

**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**

*"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. To learn more visit [www.cellulose.org](http://www.cellulose.org)



# Cellulose Insulation

The *Environmental* Choice

The *Performance* Choice

The *Right* Choice

A Consumer's Guide to Cellulose Insulation





# The Environment

Cellulose insulation is one of the greenest products on the market today and will allow you to make a positive contribution to the environment without sacrificing performance. Save money on utility bills and keep your family warm and comfortable, safe in the knowledge you have made the smart choice.

## “Going Green” 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.

- 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 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 the energy used to make the final product. Fiberglass, the most widely used insulation, has 10 times more embodied energy than cellulose and foam products have even more.
- 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 which does not. In the event of a natural disaster, only paper will be spread around for clean-up and not something that will never decompose.
- Local paper recycling programs bring 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 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”?



Check with your local utility company for incentives to use cellulose insulation.

# The Performance

## 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.

When comparing the price of cellulose to other products, it is important to compare the extra benefits, such as sound insulation and the environmental benefits.

According to the Minnesota Green Affordable Housing Guide:

- Cellulose Insulation has the lowest Cost per square foot per R-Value

When Cellulose is used, it creates a 100% seamless seal which makes a home up to 36% tighter than fiberglass. With its higher density and ability to seamlessly cover and fill 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.

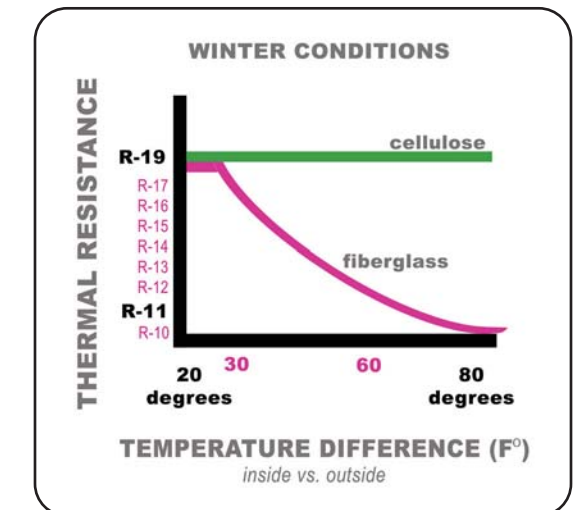


## Are you getting the best protection?

If you want peace of mind that you are getting what you pay for then take a closer look at the performance of Cellulose insulation.

A study conducted by the Oak Ridge National Laboratory shows that Cellulose Insulation stands up even under the coldest weather conditions.

If you install R-38 insulation you should expect to get R-38 insulation - regardless of the weather outside. Cellulose insulation gives you that protection.



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



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.