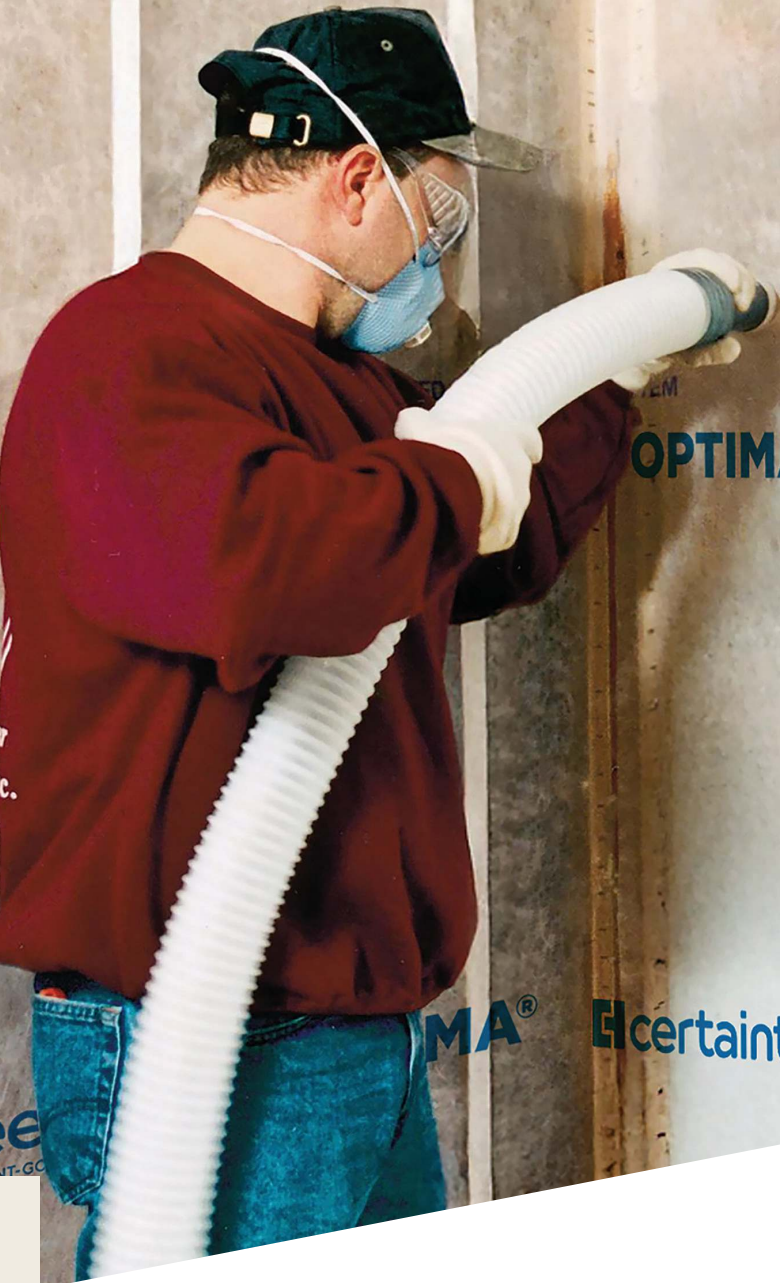


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OPTIMA[®] **Premium Blow-in Insulation System**

OPTIMA® Premium Blow-in Insulation System



Everything you're looking for in your insulation – and more.

- Specially designed for closed cavity applications
- Outstanding thermal and acoustical properties
- Achieves R-24 in 2" x 6" wall construction
- Versatile fiber design provides up to 25% faster install than other premium loose fill products
- Now with 33% increased coverage per bag at R-15
- Ideal for dense packing – achieves R-25 in 2" x 6"
- Great for midfloors and high performance hybrid applications
- Meets NFPA 13 standard for sprinkler substitution in midfloors
- 20% more MidFloor coverage with OPTIMA than with other premium loose fill products



OPTIMA® offers optimal performance – both during and after installation

If you're looking for an insulation system for closed-cavity applications, no other product installs or performs better than OPTIMA. It provides a seamless, thermally efficient blanket that fills every cavity, leaving no gaps or voids, and will not settle.

The Dry Facts

Other blown-in insulation products use water as part of the installation process. Since there is no moisture used when installing OPTIMA, there's a significantly lower chance of trapping moisture in the wall cavity, which means a much lower risk of mold or mildew problems.

Schedule Friendly

A dry installation means you can install drywall immediately after insulating (no dry-out period) – keeping you on schedule.

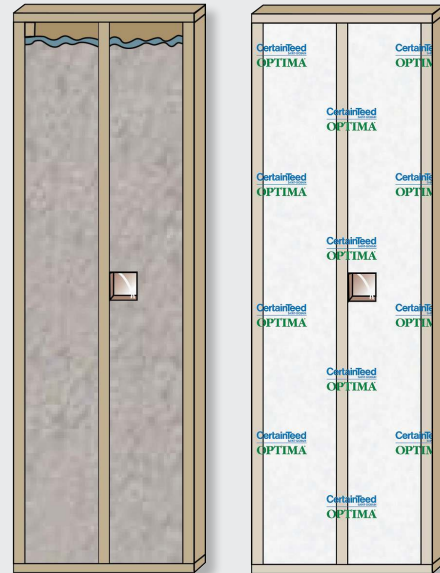
Clean Installation Clean Appearance

The OPTIMA system was specially designed to reduce fibrous dust during installation in closed cavities. Plus, the OPTIMA system offers a clean, bright, professional appearance homeowners will appreciate during walk-throughs.

Excellent Thermal Efficiency and Consistent Coverage

Because of its unique fibers, OPTIMA will not settle or separate during installation or over time – even after it's been in the wall cavity for many years. The result is sustained R-Values and better thermal efficiency. Plus, cozier homes and happier homeowners.

OPTIMA delivers an impressive R-Value of R-15 in 2" x 4" construction and R-24 in 2" x 6" construction, which provides superior thermal value when compared to other insulation types.



Other blown-in insulation may settle over time. OPTIMA doesn't – which means better, more consistent thermal efficiency over the life of the home.



OPTIMA's fibers are engineered to prevent settling over time.

OPTIMA® Keeps It Quiet



Another benefit of OPTIMA is its acoustical performance. Because it fills every gap, it delivers a consistent blanket of coverage, helping to provide a quiet oasis from the noisy outside world.

Fills Voids

Tests show that even a small gap in an insulated cavity can cause a substantial increase in heating or cooling costs. OPTIMA makes it easier for installers to provide a superior insulation job with no voids around wires, electrical boxes and pipes. And odd-sized framing assemblies are no problem. With OPTIMA, there's no cutting or fitting. The absence of voids means you're assured of full R-Value for a superior finished job and exceptional thermal efficiency.

Sustainable

OPTIMA is manufactured by CertainTeed, a company committed to sustainable building practices and a member of the United States Green Building Council (USGBC). The product is formaldehyde-free and is GREENGUARD® Gold Certified for superior indoor air quality.

OPTIMA improves energy efficiency and reduces energy consumption. It is also LEED® eligible, as are a number of other CertainTeed insulation products. You can earn credits under LEED and similar green building rating systems.

OPTIMA completely surrounds electrical boxes to help prevent costly drafts and cold spots.

OPTIMA Fabric Roll Sizes

ROLL SIZE	SQUARE FEET	SKU NUMBER
8" x 600"	5,000	409754
9" x 600"	5,500	409755
10" x 600"	6,000	409757

OPTIMA insulation is blown behind a special OPTIMA fabric, or equivalent, in new construction.



OPTIMA® – It's not just for sidewalls

OPTIMA MidFloor

Midfloor is a reference to the space between floors in residential, multifamily and commercial buildings. Using OPTIMA blown-in fiber glass insulation to fill this space improves acoustical performance by limiting the noise transmissions between floor assemblies. OPTIMA also provides high quality fire protection benefits.

Quicker, Easier, Less Expensive

- Meets NFPA 13 standard for **sprinkler substitution**
- **Installs quickly and easily** compared to sprinklers
- **Increases aesthetic appeal** – no sprinklers poking out of the ceiling, no fear of leaks
- **Costs 25% less to install** than sprinklers
- Provides “**extra mile**” **fire protection** when used in addition to sprinklers

For additional information on midfloor applications with OPTIMA, please reference the **OPTIMA MidFloor Brochure**.

Dense Pack with OPTIMA

OPTIMA premium blown-in fiber glass insulation can be used for dense pack applications where air permeance reduction is needed – typically, in the weatherization of existing homes. Historically, cellulose has been promoted as the only choice; however, using OPTIMA for dense pack can deliver a number of significant benefits. The benefits include, but are not limited to:

- Fewer packages needed (meaning less labor, handling and jobsite trash)
- Higher R-Value per inch (giving higher wall R-Values)
- EPA and BPI approved for weatherization programs and retrofit applications

For more information on dense pack with OPTIMA, please reference the **OPTIMA Dense Pack Sell Sheet**.



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