

## Cellulose Insulation Advantages

Cellulose insulation offers many performance benefits over other insulation materials in terms of comfort, safety and environmental responsibility. Cellulose insulation's versatility allows it to be used from the basement all the way up to the attic providing a blanket of protection for the buildings' homeowners and occupants.

Comfort is a function of the thermal performance of your insulation system and its ability to separate you from the hot or cold temperatures outside. Cellulose insulation provides consistent performance over a wide range of temperatures and in every climate. Batt or board type insulation materials (fiberglass, mineral fiber, foam, etc) are prone to convection around the edges of these materials significantly reducing their performance in temperatures where you need them the most. The high installed density of dense pack and spray applied cellulose reduces drafts, adds thermal mass to reduce temperature fluctuations within the building, and improves sound separation in noisy environments.

Cellulose insulation significantly improves the safety within a building by acting as a code approved ignition barrier and fire block, slowing the spread of fire and its low smoke developed allows occupants more time to escape a fire than either fiberglass or foam insulation materials. The hygroscopic properties of its wood fiber in the cellulose help it to disperse moisture, protecting the surrounding building materials, and allowing it to be retrofitted safely into existing homes without vapor retarders

If you are concerned about the environment, cellulose insulation's high recycled content, low embodied energy, and the ability to sequester carbon is the trifecta of a green building insulation. With the rise of online shopping, we are using more cardboard than ever and Nature-Tech's ProFiber cellulose insulation uses this cardboard to make the cleanest and highest recycled content cellulose in the industry. The manufacturing process of cellulose insulation uses just a fraction of the energy used in foam, mineral fiber or fiberglass insulation materials. Some of these foam-based insulation materials can take more than a generation of energy savings to make up for the environmental damage caused making these very energy intensive products. Cellulose insulation offers the opportunity to sequester carbon into your building and prevent it from ending up into our atmosphere and contributing to global climate change.

In flat open attic or scissor truss applications, loose-fill cellulose is one of your most cost effective and highest performing insulation options. In enclosed cavities such as walls, cathedral ceilings or floors, the cost of installing dry dense pack or spray applied cellulose versus batt type insulations is quickly offset by energy and cost savings from its superior thermal performance and air tightness. When considering all the advantages cellulose insulation offers, it is easy to see why cellulose deserves a place in your next insulating project.

For further information, please contact our VP of Insulation Technology Bill Hulstrunk at [bhulstrunk@nature-tech.com](mailto:bhulstrunk@nature-tech.com).