green fiber

SANCTUARY° HOME

The Built-In Wellness Your Clients Are Expecting

Your Home Should Be Your Sanctuary

The world is changing, becoming more volatile and less environmentally stable. It's becoming increasingly more difficult for people to find the quiet, comfort and safety that they need to live happily and maintain a healthy mental life.

Wellness is simply a way of life for the new generation of homebuyers, and the home is seen as essential to mental, physical and emotional well-being. In this environment, wellness-branded homes are a necessity from your clients' perspective and your opportunity to differentiate yourself in your local market.

Of all the amenities or technologies that could appeal to today's homebuyers, nothing surpasses the quiet, comfort and safety of a SANCTUARY[®] Home.



A focus on wellness in homes can result in up to a 35% price premium for single-family homes.¹



willing to pay more

An impressive 83% are willing to pay more for healthier homes.²





14% of hypertension cases cases

Noise exposure is a contributing factor in both hypertension and high cholesterol cases.³

Built-In Well-Being Sets Your Homes Apart

SANCTUARY® cellulose insulation by Greenfiber® is easy to integrate into existing building packages and plans. It's engineered to fill the tiny joints, crevices and gaps in attics, walls, floors and ceilings, creating a dense barrier capable of reducing air infiltration and mitigating sound.

Thanks to its multiple benefits, SANCTUARY[®] improves quality of life and promotes wellness, helping you build homes that are quieter, safer and more comfortable — homes that are simply more appealing at every level.

SANCTUARY HOME



SANCTUARY® Homebuilder Checklist

- Sanctuary insulation in the attic or roof-deck
- Continuous SANCTUARY® insulation in all exterior walls

Follow the journey to see how Greenfiber[®] is reducing carbon emissions that contribute to global warming.

To stop global warming and climate change, we must reduce emissionsof greenhouse gases, such as CO2, into our air. During photosynthesis trees and plants naturally absorb and lock in carbon from the atmosphere. Cutting down forests and burning fossil fuels exponentially increases emissionsat a rate that cannot be naturally controlled.

Greenfiber SANCTUARY insulation is made from recycled plantfibers which keep carbon locked in for the life of the product (think photosynthesis). This- combined with lowenergy manufacturing, short-haul distribution and regional sourcing- results in insulation with the least embodied energy of any insulation and in homesthat reduce our carbon footprint for 75 years or more.

Carbon

linxide

Converting trees into paper locks

in Carbon

During photosynthesis living trees lock in Carbon

> GREENFIBER INSULATION LOCKS IN CARBON that is EOUIVALENT TO 104K ACRES **OF FOREST** each

Trees left to rot or burn release CO₂

Your Greenfiber SANCTUARY® Home LOCKS UP **1.34 TONS OF CARBON** that is EOUAL TO PLANTING 3.600 TREES

Carhor

Dioxide

Discarded

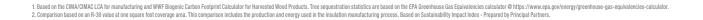
paper

releases CO₂

> Manufacturing with electric power means **13X LESS ENERGY**



IS USED[®]



GREENFIBER **DIVERTS 185K**

TONS OF PAPER

from landfills each year

SANCTUARY HOME

Unmatched Performance Every Time



60% Reduction in Sound Power¹ Reduced noise from the outside



High Efficiency Lower heating and cooling costs



1-Hour Firewall² More time to escape



Equalized Temperatures³ Elimination of "hot spots" leads to improved comfort from room to room and across multiple floors



Sustainable

Made with 85% recycled content and uses one-fifth of the energy required to manufacture competing insulation

Why SANCTUARY® by Greenfiber®

- ✓ Suitable for all climates humid or dry
- ✓ Unmatched performance in wellness and comfort
- Optimized coverage
- Carbon neutral manufacturing
- Humanizes the conversation



Attic Installation

- Can be quickly applied in open-blown attic applications or dense-packed into cathedralized slopes based on climate zones
- Performs well in extreme cold and hot climates



Wall Installation

- Can be spray-applied or dense-packed into walls, ceilings and floors
- Perfectly fills tight spaces around electrical, plumbing or HVAC features
- Reduces air infiltration and mitigates sound
- Repeatable process eliminates the need to fit, cut or split the insulation and ensures a consistent install every time

Learn About Building a SANCTUARY® Home

With SANCTUARY[®] insulation, you'll have much more to offer today's home buyers than traditional means of differentiating quality. To achieve the wellness-branded advantage of a Sanctuary Home, connect with a representative by visiting greenfiber.com or calling 800-228-0024.

CONNECT TODAY TO LEARN MORE

twohourfirewall.com • 800-228-0024

1. In field testing on identical 2x4 exterior wall types, Greenfiber[®] R-13 Stabilized Spray-Applied Insulation outperforms R-15 unfaced fiberglass batts by 4 NIC rating points (~60% reduction in sound power). The weak point in the assembly such as flanking through windows and doors will diminish the value of the reduction in sound power. The weak point in the assembly such as flanking through windows and doors will diminish the value of the reduction in sound power is achieved through retrofitting, dense-packing or spray applying Greenfiber[®] of the sagenble. Based on 1030 assembly. 3. When spray-applied or dense-packed in all exterior walls. 4. Comparison based on a R-30 value at one square foot coverage area. This comparison includes the production and energy used in the insulation manufacturing process. Based on Sustainability Impact Index - Prepared by Principal Partners. PN-SANC HOME-7.20 V2