

Insulation

*It's more important
than you think*



CertainTeed
SAINT-GOBAIN

Insulation. Now's the time.



It's time to think beyond countertops and cabinets to what's going inside your walls. Here's why you should take an active role in deciding which products go into your home.

Because there's a lot more to it than you may think.

Insulation can – and should – do more than help maintain a comfortable temperature within your home. If you're planning to remodel, renovate or build a home, you need to know how insulation can help keep your family truly comfortable and protect your investment.

Because what you're insulating matters.

It's not just your exterior walls that need insulation. It's crucial to insulate attics, basements and crawlspaces as well – and insulating the walls between rooms can make a big difference too.

Because you need to get it right the first time.

With many of the decisions you'll make building or remodeling your home, it's not the end of the world if you find your choice was not quite right. But if you discover moisture, noise, air tightness or temperature problems after your walls are closed up, fixing them would be difficult and expensive.

THE CERTAINTEED DIFFERENCE

No other manufacturer has CertainTeed's depth of building science knowledge and expertise. We are constantly innovating and stand at the forefront of product development.

We offer a wide selection of high-performance insulation products, each one scientifically developed to provide the maximum in comfort, energy savings – and maybe even a higher resale value.



A more comfortable home, a healthier home, depends on the right insulation

Comfort starts with maintaining consistent temperatures throughout your home. But **Complete Comfort** comes when your home is free from drafts, irritating noise levels, and the damage to your home and family's health that can occur when moisture gets into your walls.



- **Thermal Performance**

Insulation creates a more comfortable home by keeping heated air where it belongs: inside your home in winter, outside in summer. It also helps you save energy – and the natural resources needed to generate that energy.

- **Air Tightness**

Sealing air leaks prevents unpleasant drafts, improves thermal performance and indoor air quality, and helps lessen the disturbance of outdoor noises.

- **Moisture Management**

Smart vapor retarders keep your walls dry and help reduce the risk of mold, mildew and structural decay within your walls, promoting a healthier indoor environment.

- **Acoustics**

Insulation helps block unwanted noises from outside your home and limits room-to-room noise.



SUSTAINABLE FIBER GLASS INSULATION

It's only natural

Insulation is naturally beneficial for you and the environment. It keeps heated air inside when it's cold and outside when it's hot, which means your heating and cooling systems don't have to work as hard, and you save energy. When you save energy, you also save money – and the natural resources it takes to produce that energy.

CertainTeed's Sustainable Insulation[®] is made from renewable and recycled materials: just sand, recycled glass and a plant-based binder with no added formaldehyde, harsh acrylics, dyes or unnecessary fire retardants.



ok for now



better for tomorrow

DID YOU KNOW?

The recommended insulation R-value for your climate zone is only a *minimum*. **Upgrading creates an even more comfortable home that will continue to meet building codes as they evolve – and become stricter – over time.**

CertainTeed makes your choices easier

We have the products – we have the tools



1 FIBER GLASS BATTES AND ROLLS

The most widely used insulating material – providing long-lasting comfort through excellent thermal performance and reduced noise levels.

2 BLOWN-IN LOOSE FILL FIBER GLASS

Ideal for attics, closed cavities and retrofits – filling every nook and cranny even in hard-to-reach areas.

3 SMART VAPOR RETARDERS

SMARTBATT™ and MemBrain™ both block moisture and breathe to ensure your walls stay dry – helping to reduce the risk of mold, mildew and structural decay.

107%

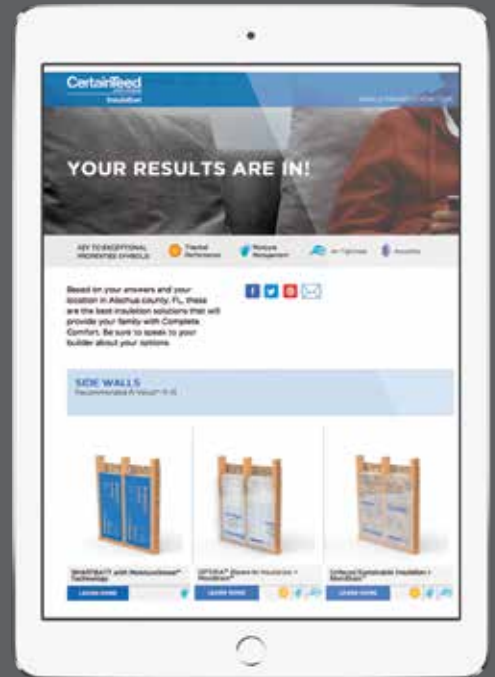
DID YOU KNOW?

Adding attic insulation is the #1 improvement you can make to enhance your home's value – it can return more than 107% on its cost.*

*Remodeling Magazine's 2017 Cost vs. Value Report



WHICH PRODUCTS ARE RIGHT FOR WHICH AREAS OF YOUR HOME?



When it's time to choose your insulation, CertainTeed has the perfect tool.

You answer just a few simple questions, then the Insulation Selection Tool guides you to products right for each area of your home.

See for yourself at certainteed.com/myinsulation



DID YOU KNOW?

Through normal activities – cooking, laundry, showering – **the average family of four generates 2 to 3 gallons of water vapor every day.** Where does that moisture go? Make sure it doesn't get into your walls. Mold, mildew and structural damage could result.

Create a More Comfortable Home

CertainTeed
SAINT-GOBAIN

Insulation

At CertainTeed, we believe in a higher level of comfort. We believe in Complete Comfort, where your insulation system successfully controls thermal performance, air tightness, moisture management, and acoustics. That's why we offer a complete line of high performance insulation products that work together to ensure every building achieves Complete Comfort.



Fiber Glass | Mold Prevention
Technical Insulation | Equipment

learn more at: certainteed.com/insulation



CertainTeed Corporation

ROOFING • SIDING • TRIM • DECKING • RAILING • FENCE • GYPSUM • CEILINGS • INSULATION

20 Moores Road Malvern, PA 19355 Professional: 800-233-8990 Consumer: 800-782-8777 certainteed.com

© 1/18 CertainTeed Corporation, Printed in the USA, Code No. 30-29-097