



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

Making an Impact with Materials, Manufacturing and Distribution

To stop global warming and climate change, we must reduce emissions of greenhouse gases, such as CO₂, into our air.



1 Based on the CIMA/CIMAC LCA for manufacturing and WWF Biogenic Carbon Footprint Calculator for Harvested Wood Products. Tree sequestration statistics are based on the EPA Greenhouse Gas Equivalencies calculator @ <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>.
 2 Comparison based on an 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.
 3 Based on installing 235 bags of SANCTUARY in attic and walls of home.
 4 Greenhouse gas equivalencies calculator (1.5 acres - based on planting trees 5 feet apart, equaling 2400 trees per acre).

SANCTUARY® Cellulose Installation Is the Only Insulation that Reduces Global Warming Potential (GWP)

SANCTUARY Insulation:

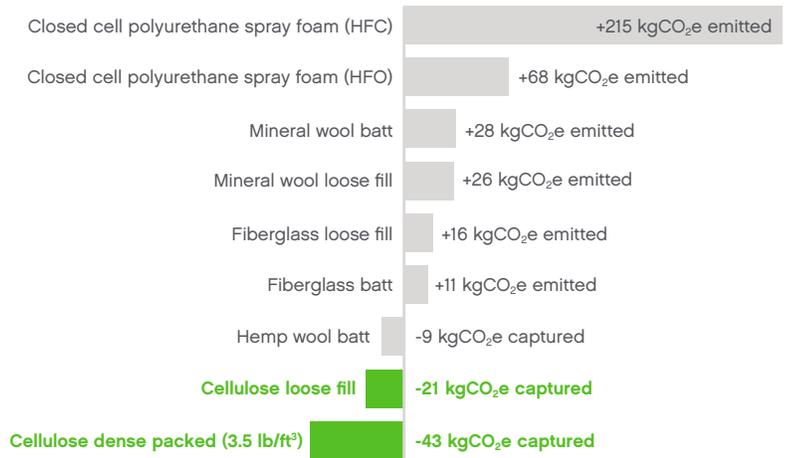
- ✓ 85% post-consumer paper
- ✓ Low-energy manufacturing
- ✓ Short haul transportation
- ✓ Least-embodied carbon of most major insulation products

Other Insulation Materials:

- ✗ Carbon intensive processes and raw material sources such as refined oil
- ✗ Long-haul transportation
- ✗ High levels of VOCs and carbon emissions

Carbon Impacts of Insulation

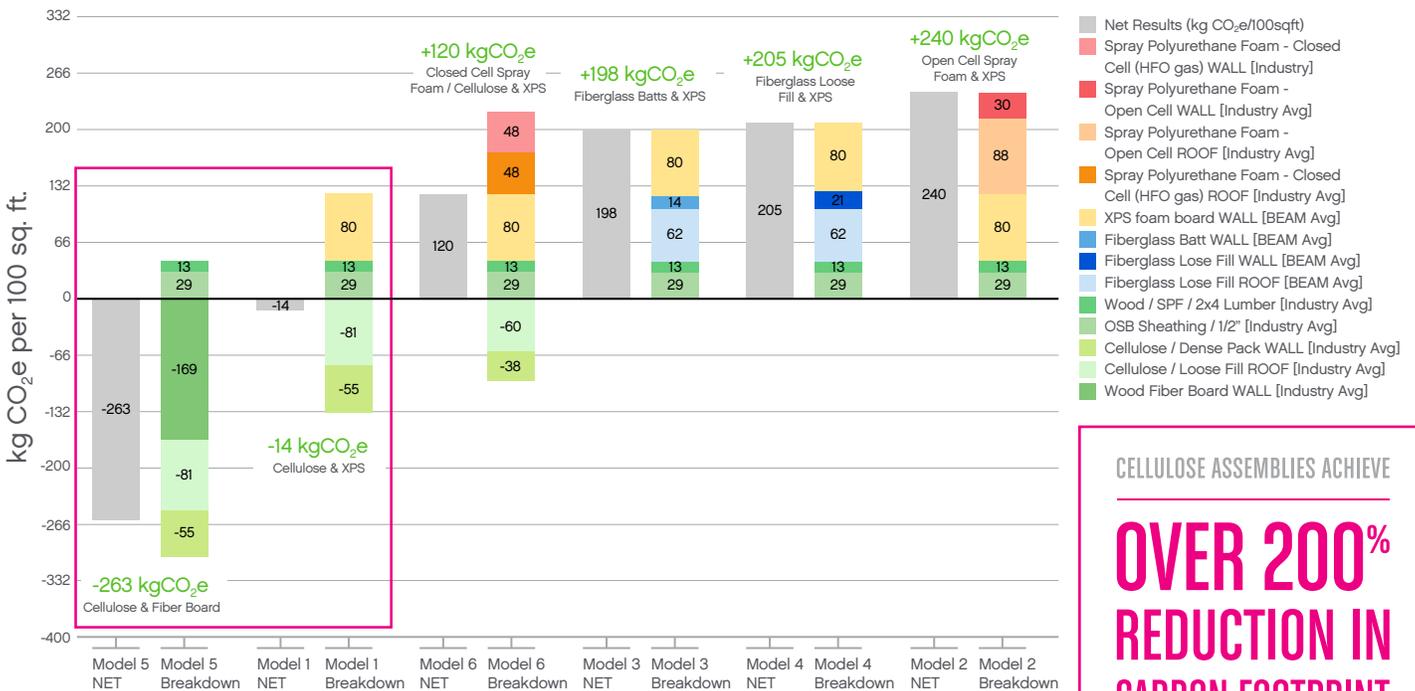
kgCO₂e per 100 sq. ft. at R-10



SANCTUARY® Insulation Can Reduce the Carbon Footprint of an Assembly - And a Whole House.

Builders for Climate Action completed a study¹ that compared the carbon footprint of 6 identical assemblies that reflect current practice in the home building sector. The BEAM tool was used to model each of these assemblies shown in the chart below².

Carbon Footprint Comparison of 6 Identical Assemblies³
R-13 Cavity Insulation, R-10 Continuous Insulation, R-38 Attic Insulation



1. Impact of Cellulose Insulation on the Carbon Footprint of Building Assemblies. greenfiber.com/support
 2. BEAM Methodology. <https://www.buildersforclimateaction.org/beam-estimator.html>
 3. Wall assemblies are the same across all samples - 100 sq. ft., 2x4 @ 16" OC w/ 25% framing factor (13 kg CO₂e) and structural sheathing (29 kg CO₂e). The differences between each arise from the type of insulation. Attic Types are all flat w/ 4:12 roof pitch.

CELLULOSE ASSEMBLIES ACHIEVE
**OVER 200%
 REDUCTION IN
 CARBON FOOTPRINT**
 PLUS HIGHEST AMOUNT
 OF CARBON STORAGE

Contact Us Today and Join Our Challenge
www.greenfiber.com/sustainability

Text: 704.397.4087 | info@aggfinsulation.com
 @Greenfiber | @Greenfiber | @GreenfiberSanctuary

