



GREENFIBER

NO PLACE LIKE HOME

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**SANCTUARY® BY GREENFIBER BRINGS MORE
PEACE, QUIET, AND COMFORT TO HOMES.**

As we've all had emphasized for us over the last couple of months, our homes are the safe places we retreat to. They're where we rest, work, seek entertainment, and spend time with our families. Sure, we may be desperate for a day out by this point, but we'll always come back to our home.

Insulation is the primary barrier separating our interior spaces from the outside. Greenfiber cellulose insulation is designed to do more than just regulate temperature. It's designed to bring life back into balance.

KEEPING THE OUTSIDE OUT

In our homes, we often want to shut out the noise from the outside world. When installed in walls, ceilings, and floors, Greenfiber's SANCTUARY® insulation can reduce unwanted sound by up to 60%. It also makes it easier to regulate temperature from floor to floor and room to room, especially important with the heat of summer fast approaching.

"With SANCTUARY® insulation comes a greater, lasting sense of well-being. Imagine what that can mean to homeowners," Greenfiber president Shane Short told BOSS.





When it's used by DIYers, contractors, or builders, it's easy to bring SANCTUARY® into homes. Online installation guides and videos show how to dense-pack the cellulose insulation over existing insulation or to spray-apply it in walls.

"Greenfiber is engineered to fill the tiny joints, crevices, and gaps hidden within your attic, walls, floors, and ceilings. Highly effective as sound insulation, it serves as a scientifically advanced barrier capable of muffling sounds that typically infiltrate and reverberate through our homes," Short said.

Builders working on new homes can distinguish themselves from competitors by starting with the innovative insulation right off the bat, making their homes more attractive to buyers.

"We are seeing tremendous success with our new SANCTUARY® Home platform that has given builders a new way to elevate their customers' home experiences, to differentiate themselves from their competition and to build homes that promote happiness and well-being," he said.

LOW-ENERGY MANUFACTURING

Performance is one thing that sets Greenfiber apart. Sustainability is another.

"Our insulation is made with 85% recycled post-consumer paper that is specifically treated for fire-resistance and uses low energy manufacturing and short-haul transportation to offer an environmentally responsible choice for professional insulation contractors and homeowners," Short said.

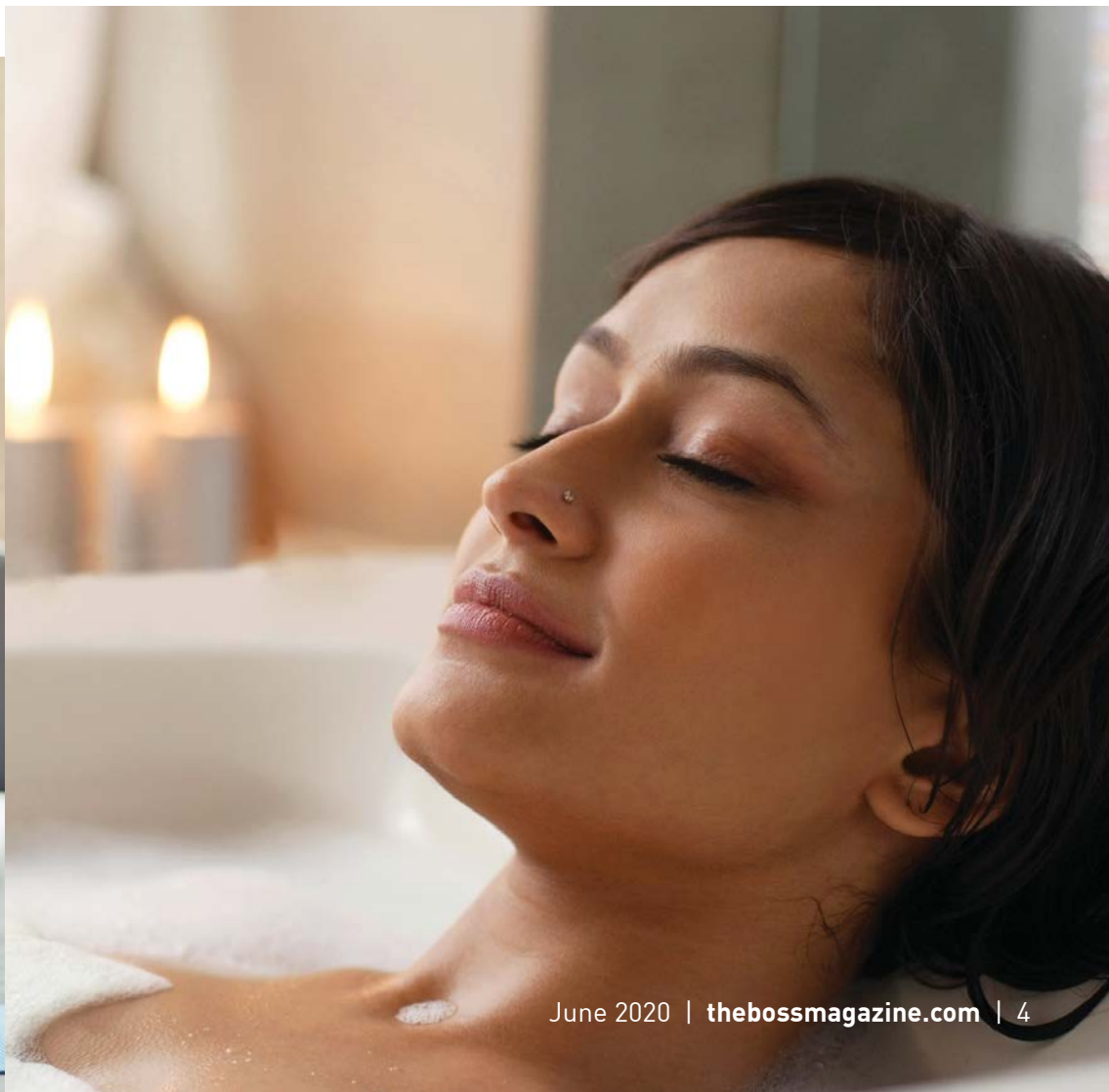
The low-energy manufacturing process generates zero waste, other than dust which is



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, Greenfiber's process is carbon-neutral and keeps 160,000 tons of paper out of landfills annually, equivalent to 2.72 million trees.

Even the supply chain is sustainably focused. Greenfiber has a plant in each region of the country to keep delivery of raw materials and shipping of the finished product to within a 500-mile radius of each plant.

“WE ARE SEEING TREMENDOUS SUCCESS WITH OUR NEW SANCTUARY® HOME PLATFORM THAT HAS GIVEN BUILDERS A NEW WAY TO ELEVATE THEIR CUSTOMERS’ HOME EXPERIENCES, TO DIFFERENTIATE THEMSELVES FROM THEIR COMPETITION AND TO BUILD HOMES THAT PROMOTE HAPPINESS AND WELL-BEING.” *Shane Short, President*



“Just by moving from building materials that have high embodied energy like mineral wood, brick cladding, and vinyl windows to products that have lower embodied energy like cellulose, wood cladding, and aluminum windows, you can go from building homes that are carbon positive to carbon negative,” he said.

While the Southwest and Northeast are more focused on energy efficiency, Short said, he sees other parts of the US moving in that direction. Because of that and the other benefits Greenfiber insulation offers, the company is making headway nationwide.

PROVIDING SANCTUARY®

Cellulose insulation is currently about 5% of the overall insulation market, but Greenfiber aims to change that with SANCTUARY®.

“Most homeowners are more interested in finishes, floors, and countertops, but it is what’s behind the walls that really makes a difference in the experiences that people are having in their homes,” Short said.

Not only is Greenfiber spreading the word about the importance of insulation, the product is innovating what insulation does for people.

“We believe that we can change the way people live, sleep, relax, and feel. Traditionally, insulation has been considered a necessary filler, a commodity to be installed in walls and ceilings to regulate temperatures, help save energy and money, and buffer against the outside world. But we know that by reducing unwanted noise and maximizing comfort, we can help bring life into balance by providing SANCTUARY®,” Short said.

Unlike batt or roll options, Greenfiber’s insulation fills tight spaces around electrical, plumbing, and HVAC features without cutting or fitting. This reduces air infiltration.

“It can often be installed over existing insulation without removing the old, letting you reach the necessary R-value with little to no fuss,” he said.

There’s opportunity in the commercial sector, Short said, but first Greenfiber wants to stay laser-focused on residential customers and providing a secure sense of home. That will fulfill the goal of building a more comfortable world by something that has become increasingly hard to find—sanctuary. ■



TECHNOLOGY
EFFICIENCY
QUALITY



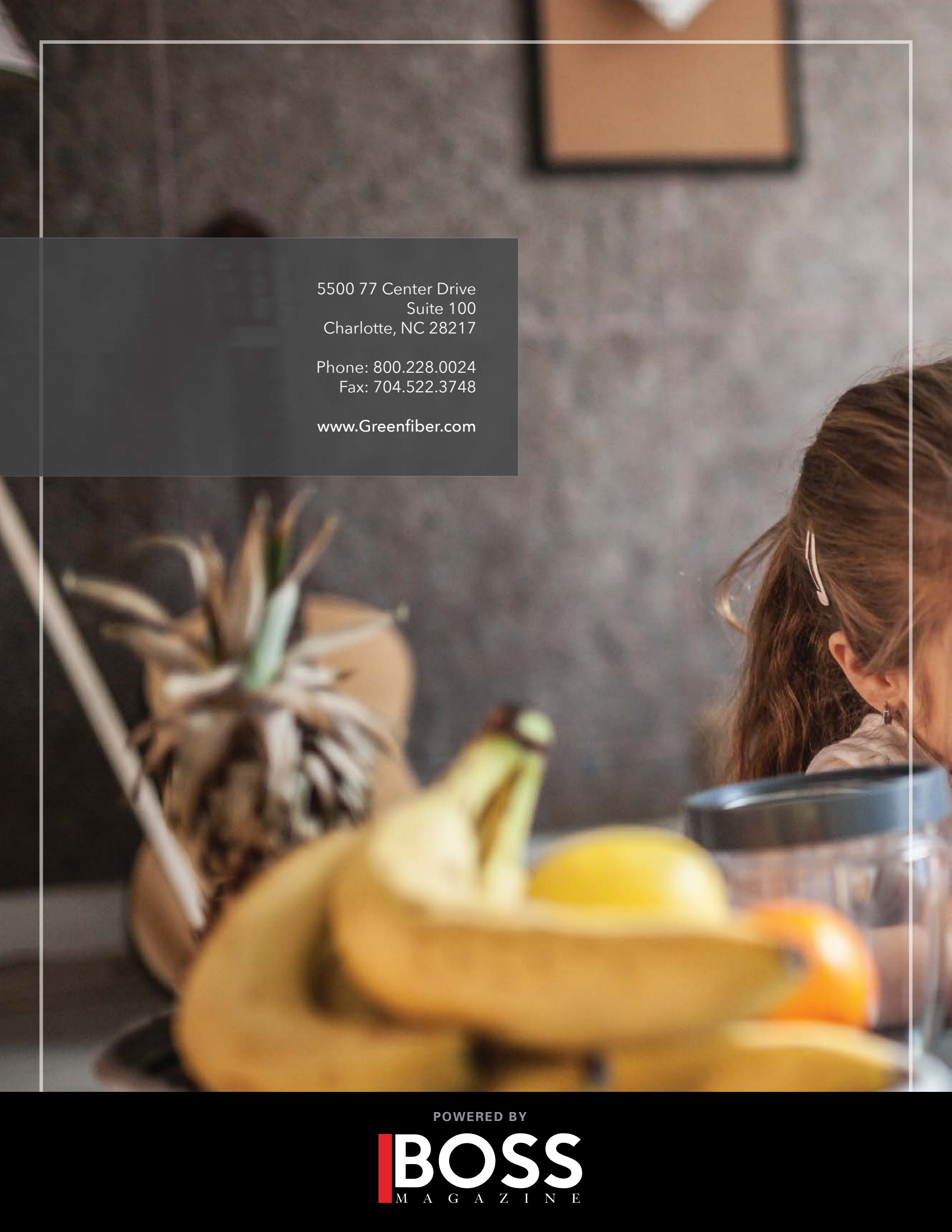
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Our experienced team of sales representatives, production managers and support staff work together to bring results to the most important partner we have; our customer.

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WWW.HOUSTONPOLYBAG.COM





5500 77 Center Drive
Suite 100
Charlotte, NC 28217

Phone: 800.228.0024
Fax: 704.522.3748

www.Greenfiber.com

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