

## National Fiber Announces New Training Program

*Unprecedented Initiative Aims to Perfect Installation Technique Among Industry Contractors and Increase Energy Savings Across the Region*

BELCHERTOWN, MA (Fall 2009) — National Fiber (NF), the leading manufacturer of cellulose insulation in the Northeast, has implemented a new installation training initiative for installers, contractors, and builders across the region. The proper installation of cellulose insulation is key to ensuring its performance, and National Fiber is making a new investment to guarantee this happens every time – increasing efficiency in the field, saving home and business owners money, and bettering the environment in the process.

To provide first-rate, hands-on training and consistency, National Fiber constructed a 340-square-foot mock house, with four different exterior sidings to use for the installation training of their energy efficient product. Employing the expertise and direction of NF Technical Manager Bill Hulstrunk, and Training and Sales Representative Bill Sovie, trainees are invited on a tour of the company's factory and grounds, a half-day classroom session, lunch, and a half-day on-site training and instruction in the mock house. The program kicked off with a trial period this summer to successful attendance and positive reviews. Courses are available weekly.

"We are incredibly excited about this new training program," says National Fiber President Chris Hoch. "As families and businesses make the decision to lead a more environmentally-responsible lifestyle, cellulose is becoming a more popular choice. I am thrilled to be able to utilize the expertise and knowledge of our qualified staff to ensure proper installation, and in turn unrivaled performance and safety in every building our cellulose insulates."

With today's rapidly growing interest in sustainable, low-energy, and eco-friendly living, cellulose insulation is the clear choice. National Fiber is actively working to broaden awareness and increase usage in homes and buildings, not just in the Northeast, but across the country. With a recycled content greater than 83%, an R-value of 3.8 per inch and a very low embodied energy content, cellulose insulation is the only green, high-performance insulation on the market, and the most effective, cost-efficient, environmentally-positive, and safe option available to consumers.

In addition to this new training initiative, National Fiber plays an active role in monitoring the equipment and performance of installing contractors by offering extensive training, as well as field and technical support after the sale. In all applications, bags of cellulose insulation are placed in an industrial-quality blowing machine. The product is blown through several hundred feet of 3" tubing, either into attics or dense-packed at 3.5 lbs/cuft into wall cavities. In retrofit situations, the insulation can be blown through holes drilled in either the interior wall covering or the exterior sheathing, using a tube to reach the ends of the cavities. In new construction situations, cellulose can either be sprayed into the open stud wall cavity and scrubbed flush or an enclosed cavity can be formed by stretching and stapling synthetic webbing or sheeting across open-faced studs. A slit is made in the webbing for the hose, and the cavity can be viewed as it is filled with dense-packed cellulose insulation. The sheetrock is then installed on the studs over the membrane.

### **About Bill Hulstrunk**

Bill Hulstrunk is the Technical Manager for National Fiber. He has spent the past nineteen years in the energy conservation field working with weatherization programs, energy service companies, electric

utilities, and in the private sector. Additionally, he has presented nationally on the topics of: infrared evaluations, insulation performance, air sealing techniques, field application of dense pack cellulose, applied pressure diagnostics and super insulation design.

#### **About National Fiber**

In alliance with architects, builders, agencies, and contractors who build tight, low energy building envelopes, National Fiber has been manufacturing cellulose insulation in Belchertown, MA since 1978. NF has continuously upgraded its equipment to the latest technology in the industry, and prides itself on producing some of the highest quality cellulose insulation available today. Made from over-issue news - the cleanest and best quality available – NF's insulation is consistent, clean, free of foreign material, and hand sorted. The ground newsprint is treated with borates, a natural occurring mineral, which provide NF's cellulose insulation with fire retardant properties, as well as resistance to mold, insects, and rodents.

For additional information on National Fiber, please visit: [www.nationalfiber.com](http://www.nationalfiber.com)

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