



Dial Up Comfort in Your Home and Your Life

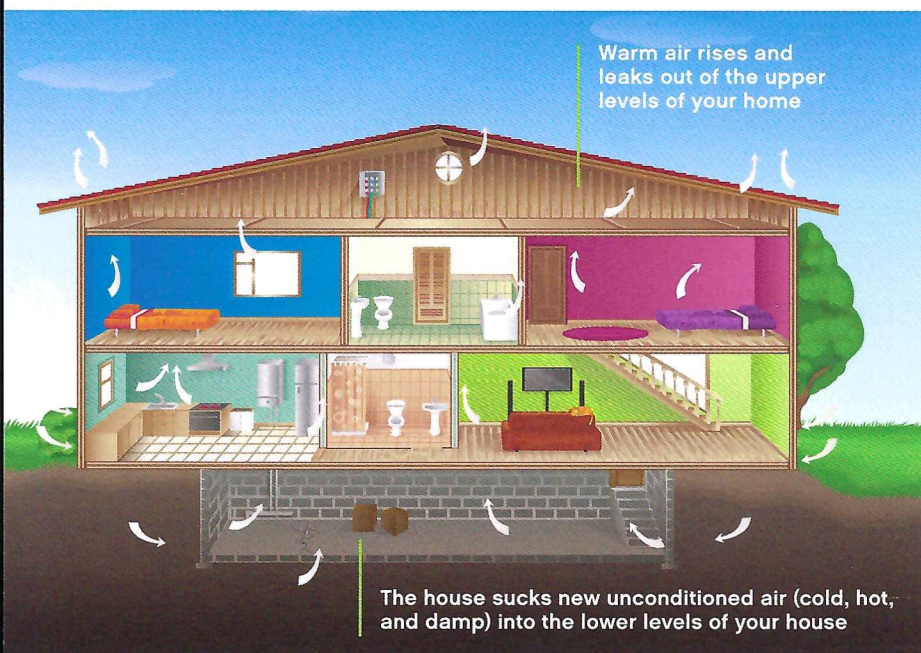


## The Value of Home Insulation

When we heat our homes in winter, the hot air rises to the top of the house and leaks out in dozens of places. In the summer, the hot air seeps inside our home through those same leaks. Plus, dust and allergens come with it.

The conditioned air escapes, taking our comfort and money with it and making us uncomfortable year-round.

By re-insulating your attic and sealing air leaks at the top of your house, you can make rooms at the bottom of your house less drafty. This keeps you warmer in the winter and cooler in the summer while also lowering your heating and cooling costs. In addition, when you insulate other areas of your home, you achieve an even more quiet, comfortable, safe, and healthy home environment.



### SANCTUARY® Homeowner Checklist

- ✓ Comfortable home
- ✓ Lower utility bills and save energy
- ✓ Better indoor air quality
- ✓ A quieter home
- ✓ Lower my family's global impact

## 5 Most Important Areas to Insulate

### YOUR ATTIC

If you don't insulate your attic, heat will escape through the roof and cool outside air will flow into your space. Therefore, you should prioritize insulating your attic, especially its floor.

### ALL WALLS

Wall insulation primarily helps with comfort and privacy by creating a barrier between the inside and outside of your living spaces. To prevent drafts and equalize temperatures across rooms and floors, you should insulate exterior walls. Another perk of wall insulation is that it can break the path of sound to reduce noise from outside and from room-to-room.

### YOUR BASEMENT

Do you have an unfinished basement? Does it always seem chilly? Insulation will instantly add warmth to this area of your home. Finally, once you add insulation to your basement, your heating and cooling systems won't have to work as hard.

### ALL CEILINGS

Since heat rises, your home quickly loses heat through its ceilings in the winter. Come summer, you'll find the highest points of your home to be extremely hot. Insulated ceilings can slow heat transfer and help subside these drastic temperature changes so spaces stay warm in colder months and cool in warmer months.

### ALL FLOORS

If floors in the unheated areas of the home, such as your crawl space or garage, are uninsulated, they quickly lose conditioned air and heat. Insulated floors help eliminate drafts, reduce moisture, and retain heated and cooled air. Furthermore, insulated floors decrease noise.

## In a Hectic World, Your Home Should Be Your Sanctuary

SANCTUARY® brings more peace, quiet, and comfort to a house while supporting the health and well-being of those who call it home.

# 6 to 7

times the average adult wakes up each night

Environmental factors such as loud noises can momentarily wake up the average adult 6 to 7 times each night.<sup>1</sup>

# 90%

of our time is spent indoors

We spend nearly 90% of our time indoors, where pollutants can be 2-5 times higher than outdoor levels.<sup>1</sup>

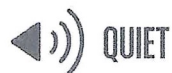
# 3.9B

could be saved by lowering noise

An estimated \$3.9B each year could be saved in the U.S. in treating cardiovascular diseases by lowering environmental noise by 5 decibels.<sup>2</sup>

### NOISE EXPOSURE CAUSES

hypertension cases **14%** high cholesterol cases **9%**



### 60% Reduction in Sound Power<sup>3</sup>

Where air flows, sound follows. SANCTUARY® Insulation is engineered to fill the nooks and crannies and muffle sounds that typically infiltrate and reverberate through homes.



### Regulate Temperatures

If all of the rooms in your home aren't comfortable year-round, it's time to upgrade your insulation. SANCTUARY® will regulate overall room-by-room temperature and keep your home cooler in the summer and warmer in the winter.



### Improved Well Being

Dust and other pollutants are stopped at the surface of the SANCTUARY® Insulation, reducing the pathway for outdoor allergens and allowing you to enjoy better indoor air quality.



### Save up to 20% on Heating & Cooling Costs<sup>4</sup>

Over 50% of your utility expenses are related to heating and cooling. You can save on these costs and keep your home more comfortable throughout the year when you insulate with SANCTUARY®.



### Enhanced Fire Resistance

SANCTUARY® contains active fire-resistant materials and is better at resisting fire than most conventional residential insulation products. In a large-scale fire test, it lasted 60% longer than fiberglass batts.<sup>5</sup>



### Lower Carbon Footprint

Because SANCTUARY® is made of 85% recycled paper, or plant fibers, carbon stays locked in for the life of the product. A home that is insulated with SANCTUARY® locks up 1.34<sup>6</sup> tons of carbon — that is equal to planting 3,600 trees.



<sup>1</sup> U.S. Environmental Protection Agency, 1997. The total exposure assessment methodology (TEAM) study: Summary and analysis. EPA/600/R-97/002a. Washington, DC.

<sup>2</sup> American Journal of Industrial Medicine in 2010 - Centers for Disease Control and Prevention's National Institute for Occupational Safety and Health (NIOSH).

<sup>3</sup> In field testing on identical 2x4 exterior wall types, Greenfiber® R-13 Stabilized Spray-Applied Insulation outperforms R-16 unfaced fiberglass batts by 4 dB in rating points, which equates to a 60% reduction in sound power. The weak point in the assembly such as flanking through windows and doors will diminish the value of the reduction in sound power. Reduction in sound power is achieved through retrofitting, dense-packing or spray applying Greenfiber® into exterior walls (contractor installation is recommended for these applications). See manufacturer's installation guide for full details on how to install to meet specifications.

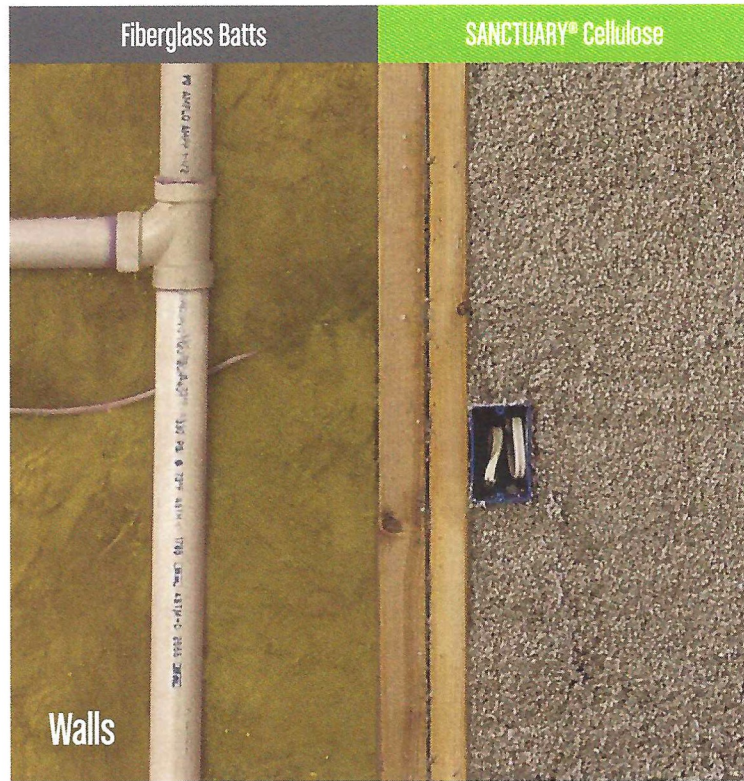
<sup>4</sup> Savings vary. Find out why in the seller's fact sheet on R-values. Higher R-values mean greater insulating power. Energy analysis of climate zones 1-7 using 2010 IECC reference home comparing R11 attic to DOE recommended attic insulation by climate.

<sup>5</sup> Test Program comparing: (1) an uninsulated structure, (2) a structure insulated with R-13 fiberglass batts (wall cavities) and blown-in, loose-fill insulation (attic floor), and (3) a structure insulated with Greenfiber's cellulose insulation using spray applied cellulose insulation (wall cavities) and blown-in, loose-fill cellulose insulation (attic floor) - Prepared by Steven Winter Associates Inc. As demonstrated by The Large-Scale Outdoor Fire.

<sup>6</sup> Based on installing 235 bags of SANCTUARY® in the attic and walls of homes using CIMA/CIMAC LCA for manufacturing and the WWF Biogenic Carbon Footprint Calculator for Harvested Wood Products. Tree sequestration statistics are based on the EPA Greenhouse Gas Equivalencies Calculator. <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>

## Why Choose SANCTUARY® Cellulose Insulation Over Other Types of Insulation

SANCTUARY® Cellulose Insulation by Greenfiber® can be installed over existing attic insulation and added to walls to offer advantages you've probably never thought about. Because SANCTUARY® is a high density insulation that is engineered to fill the tiny joints, crevices, and gaps, it's capable of creating a dense barrier that reduces air infiltration and mitigates sound.



### HOW CAN YOU MAKE THIS UPGRADE MORE AFFORDABLE?

You can spend less on your attic sealing and insulation project by taking advantage of federal tax credits and utility rebates offered in some parts of the country.

Beginning in 2023, the Energy Efficient Home Improvement Credit will be worth 30% of the total cost of eligible insulation projects up to \$1,200 per year.

Visit: <https://www.energystar.gov/rebate-finder> to learn more.

SAVE UP TO  
**\$1200**



ON YOUR  
TAXES WHEN  
WE INSULATE  
YOUR HOME

## Choose to Upgrade Your Wellness With SANCTUARY®

When you install SANCTUARY® Insulation by Greenfiber® you can be confident that you have chosen a product that offers a greater, lasting sense of well-being and makes your home your safe sanctuary.

To learn more visit: [greenfiber.com/sanctuary](https://greenfiber.com/sanctuary)