

# The Big Insulation Question: Am I getting what I paid for?

## Q Why should I care so much about insulation?

The choice you make about insulating your home deserves careful attention. After all, you'll be living with this decision for as long as you own your home.

Many homeowners believe that all insulations perform the same and are content to let the installation price serve as the determining factor in making their decision. However, there are many other factors to consider. Among the most important are your long-term cost, comfort and real-world performance, as they determine the value of your insulation, year after year. Applegate is the safe choice.

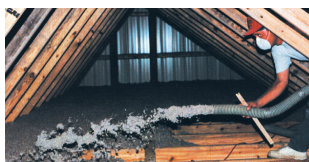


Applegate insulation is perfect for new and existing homes.

## Q Aren't all insulations the same?

No. Absolutely not. The R-value listed on insulation products is a standard that comes from laboratory testing. Real world tests demonstrate just how vastly superior Applegate Cellulose Insulation is in comparison to conventional fiberglass.

For example, researchers at Oak Ridge National Laboratory followed the manufacturer's coverage chart for R-38 and tested 14 inches of loose-fill fiberglass at 0.44 PCF in the large scale climate simulator (LSCS). They found that the actual measured R-value at 75 °F per standard ASTM methodology was R-31. Under cold winter conditions (around 0 °F external temperature), the material with a label R-value of R-38 only performed at R-18. Researchers thought that fiberglass's failure to perform was "most likely due to free convection". Under the same conditions, low-density open-cell spray-applied polyurethane foam provided about 64% of the R-value measured by the laboratory heat-flow meter apparatus.<sup>1</sup>



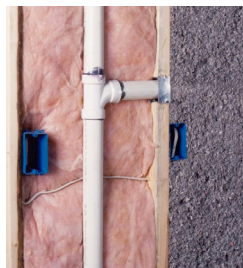
Our insulation in attics can increase energy savings. And in an existing home we can guarantee it.

## How is that possible?

The walls, ceilings, and floors are full of odd shaped cavities and obstacles like plumbing, air ducts, and wiring.

According to a national fiberglass manufacturer, "About half of all wall cavities in residential construction are nonstandard in width and height, or obstructed with wiring pipes and other things. Any void area in conventional batt insulation can reduce the R-value significantly."

For insulation to work effectively it must completely fill around these obstructions without voids or gaps.



Notice the gaps? None here.

Applegate insulation fills in gaps and cavities much better than fiberglass batts and that means a big difference in energy savings.

A difference you can measure. A difference you can feel.



WORLD'S LARGEST PRIVATELY OWNED  
CELLULOSE INSULATION MANUFACTURER :: SINCE 1978



## The Applegate Insulation® Difference

Applegate Cellulose Insulation is sprayed or blown into walls, conforming to your home and surrounding you and your family with a tight thermal barrier.

Fiberglass batts, on the other hand, are cut and pieced together, leaving voids that reduce its ability to insulate. So even though it may be a cheap product to install initially, fiberglass batts do not deliver the same effective insulation properties as Applegate.

Sealing the building envelope with a seamless blanket of natural fibers, Applegate Insulation can also be installed in attics and cathedral ceilings because it locks in place and virtually eliminates dust and settling.

In the same ORNL study using the LSCS previously cited, fiberglass only delivered 53% of its promised R-value under summer conditions (109 °F external temperature), while high-density closed-cell spray-applied polyurethane foam performed at about 70% of its laboratory measured R-value.<sup>2</sup>

Applegate insulation, however, maintains its R-value; its effectiveness actually increases as temperatures drop.

When you choose Applegate Cellulose Insulation for your home, you will get what



you pay for: long term value and peace of mind.

And isn't your family worth it?



Applegate can offer you both a Lifetime Product Warranty and Guaranteed Energy Savings



APPLEGATE'S GUARANTEED ENERGY SAVINGS

# Q Why should we insulate our current home? Does it make a difference?

## Q Is it possible to significantly reduce my heating and cooling bills? Yes!

Applegate is the only insulation producer that offers **guaranteed energy savings** when insulating an existing home. Our insulations can measurably reduce heating and cooling bills.

### A.G.E.S.

APPLEGATE'S GUARANTEED ENERGY SAVINGS  
We are the **only** insulation manufacturer that can guarantee **savings** on your heating and cooling bills when insulating your existing home.

**lifetime**  
**warranty**

Applegate insulation products are also backed by a lifetime warranty.

Significant savings + lifetime warranty  
= Applegate the safe choice.

### Older homes:

Many older homes usually have very little insulation in the side walls and attics. Applegate contractors have the technologies to efficiently install Applegate in attics and walls.

### Newer homes:

If your newer home was insulated with fiberglass, adding a layer of Applegate insulation to your attic can pay for itself in as little as a year by locking in the R-value with a natural blanket.

## Q What can I do for my existing home?

Whether your home was built a century ago or completed yesterday, it's not too late for you and your family to enjoy the benefits of Applegate insulation. Your attic and walls may be insulated with fiberglass that is doing a poor job.

Covering the loose-fill fiberglass in your attic with more of the same stuff "fails to restore the lost R-value"<sup>4</sup> that naturally occurs with low-density fiberglass. It only makes sense that as you "cap" your existing low-density fiberglass with high-density cellulose, you'll not only add R-value but you'll help reduce the free convection found in glass insulation and help restore the effective R-value that glass insulation promised, but failed to deliver, during cold weather.

Many older homes were built with little or no insulation in the sidewalls. Your local Applegate contractor can add Applegate insulation to your existing home's sidewalls, making your home more energy efficient and saving you money. You will feel the difference.



WORLD'S LARGEST PRIVATELY OWNED  
CELLULOSE INSULATION MANUFACTURER :: SINCE 1978 :: 1000 HIGHVIEW DRIVE, WEBBERVILLE MI 48892



Siding carefully removed



Small holes are drilled



Insulation installed



Siding carefully replaced

## Applegate's Five Green Protection:

### Environment:

According to Environmental Building News, "Cellulose insulation should be a preferred insulation material for the environmentally concerned."

### Health:

Applegate doesn't contain or release irritating, abrasive, or airborne glass fiber particles, providing you with peace of mind regarding your indoor air quality. Applegate insulation has been used by the American Lung Association of Virginia to insulate their Breathe Easy® Office complex.

### Fire:

Applegate's proprietary BurnBarrier™ hybrid technology provides up to 50% more fire resistance than **BURNBARRIER**® fiberglass<sup>5</sup> — working so well that in some jurisdictions Applegate is approved as a fireblock. Our unique liquid-injected fire retardants penetrate deep into cellulose fibers for added safety and very low dust.

### Sound:

It's amazing how quiet homes are when interior walls are filled with Applegate insulation. Applegate insulations provide better sound control than many other insulations.

### Money:

Applegate insulation can pay for itself in as little as a year and significantly reduce utility bills — making your wallet and the environment **GREENER**.

Savings vary. Find out why in the seller's fact sheet on R-values. Higher R-values mean greater insulating power.

*Good news from far away is like cold water to the thirsty.* — Proverbs 25:26

1. R&D Services, Large-Scale Tests of Spray-Applied Polyurethane Foam Insulation installed below Roof Sheeting, 2006.
2. Ibid.
3. Ibid.
4. Energy Design Update, Fixing Fiberglass Problems with Cellulose
5. National Research Council Canada, Fire Resistance Tests

Your Applegate installer is: