ECOFILL® Wx

KNAUF INSULATION
it's time to save energy

The Ideal Solution vs. Cellulose

for Walls and Attics

FOR WALLS

EcoFill® Wx delivers excellent thermal properties for sidewalls. When dense packed at 2.2 pcf, EcoFill Wx thoroughly fills gaps around pipes, wires and obstructions, resulting in much more effective temperature control in homes. And since EcoFill Wx is packed snuggly inside the wall cavity, air infiltration is not a problem. EcoFill Wx can achieve R-values of R-15 in 2 x 4 construction and R-23 in 2 x 6 construction. Compare that to cellulose which can provide a maximum R-value of only R-13 in 2 x 4 construction!

FOR ATTICS

The excellent thermal efficiency of EcoFill Wx allows for more square feet of coverage per pound. EcoFill Wx is easy to apply over existing loose fill or batts, and achieves high thermal performance per inch without adding unnecessary weight to existing drywall or plaster ceilings. Best of all, EcoFill Wx blows fast and clean, making it very easy on the installer. Compare that to the dust storm you get when installing cellulose!

NEVER SETTLE FOR LESS

A 5-year third party settling study predicted settlement of glass fiber Blowing Insulation over a 20 year period should be 1.5% or less! That means you can be assured that the stated R-value of EcoFill Wx will be maintained over the life of the home. Compare that to cellulose which will settle by at least 10%! That's a lot of waste.

Check out the side by side comparison of EcoFill Wx vs. Cellulose below

WALLS	**Dense Pack EcoFill Wx (R-15)**	**Dense Pack Cellulose (R-13)**
Number of bags needed	39.3 bags	65 bags
Estimated install time per bag	10 minutes per bag	7.5 minutes per bag
Estimated time to complete	393 minutes	488 minutes
ATTIC	**Open Blow EcoFill Wx (R-49)**	**Open Blow Cellulose (R-49)**
Number of bags needed	31.2 bags	86 bags
Estimated install time per bag	2.75 minutes per bag	1 minute per bag
Estimated time to complete	85 minutes	86 minutes
COMPLETE HOUSE	**Dense Pack EcoFill Wx & Open Blow**	**Dense Pack + Open Blow**
Total number of bags needed	60.5 bags	151 bags
Estimated total install time*	479 minutes	574 minutes
Maximum R Value - Walls	R15 (2 x 4) and R23 (2 x 6)	R13
Fire Retardant used	None - glass does not burn	Borate/Ammonium Sulfate
Fire Retardant amount	None	536 pounds
Recycling Impact	2,124 glass bottles saved from US landfills	496 Sunday newspapers

Assumptions: Existing home with 1,752 net square feet for Walls and 1,188 net square feet for Attic. Product comparison is based on GreenFiber product IS770 - 25lb bag.

THERE IS SIMPLY NO COMPARISON!

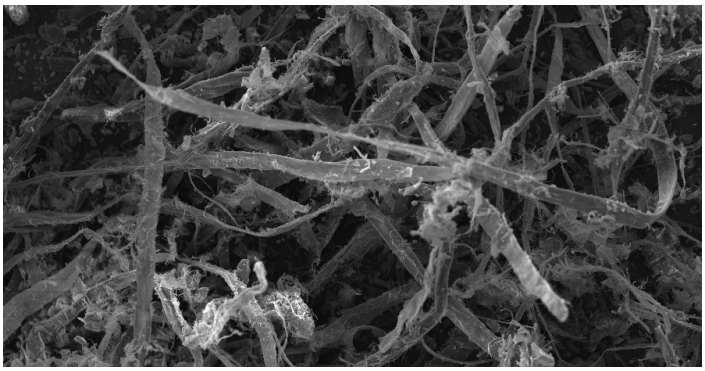
- EcoFill Wx achieves better thermal performance vs. cellulose; More R-value for the money!
- EcoFill Wx requires 80 fewer bags of material vs. cellulose; Less handling, less space, less wear & tear
- EcoFill Wx requires 20% LESS time* to install vs. cellulose; Less installation time = fewer labor hours = better margins
- EcoFill Wx won't settle like cellulose. No settling = consistent R-value for life of the home
- EcoFill Wx never creates a dust storm like cellulose; safer to work with because vision is never impaired
- EcoFill Wx leaves cellulose in the DUST!

* Based on 30% time savings for Wall applications and comparable installation time for attic.

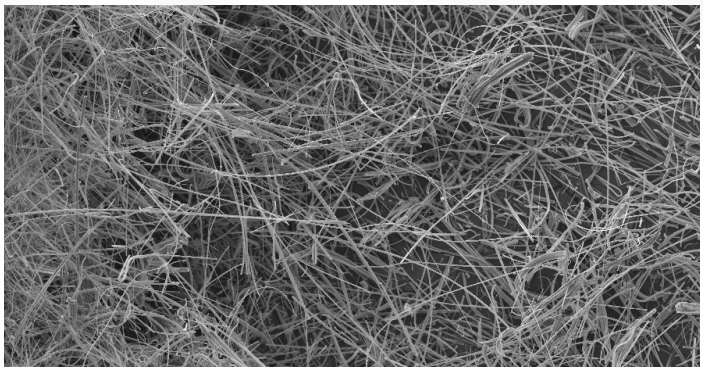
** Based on a five year study entitled "Study of the Thickness Settling of Dry Applied Attic Open Blow Mineral Fiber Loose-fill Insulations in Site Built Test Homes", Fifth Year Report. February 2009. Report No. 3187_02152009, NAHB Research Center, Inc.

EcoFill® Wx Leaves Cellulose in the DUST!

Look at these photomicrographs of Glass Mineral Wool and Cellulose at the same 100x magnification:



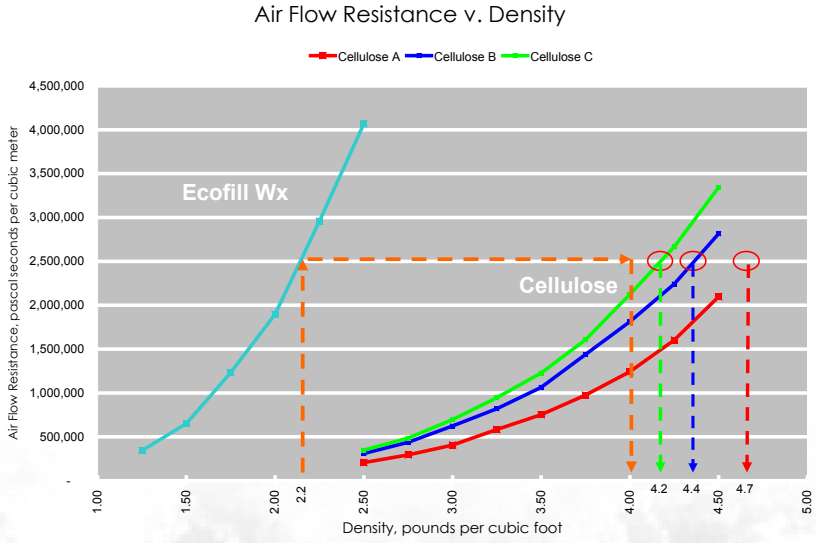
Cellulose at 100x



Glass Mineral Wool at 100x

When viewed at this magnification, it is easy to see that the cellulose fibers on the left are large and coarse. Conversely, the fiberglass fibers on the right are much finer and bind together nicely when dense-packed. This is why fiberglass is able to achieve such strong thermal performance with less than HALF the material.

The graph below shows that at 2.2 pcf density Ecofill Wx achieves better air flow resistance than three different brands of cellulose at 4 pcf. Additionally, as shown on the graph, the data reveal that the three different cellulose products would have to be installed at 4.2, 4.4 and 4.7 pcf respectively, to equal the air flow resistance performance of Ecofill Wx at its dense packed density of 2.2 pcf.



So remember, when it comes to EcoFill Wx vs. Cellulose:

Don't be DENSE
Don't SETTLE for less
Don't be left in the DUST!

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