

FOR IMMEDIATE RELEASE

National Fiber Announces Recycling Program with the Trex Company

National Fiber has partnered with the Trex Company to launch a pilot program to recycle plastic cellulose insulation packaging bags for use in Trex Outdoor Living products.

Belchertown, MA – February 22, 2013 – National Fiber, maker of premium Cel-Pak cellulose insulation, and Trex Company, the world’s largest manufacturer of high-performance wood-alternative decking and railing, have joined forces to launch a recycling program for National Fiber’s cellulose packaging in the Northeast US. The program is already in place in the Belchertown, MA area and will systematically expand to cover National Fiber’s entire distribution area over the next year. A leader in green and sustainable production, National Fiber’s Cel-Pak cellulose is composed of 85% recycled newsprint. Now the bags the product is packaged in can be recycled for a higher purpose, and kept out of landfills.

Many of National Fiber’s professional installers have been searching for a way to recycle the plastic bags the product is packaged in. “Our installers and their customers are very conscious of the environment, energy savings and doing everything they can to reduce waste,” said Chris White, Director of Sales for National Fiber. “They want to be able to recycle everything they can. By partnering with Trex Company, we’ve found a way to not just recycle our packaging, but to ‘upcycle’ the bags into another high-quality, sustainable building product.” National Fiber has established collection points for Cel-Pak bags throughout the central Massachusetts area, and is working with their vast distributor network throughout the Northeastern US to expand collections rapidly.



National Fiber, in alliance with architects, builders, agencies, and contractors that build tight, low energy consumption building envelopes, 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 the highest quality cellulose insulation available today.

Quality Product: National Fiber makes the highest quality, most cost-effective insulation of any type in the Northeastern U.S. Starting with over-issue newsprint (yesterday’s unsold newspapers), National Fiber then goes one step further by hand-sorting the newspapers to remove magazines and shiny inserts, which would result in a lower quality product, due to their glossy, clay coating. Unlike some manufacturers, National Fiber doesn’t buy from trash recyclers, so no trash is found in its products. National Fiber’s insulation is consistent, clean, and free of foreign material, featuring long, interlocking cellulose fibers for superior loft and insulating properties. These long fibers are porous and easily infused with highly refined borates, naturally occurring minerals that provide National Fiber’s cellulose insulation with its fire retardant properties, as well as resistance to mold, insects and rodents.

Industry Regulations: The physical characteristics of cellulose insulation are governed by the Consumer Product Safety Commission, the Code of Federal Regulations, and the American Society of Testing and Measurements. There are two very stringent fire tests involved in the production of cellulose insulation. One determines the product's resistance to smoldering combustion, while the second determines the product's resistance to the propagation of flame along the surface of the 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 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 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 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, the wall cavity is formed by stretching and stapling synthetic webbing 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 webbing.

For additional information on National Fiber, please visit: www.nationalfiber.com
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Trex Company is the world's largest manufacturer of high performance wood-alternative decking and railing, with more than 20 years of product experience. Trex outdoor living products offer a wide range of style options with fewer ongoing maintenance requirements than wood, as well as a truly environmentally responsible choice. Trex is made from recycled and reclaimed plastic and wood – materials that would otherwise go into landfills.