name of sodium carbonate, people are more familiar with its molecular cousin, sodium bicarbonate, or baking soda. Soda Ash is made from the mineral trona, its primary use is for glass but also soaps and detergents as well as pulp and paper.



**Limestone (9%):** A sedimentary rock that comprises 15% of the Earth's sedimentary crust (so there is a lot of it). Limestone is used to make paper, plastics, and cement, carpets, used in water treatment and purification plants and in the processing of various foods and household items (including medicines).<sup>6</sup>



**Carbohydrate-based binder coatings (5%):** This is what allows the fiberglass to retain its shape. Today most binders are comprised of different carbohydrates, e.g. sugars, starches etc.<sup>7</sup>

## Get the Facts

Learn more about fiber glass and mineral wool insulation at [InsulationInstitute.org](http://InsulationInstitute.org)

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1. Based on a survey Insulation Institute conducted of consumers in the market for, or recently having completed, a new home purchase or renovation. Margin of error for the data is +/- 5%.  
2. <https://www.nist.gov/services-resources/software/bees>. Percentages are based on a generic R-13 fiberglass batt.  
3. <http://insulationinstitute.org/wp-content/uploads/2016/04/Recycled-Glass-Flyer-April-2016.pdf>

4. <http://escholarship.org/uc/item/6m743258>  
5. <https://en.wikipedia.org/wiki/Borax>  
6. <https://mineralseducationcoalition.org/minerals-database/limestone>  
7. Data obtained from NAIMA members