



9 WAYS OWENS CORNING[®] FIBERGLAS[™] INSULATION IS BETTER THAN CELLULOSE INSULATION.

CELLULOSE INSULATION IS JUST NOT A RELIABLE ANSWER FOR BUILDERS.

Why? Harsh chemicals and wet, messy installation that requires more labor without added profit. Where fiberglass insulation reduces on-the-job downtime and protects your bottom line with quick, clean, easy and safe installation. There's just no comparison. On every count, Owens Corning[®] Fiberglas[™] insulation blows cellulose insulation away.





OWENS CORNING® FIBERGLAS™ INSULATION

CELLULOSE INSULATION

FIRE SAFETY	Naturally fire resistant and non-combustible.	Cellulose is naturally flammable and cellulose insulation contains up to 20% chemically based fire retardants.
INSTALLATION	Does not require drying time and no water is added.	Wet applied cellulose insulation can add up to 100 gallons of water to each job installed, requiring up to 24 hours or more to dry out at which point, a contractor must measure and document the moisture levels using a moisture meter.
PROFITABILITY	No additional equipment other than a standard blow machine.	Wet applied cellulose insulation requires additional equipment such as a vacuum, water pump, wall scrubber and tanks.
CODE COMPLIANCE	As codes shift, Owens Corning® Fiberglas™ insulation has a clear advantage and can meet R-15 in the wall.	Cellulose insulation caps out at R-13 in a 2x4 wall.
CERTIFIED / ACCREDITED	Designed to measure the density and verify the R-value of wall cavities after filling insulation without wall destruction, the Inspect-R® Density Gauge is the key to a helping every job pass inspection.	No way to verify R-Value after installation is complete without removing the product, drying and weighing it.
PERFORMANCE	Batts: No settling when properly installed. Blown-In: May settle up to 2%. Virtually no reduction in thermal performance.	Cellulose insulation can settle up to 20% in attics, which means more inches blown to achieve same R-Value.
PRODUCTIVITY	A fully loaded truck of fiberglass insulation will insulate twice the wall area as cellulose insulation.	Cellulose insulation takes up more space per truckload, limiting the number of jobs and square feet you can install in a day.
HEALTH	Fiberglass insulation fibers have been tested for safety and are designed to dissolve in the body if inhaled.	There is no testing for cellulose insulation fibers.
TRUST	Owens Corning® is a proven brand name with consistent product quality that no other competitor can match and that you and home buyers can both trust.	



Fire Safety

Cellulose is naturally flammable and contains up to 20% chemically based fire retardants to reduce flammability.¹ Fiberglass insulation is naturally non-combustible and does not require fire retardant.²



Performance

In attics, fiberglass insulation settles at a negligible rate, less than ~2%; cellulose insulation can settle up to 20%.⁷ Which means more bags of cellulose insulation are required to achieve the same R-value.



Installation

Fiberglass insulation installs in walls dry and does not absorb moisture. Wet applied cellulose insulation requires up to 24 hours or more to dry out, reducing jobsite productivity. If wall cavities are enclosed before the cellulose insulation has balanced moisture content, mold may develop.³



Productivity

Cellulose insulation takes up more space per truckload, limiting the number of jobs you can complete in a day. A fully loaded truckload of fiberglass insulation will insulate twice the wall area as cellulose insulation.⁹



Profitability

Cellulose insulation requires expensive equipment to install and maintain—as much as \$8,000-\$9,000 more than fiberglass insulation equipment.⁴



Health

Fiberglass insulation fibers have been tested for safety and are designed to dissolve in the body if inhaled. There is no testing for cellulose insulation fibers.



Code Compliance

As codes shift, Owens Corning® Fiberglas® insulation has a clear advantage and can meet R-15 in the wall. Cellulose insulation caps out at R-13 in a 2x4 wall.⁵



Trust

Owens Corning® is a proven brand name with consistent product quality and that you and home buyers can both trust.



Certified / Accredited

Owens Corning® ProPink® L77 Loosefill Insulation is rated Platinum, under the Cradle to Cradle Material Health Certification, the best rating possible for health impacts⁶, and Owens Corning® Batts are rated Gold⁶; To date, cellulose insulation has not been assessed for health impact. ProPink® L77 Loosefill Insulation has also achieved GREENGUARD® Gold Certification⁷ and is validated to be Formaldehyde free.

1. <https://www2.buildinggreen.com/article/flame-retardants-under-fire>

2. Fiberglass insulation is naturally fire resistant, but faced insulation will contribute to flame spread unless flame-resistant materials are used. Richard T. Bynum, Jr., Insulation Handbook (New York: McGraw-Hill, 2011.)

3. www.mnshi.umn.edu/kb/scale/insulation_densepack.html

4. Initial purchase and maintenance of vacuum, water pump, wall scrubber, and tanks add incremental costs.

5. <http://www.carolinafibers.com/downloads/insulation/CoverageChart-Borate-30-2014.pdf>

6. The Material Health Certificate is issued by the Cradle to Cradle Products Innovation Institute.

7. GREENGUARD Certified products are certified to GREENGUARD standards for low chemical emissions into indoor air during product usage. For more information, visit ul.com

8. Abe Kruger and Carl Seville, Green Building, Principles and Practices in Residential Construction (Cengage Learning, 2012)

9. Fiberglass insulation: 21 sq. ft. of R-14 wall per cu. ft. of truck space vs. Cellulose insulation: 10 sq. ft. of R-13 wall per cu. ft. of truck space



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