



“There’s a right way and wrong way

to do an insulation job.”

Making the good life better at

S U N C I T Y H U N T L E Y

A sense of community. The feeling of belonging. Being socially connected, right in your own neighborhood. Whatever the terminology, it’s the topic of choice today among large-scale home builders and developers. It has even been heralded as the defining characteristic of residential developments in the 21st century.

Some developers are more successful at delivering on that promise than others. But rarely do any take that vision to a whole new level by offering a totally different lifestyle. Except for one.

In the newest Sun City, in Huntley, Illinois, developer Del Webb promises prospective residents (55 years old or “better”) an unparalleled lifestyle, one that provides the perfect mix of adventure, recreation, serenity, comfort and convenience. It’s a pledge the developer has already made good on in several Southwestern communities. Now, for the first time, that attractive Sun Belt lifestyle is available in the nation’s Heartland—on a scale that dwarfs many of the small Midwestern towns that surround it. And the promise of comfortable living is assured by Del Webb’s tenacious commitment to quality construction standards...and by premium building insulation from Knauf.



The sprawling 2,000-acre Sun City Huntley features a championship 18-hole golf course and beautifully landscaped walkways. Nearly a third of the land area is set aside for parks and playgrounds.

Redefining the RETIREMENT COMMUNITY

One can quickly get a sense of what life is like in a Del Webb “active adult” community from the company’s familiar slogan alone: *Retire from work. Not life.*™ But only a firsthand visit conveys the overwhelming number of opportunities for an active lifestyle and the sheer scale of the project. At Sun City Huntley, the sprawling 2,000-acre community includes (at final build-out) more than 5,500 homes comfortably nestled among rolling hills, a scenic 18-hole championship golf course and beautifully landscaped parks, terraces and walkways. A full 30 percent of the land area is set aside for parks with playgrounds, streams and a fishing pond.

Every day, residents have access to just about any community activity that suits their fancy, from recreational pursuits like golf, swimming or billiards to slower-paced interests such as photography, fishing, ceramics or bridge. A 77,000 sq. ft., multi-million-dollar Recreation Center and its campus feature a phenomenal variety of hobby, craft and exercise facilities.

***Retire from work. Not life.*™**

Even a partial list of the amenities is impressive: fireplaces with cozy sitting areas, an outdoor pool and an indoor pool with a walking

track above it, a fitness and aerobics room, a ballroom with a stage, tennis courts, a wellness center, a sewing room, a ceramics studio and even a computer room/lab.

If that’s not enough to keep them busy, Sun City residents are just minutes away from first-class shopping and less than an hour’s drive from the panoramic entertainment and sports venues of downtown Chicago. But for all that, many residents often choose just to enjoy the quiet comfort of their Sun City homes. And for good reason.



Available home models include 11 best-selling floor plans from other Sun City communities. Base prices range from \$160,950 to \$295,950, but with the wide variety of options, upgrades and premium sites available, finished prices for some deluxe homes approach \$1 million.

Sun City Huntley home models range in size from 1,100 to 2,600 square feet. Buyers can upgrade standard insulation packages from R-13 to R-15 batts in sidewalls and from R-30 to R-38 (batts and blown) insulation in ceilings.

Many options, ONE QUALITY STANDARD

Despite a wide variety of home styles and optional upgrades to choose from, it's hard for prospective home buyers to go wrong. Available models, which were first offered for sale in August 1998, include 11 best-selling floor plans from other Sun City communities, slightly modified to better suit the Midwestern lifestyle. The single-family, one-level ranch style homes feature two or three bedrooms and a two-car garage; typical upgrades include a basement, an added mud room and a three-car garage. Sizes range from approximately 1,100 square feet to 2,600 square feet, on lot sizes of 110' by 50', 70' or 80', depending on the model category. Base home prices range from the low \$100,000's to the high \$200,000's, but with additional charges for premium sites, basements, and a wide variety of upgrades and extras, finished prices for some deluxe homes approach \$1 million.

While prospective home buyers can take comfort in Del Webb's 70-plus years of experience and a generous list of included features, they get additional assurance from the company's up-front commitment to quality, endurance and integrity. "We focus on the long-term performance of the product," says Bernie Pallardy, manager of construction operations. "That means we build in a lot of details and quality features that the buyer doesn't always see, like



low-E glass in the windows. We also focus on attention to detail in the construction and finish work. We have very strict quality-control procedures, including a mid-construction walk-through with the buyers, so we can make sure everything is done correctly the first time."

Raising the COMFORT STANDARD

Strict standards and unseen quality features extend even to the building insulation. Standard insulation packages include R-13 Knauf kraft-faced batts in the walls and R-30 Knauf insulation (R-11 batts and R-19 blown insulation) in the ceiling—which meets the Illinois Model Energy Code standards. But Del Webb and the insulation contractor, K. Reinke, Jr. (Dundee, Ill.), aren't satisfied with standard installation practices to meet code. In offset "hip corners", for example, it's difficult for installers to blow insulation into the attic space, so the companies use more-expensive batt insulation to make sure R-30 thermal levels are guaranteed.

Prospective buyers can also ensure they stay warmer and save money during the cold northern Illinois winters by ordering an energy upgrade package. The package includes higher insulation levels (R-15 in the walls and R-38 in the ceilings), an insulated garage, upgraded house wrap, a higher-efficiency furnace (from 80% to 90% AFUE) and an upgraded programmable thermostat.

And while it's not an official option yet, some buyers have requested a sound package, which consists of Knauf QuietTherm™ insulation in interior walls. Most requests to date have been for insulating walls between bathrooms and living areas,

but interest in sound insulation for home theaters is growing. "We're not currently offering acoustical insulation as a packaged option," says Pallardy. "But if we offered homeowners a sound package, they would buy it."

Painstaking ATTENTION TO DETAIL

While proper thermal efficiency and acoustical performance are important to Del Webb, the visual aspects of an insulation job hold a high priority, too—and are thoroughly inspected. "My standards for a quality insulation job include the way it looks for the customer walk-through," explains Pallardy. "The batts need to be straight and not over-compressed or tucked in, and they need to be tight against the studs. I also expect to see that a lot of care was taken to prevent air infiltration and to do a clean, neat job. We take homeowners through the house because we want them to see exactly what they're going to get, and having a professional-looking insulation job is important."

Pallardy's relentless pursuit of quality is not lost on Lantz Rakow, general manager of Reinke, which has been in business 30 years and has about 100 employees at its four Illinois offices. "There's a right way and a wrong way to do an insulation job," he says. "And Bernie's very astute: He's taught me a few things. The key things to him are keeping the schedule and not having any callbacks. He wants to do the job right—first time, every time. He can tell the difference between a good insulation job and a bad one simply by walking through the house. A bad job will have a lot of compression in the batts and gaps in the framing that aren't stuffed with insulation. Our standards are much higher than that, and so are Bernie's. That's one of the reasons this job has gone so well."



A shared commitment to high standards in insulation work helped make the job go smoothly for Reinke and Del Webb. Pictured above (l to r): Mark Fitzgerald, Del Webb; Dick Schwerman, Bob Britton, Knauf; Bernie Pallardy, Del Webb; Chris Brown, Knauf; Lantz Rakow, Reinke.

(Cut along this dotted line (at 7 7/8"), but do NOT print the line itself.)

Visitors to Sun City Huntley's gardenlike model village (right) stroll through winding cobblestone paths, complete with festive music and a refreshing coffee shop.



Prospective buyers can witness Del Webb's commitment to quality construction firsthand, as certain display homes (below) feature exposed framing and miniature construction models.



Fighting for TIME SAVINGS

On the other hand, one factor that has threatened to slow down the job is, ironically, the popularity of the Knauf product with Rakow's crew. In fact, it regularly leads to some "family feuds" at the warehouse.

"We actually have fights over who gets the Knauf material first," says Mike Konieczski, an installer who's been with Reinke for 15 years. "At the warehouse, it's first come, first served. That's why we get there early. If a truckload of Knauf comes in, everyone fights for it. We unload the Knauf material first before we take anything else from the warehouse.

It's funny to sit there and watch us: 50 guys fighting over which material to take. In half an hour, the Knauf truckload's gone."

Konieczski attributes the good-natured clashes to some of the characteristics of the Knauf batts that make his job faster and easier. "The Knauf material is just nicer to work with," he says. "It's cleaner, there's not as much dust, and it cuts easier. And you don't get clumps of tar [facing adhesive] to slow your knife down or big, rough chunks of glass inside the batts. That's why it's so popular."

(Cut along this dotted line (at 7 7/8"), but do NOT print the line itself.)



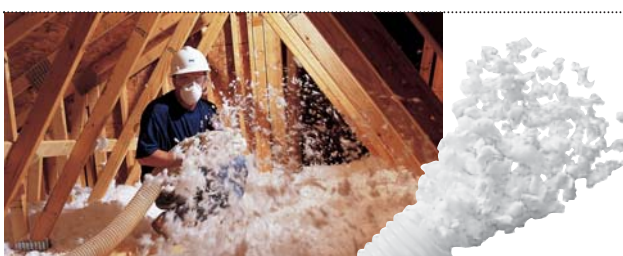
BATT INSULATION



HIGH-DENSITY BATT INSULATION



QUIETTHERM™ INSULATION



CLASS A BLOWING INSULATION

PROJECT PROFILE

- Facility:
Del Webb's Sun City Huntley, Illinois
- Area:
1,997 acres
- Homes:
5,574 (projected)
2- and 3-bedroom
- Size:
1,130 sq. ft.
to 2,635 sq. ft.
- Price Range:
\$160,950 to
\$295,950 (base)
- Developer:
Del Webb Corporation
- Insulation Contractor:
K. Reinke, Jr. & Co.
- Knauf Products:
Batt Insulation
High-Density Batt Insulation
QuietTherm™ Insulation
Class A Blowing Insulation



Customer Service

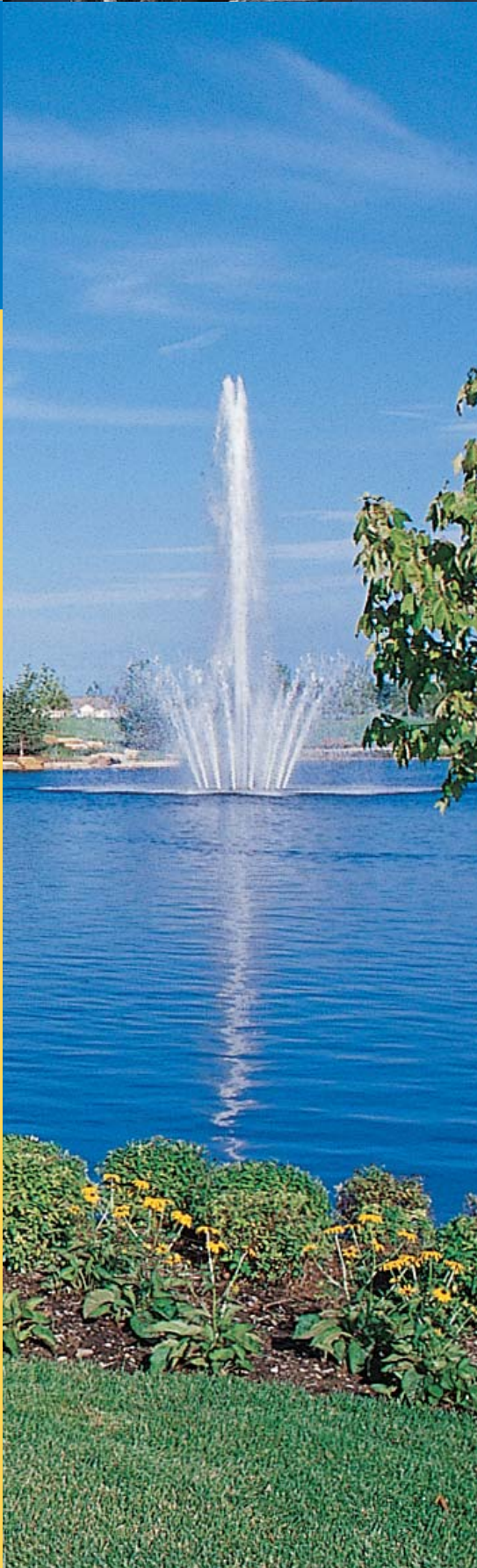
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Top, left to right: Del Webb's priorities in an insulation job are keeping to schedule and preventing call-backs. The insulation contractor's crew actually fought for the chance to use Knauf material because it was easy to work with and made their job go faster. Right: The familiar Sun City slogan—*Retire from work. Not life.*—is reflected in the abundance of recreational opportunities, including fishing ponds and beautiful parks.

The in-fighting over the Knauf material doesn't especially bother Rakow, since it's contributing to the overall goal of building quality homes. "Using a quality product that our crews like is important," he says. "Del Webb is a very good builder, and the entire company is focused on delivering a quality product. They do their part by being responsive and helping us resolve problems quickly. Our part is to do a quality installation, so they can be proud to show it to their customers. I believe the Knauf product helps us do that."

"We actually have fights over who gets the Knauf material first. At the warehouse, it's first come, first served. That's why we get there early."

Based on the comments by Pallardy and Rakow, it seems clear that Reinke can help Del Webb build homes that will deliver on the Sun City promise of a more comfortable lifestyle. What's not clear is whether Del Webb can help Reinke's crew resolve its domestic squabbles over the Knauf product. But Rakow has a fairly simple solution: occasionally just lock up the Knauf semi. "I have to force the guys working on our other jobs to get another product out of the warehouse instead of using Knauf," he complains. "If I didn't, they would never use any other insulation, as long as there was Knauf material available."



Knauf Shines at Sun City

Del Webb's Sun City, Huntley, Illinois



Field Bulletin

Knauf insulation makes life more comfortable at 5,500-home community.

This is my insulation.™

