



*green*fiber®

S A N C T U A R Y®  

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**H O M E**

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 comfort, quiet and safety of a Sanctuary® Home.



**35%** | price premium when you focus on wellness

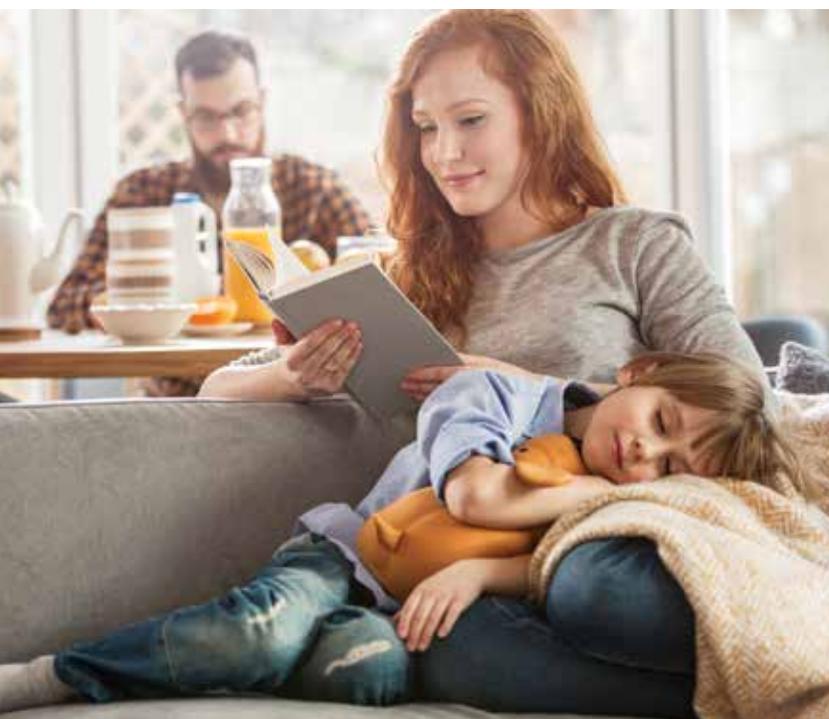
A focus on wellness in homes can result in up to a 35% price premium for single-family homes.<sup>1</sup>

**83%** | willing to pay more

An impressive 83% are willing to pay more for healthier homes.<sup>2</sup>

**\$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.<sup>3</sup>



**Noise exposure may contribute to 14% of hypertension cases and 9% of high cholesterol cases.<sup>4</sup>**

1. Dodge Data & Analytics (2015).  
2. The Farnsworth Group / KB Analytics.  
3. American Journal of Preventative Medicine - Valuing Quiet - An Economic Assessment of U.S. Environmental Noise as a Cardiovascular Health Hazard.  
4. 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®**  
**HOME**

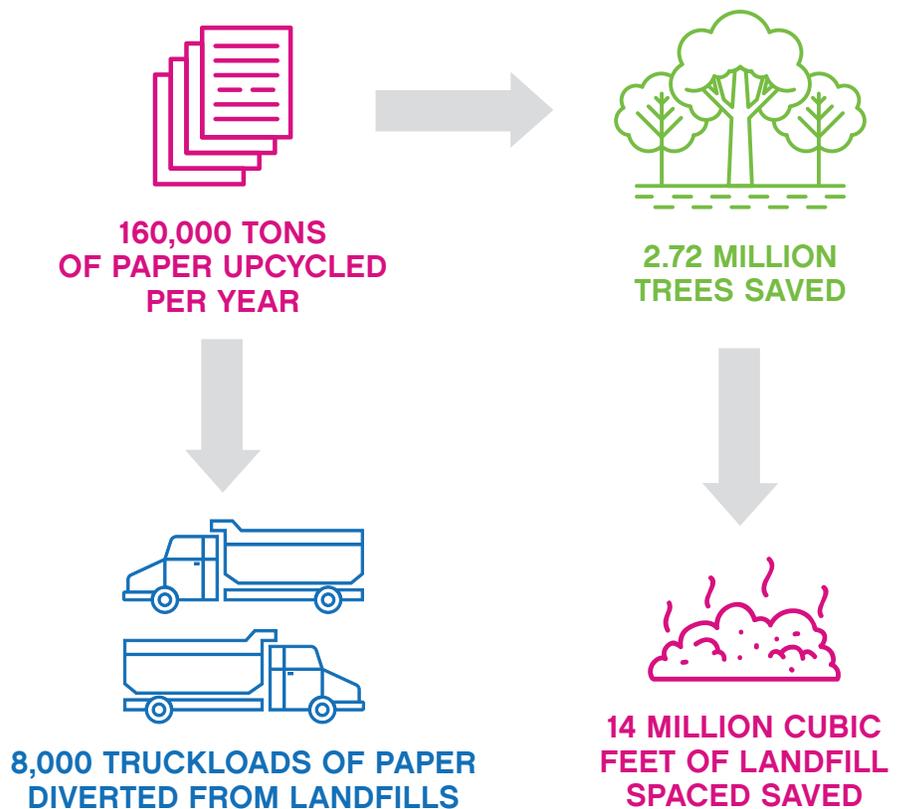


### Sanctuary® Homebuilder Checklist

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

## Protecting People and the Environment

It wouldn't make sense to simply improve the way we live inside, if we weren't also looking to preserve the environment outside. Sanctuary® insulation is made with 85% recycled paper that is specifically treated for fire-resistance and uses low energy manufacturing and short-haul transportation. This low-energy process generates zero waste, other than dust which is confined within the production system and filtered out of the air that gets discharged into the atmosphere. Using 13 times less energy to manufacture than fiberglass,<sup>5</sup> Greenfiber's manufacturing process is carbon neutral and diverts **160,000 tons of paper** out of landfills annually.<sup>6</sup> Our commitment to the environment is one more reason people can feel better about their choice of insulation.



5. This comparison includes the production and energy used in the insulation manufacturing process. Based on Sustainability Impact Index - Prepared by Principal Partners.  
6. Estimates based on our raw material usage, <https://www.usi.edu/recycle/paper-recycling-facts/>

# SANCTUARY<sup>®</sup> HOME

## Unmatched Performance Every Time



### 60% Reduction in Sound Power<sup>1</sup>

Reduced noise from the outside



### High Efficiency

Lower heating and cooling costs



### 1-Hour Firewall<sup>2</sup>

More time to escape



### Equalized Temperatures<sup>3</sup>

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



### Sustainable<sup>4</sup>

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



### 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

## Why Sanctuary<sup>®</sup> by Greenfiber<sup>®</sup>

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

## Learn About Building a Sanctuary<sup>®</sup> Home

With Sanctuary<sup>®</sup> 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](https://greenfiber.com) or calling 800-228-0024.

CONNECT TODAY TO LEARN MORE

[greenfiber.com/sanctuaryhome](https://greenfiber.com/sanctuaryhome) ■ 800-228-0024

1. In field testing on identical 2x4 exterior wall types, Greenfiber<sup>®</sup> 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<sup>®</sup> 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.