



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 CO<sub>2</sub>, 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).

## Cellulose Is the Only Insulation that Reduces Global Warming Potential (GWP)

### SANCTUARY Insulation:

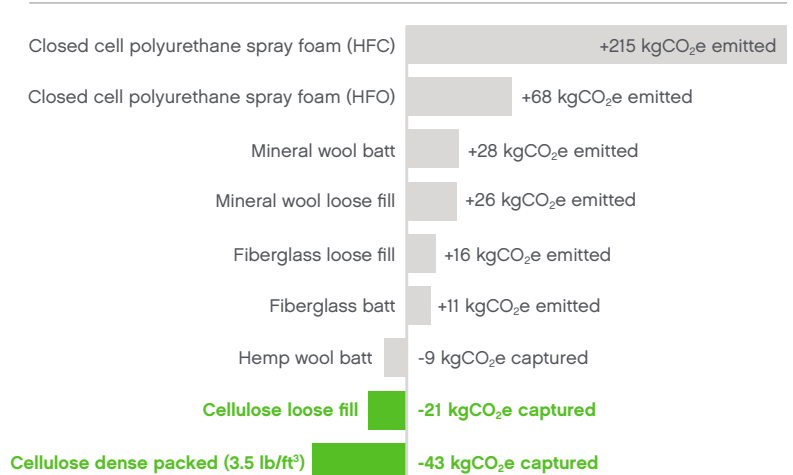
- ✓ 85% post-consumer paper
- ✓ Low-energy manufacturing
- ✓ Short haul transportation
- ✓ Least-embodied carbon of most major insulation products

### 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

### kgCO<sub>2</sub>e 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 study<sup>1</sup> that compared the carbon footprint of 5 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 below<sup>2</sup>.

Carbon Footprint Comparison of 5 Identical Assemblies<sup>3</sup>  
R-13 Cavity Insulation, R-10 Continuous Insulation, R-38 Attic Insulation



CELLULOSE ASSEMBLIES ACHIEVE

# OVER 200% REDUCTION IN CARBON FOOTPRINT

PLUS HIGHEST AMOUNT OF CARBON STORAGE

1. Impact of Cellulose Insulation on the Carbon Footprint of Building Assemblies. [greenfiber.com/support](https://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 CO<sub>2</sub>e) and structural sheathing (29 kg CO<sub>2</sub>e). The differences between each arise from the type of insulation. Attic Types are all flat w/ 4:12 roof pitch.

Contact Us Today and Join Our Challenge  
[www.greenfiber.com/sustainability](http://www.greenfiber.com/sustainability)

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