

National Fiber is a Leader in the Insulation Industry with Environmentally Positive, Cost Efficient, and High Performance Cel-Pak Cellulose Insulation

Benefits from this Quality 'Green' Product, Made from Recycled Newsprint, Surpass the Competition – for Architects, Builders, and Homeowners Alike

BELCHERTOWN, MA —With today's rapidly growing interest in leading more sustainable, low-energy, and eco-friendly lifestyles, Cel-Pak cellulose insulation is the clear choice when insulating a home or business. Even though cellulose has been in use since the early-to-mid 20th century as an insulation material—with dramatic improvements since its introduction—many architects and builders aren't yet fully aware of its superiority over fiberglass and foam. National Fiber (NF), serving the greater Northeastern US, is a leading manufacturer of cellulose insulation and 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%, excellent R-Value and very low embodied energy content, cellulose represents a greener, high-performance insulation that is affordable, environmentally positive, and enhances consumer safety with its Class A fire rating, and fire blocking capabilities.

"Cellulose insulation is a quality product that speaks for itself," says National Fiber's Director of Sales, Chris White. "As families and businesses seek to save on energy costs and make the decision to adopt more environmentally aware lifestyles, Cel-Pak cellulose is an excellent choice to achieve these goals. It provides the homeowner with excellent thermal and air blocking performance, enhances fire performance safety, and with its industry-leading recycled content, is an environmentally responsible choice."

Benefits of Cellulose Insulation

Performance: Cellulose insulation has been proven in numerous industry, government, and third party-sponsored tests to be an effective thermal insulator, and a much better air and sound barrier than conventional fiberglass insulation. At temperatures below freezing, the performance of conventional insulation declines, while cellulose maintains its effectiveness. In addition to having a similar or higher R-Value than conventional insulation, cellulose provides an air barrier that helps block convective heat transfer, whereas air flows freely through and within fiberglass.

The benefits of cellulose insulation compared to fiberglass are proven and widely documented, but cellulose is a safer and better choice than sprayed foam insulation as well. Although foam insulation will also reduce energy usage, most foams are made from petroleum, with less than 5% recycled materials. In the event of a fire, and code required fire barriers are breached, most foams release enormous quantities of toxic smoke, and smoke is the most life threatening aspect of most fires to occupants. By comparison, cellulose is fire resistant, produces virtually no smoke, and can actually prevent the spread of flames in the event of a fire.

Energy & Materials: Cel-Pak cellulose is cost competitive with conventional insulation and provides significant, on-going savings on the cost of home energy. Cel-Pak cellulose insulation is environmentally friendly, requires less energy than fiberglass and foams to manufacture, and is made from 83% recycled materials. Conventional insulation requires much larger amounts of energy to produce and contains only an average of 35-50% recycled materials.

Fire Safety: In addition to superior comprehensive performance, Cel-Pak cellulose insulation is one of the safest materials used in home construction. If a fire occurs, the dense structure of cellulose and its fire retardants slow fire spread through the building by blocking flames and hot gases and restricting the

availability of oxygen in insulated walls and ceilings. Scientists at the National Research Council of Canada reported, "Cellulose in the wall cavity provided an increase in the fire resistance performance of 22% to 55%." Fire roars right through conventional insulation. The NRCC study showed that, "The fire resistance of an assembly insulated with fiberglass was slightly lower than that of a non-insulated assembly."

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. MacGregor Bay Corporation has owned the business since 1997. National Fiber 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 - Cel-Pak.

Quality Product: Made from over-issue news (yesterday's unsold newspapers), which is the cleanest and best quality newsprint available, National Fiber's insulation is consistent, clean, and free of foreign material. National Fiber goes above and beyond by hand sorting the newspapers to remove magazines and glossy inserts, the fibers of which are short and clay-coated. Unlike some manufacturers, National Fiber doesn't buy from trash recyclers, so no trash is found in its products. National Fiber's selection of newsprint provides long, interlocking fibers for superior loft and insulation. These long fibers are porous and are easily infused with a highly refined mineral borate to achieve a Class A fire protection rating. Borates are naturally occurring minerals that provide National Fiber's Cel-Pak cellulose insulation with its fire retardant properties, as well as resistance to mold, insects and rodents.

Industry Regulations: The Consumer Product Safety Commission (CPSC), the Code of Federal Regulations (CFR), and the American Society of Testing and Measurements (ASTM) govern the regulatory requirements for cellulose insulation. There are two very stringent fire tests involved in the production of cellulose insulation. One determines the product's resistance to smoldering combustion, and the second determines resistance to the propagation of flame along the surface of the cellulose insulation. National Fiber's cellulose insulations have also passed the ASTM E-84 fire test, with a flame spread index of 20 and a smoke developed index of 0, making them Class A/1 building materials. All of the physical characteristics of National Fiber's cellulose insulations, including fire retardancy, are tested and monitored on a regular and random basis by R&D Services and U.L. certified third party testing services, as indicated on the label.

Certified Installation: The proper installation of cellulose insulation is key to ensuring its performance. 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 and consultation after the sale. In all applications, bags of cellulose insulation are placed in an industrial-quality blowing machine. The product is blown through hose and tubing, either into attics, or dense-packed 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, the wall cavity can be formed by stretching and stapling synthetic webbing or sheeting across open stud walls or rafter cavities. 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. Sheetrock or other wall covering is then installed on the studs over the membrane.

For additional information on National Fiber, please visit: www.nationalfiber.com

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