

National Fiber Leads Insulation Industry with Environmentally-Positive, Cost-Efficient, and Superior-Performance 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 a more sustainable, low-energy, and eco-friendly lifestyle, cellulose insulation is the clear choice when insulating your 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 vast superiority over fiberglass and foam. National Fiber (NF), serving the greater Northeastern US, is a leading manufacturer of the product 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%, 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.

“Cellulose insulation is a quality product that speaks for itself,” says National Fiber President Chris Hoch. “As families and businesses make the decision to lead a more environmentally-responsible lifestyle, cellulose is the best choice among insulation products. Its high performance and safety are unmatched, and its recycled content and energy saving potential are unrivaled.”

Benefits of Cellulose Insulation

Performance: Cellulose insulation has been proven in numerous industry government and third party-sponsored tests to be up to 40% more effective as a 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 higher R-value than conventional insulation, cellulose provides an air barrier that blocks 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 reduce energy usage, most foams are made from petroleum, with less than 5% recycled materials. In the event of a fire, foam combusts and releases large quantities of smoke, containing toxic gases that are harmful to the environment. By comparison, cellulose is fire resistant, and actually prevents the spread of flames in the event of a fire.

Energy & Materials: Cellulose is cost competitive with conventional insulation and provides significant, on-going savings vs. conventional insulation on the cost of home energy. Cellulose insulation is environmentally friendly, as it requires less energy for manufacturing and is made from recycled materials; on the other hand, conventional insulation requires huge amounts of energy to produce and contains less than 20 % recycled materials.

Fire Safety: In addition to superior performance, 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 its 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 report that “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.

Quality Product: NF makes the highest quality, most cost-effective insulation of any type in the Northeastern U.S. Made from over-issuе 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 then goes one step further 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 does not buy from trash recyclers and no trash enters the plant, so no trash is found in its products. National Fiber’s selection of newsprint provides long, inter-locking fibers for superior loft and insulation. These long fibers are porous and are easily infused with highly refined borates. Borates are naturally occurring minerals that provide National Fiber’s cellulose insulation with it’s 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, and the second determines the product’s 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 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 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.

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

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