



*green*fiber®
creators of S A N C T U A R Y®

The Built-In Wellness Your Clients Are Expecting

The New Norm Is Your Next Opportunity

Recent research shows the American dream is no longer primarily defined in terms of accumulating wealth and possessions, but instead in relation to achieving a happy and healthy mental life.¹

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 a profitable opportunity from yours.

Of all the amenities or technologies that could appeal to high-end homebuyers, nothing surpasses the comfort, quiet and safety of a Sanctuary[®] Home.



35% | price premium when you focus on wellness

A focus on wellness in homes can result in up to a 35% price premium for single-family homes.²

83% | willing to pay more

An impressive 83% are willing to pay more for healthier homes.³

\$3.9B | could be saved by lowering noise

An estimated \$3.9B each year could be saved in the U.S. in treating cardiovascular diseases by lowering environmental noise by 5 decibels.⁴



Noise exposure may contribute to 14% of hypertension cases and 9% of high cholesterol cases.⁵

1. Lifestory Research - The American Dream: A State of Mind, 2015 Report. 2. Dodge Data & Analytics (2015). 3. The Farnsworth Group / KB Analytics. 4. American Journal of Preventive Medicine - Valuing Quiet - An Economic Assessment of U.S. Environmental Noise as a Cardiovascular Health Hazard. 5. American Journal of Industrial Medicine in 2018 - Centers for Disease Control and Prevention's National Institute for Occupational Safety and Health (NIOSH).

Built-In Well-Being Sets Your Homes Apart

Sanctuary® cellulose insulation from Greenfiber® is easy to integrate into existing building packages and plans. It can be loose-filled, spray-applied or dense-packed into walls, ceilings, floors and attics to create an ideal environment where homeowners feel at peace. Sanctuary is engineered to fill the tiny joints, crevices and gaps, creating a dense barrier capable of reducing air infiltration and mitigating sound.

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



Sanctuary® Homebuilder Checklist

- ✓ Sanctuary insulation in the attic or roof-deck
- ✓ Continuous Sanctuary insulation in all exterior walls
- ✓ Sanctuary insulation in a minimum of 300 square feet of interior walls

Rebate & Model Home Program

Program	Tier One: Superior Thermal Insulation	Tier Two: Outside Sound Reduction + Equalized Temperatures	Sanctuary® Home: Outside and Inside Sound Reduction + Equalized Temperatures
NEW HOME REBATE Single-Family Detached/Attached & Multifamily Rebates	<ul style="list-style-type: none"> ■ Greenfiber Sanctuary in attic OR exterior walls 	<ul style="list-style-type: none"> ■ Greenfiber Sanctuary in attic AND exterior walls 	<ul style="list-style-type: none"> ■ Greenfiber Sanctuary or foam in roof-deck or Greenfiber Sanctuary in attic floor AND ■ Greenfiber Sanctuary in exterior walls + minimum 300 sq. ft. in interior walls
MODEL HOME PROGRAM Product at No Charge for Each Model	Marketing Materials		
	<ul style="list-style-type: none"> ■ Homeowner brochure 	<ul style="list-style-type: none"> ■ Homeowner brochure 	<ul style="list-style-type: none"> ■ Sanctuary Home badge ■ Sanctuary Home homeowner brochure ■ Sanctuary Home homeowner welcome kit ■ Sanctuary Home digital assets for website and online advertising ■ Sound demonstration materials customized for the model home ■ Sales training for model home sales team

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



Sustainable⁴

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

Why Sanctuary® by Greenfiber®

- ✓ No possibility of off-gassing
- ✓ First 2-in-1 application, reducing SKUs needed
- ✓ Optimized coverage
- ✓ Manufacturing efficiencies
- ✓ Humanizing the conversation



Attic Installation

- Can be cost effectively and quickly applied in open-blown attic applications or dense-packed into catheterized 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 customers than traditional means of differentiating quality. To have 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

greenfiber.com/sanctuaryhome ■ 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. Reduction in sound power is achieved through retrofitting, dense-packing or spray applying Greenfiber into walls (contractor installation is recommended for these applications). See manufacturer's installation guide for full details on how to install to meet specifications. 2. Greenfiber® offers a full breadth of fire assemblies. Based on U305 assembly. 3. When spray-applied or dense-packed in all exterior walls. 4. 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.