# CELLULOSE (VS) FIBERGLASS



Cellulose provides excellent, real-world performance, and lasts the lifetime of the structure. Cellulose reduces air infiltration by eliminating voids and air pockets common with insulation materials like fiberglass.



When it comes to real-world performance, fiberglass falls short. More often than not, fiberglass allows air infiltration which can result in drafty or uncomfortably warm spaces as it struggles to thermally regulate in real-world conditions.

Because cellulose provides such reliable thermal performance, it's known as an energy-efficient insulation. Cellulose can help you save on heating & cooling bills! Nu-Wool offers a lifetime warranty on their products, as well as a 10-Year Energy Guarantee on heating & cooling bills for homes utilizing Nu-Wool insulation products.



Homes may struggle to achieve energy
efficiency because of the air infiltration found
with fiberglass. If outside air continues to get
inside, the HVAC system must work harder to
regulate temperatures, costing more in heating &
cooling bills over time.

Cellulose is known as a sound-isolating insulation as its high installed density allows it to absorb and deaden sound. With its ability to reduce sound transfer from room to room and subdue outdoor noises, cellulose can help you enjoy a noticeably quieter home!



While fiberglass provides more sound control than SPF or other rigid insulations, it is still common to experience "thin walls syndrome," where it feels like you can hear everything from room to room, or are stuck hearing outdoor noises.

Cellulose is manufactured from recycled paper products, and requires 10x less energy than fiberglass to produce. Nu-Wool recycles approximately 70 millions pounds of paper each year making cellulose insulation products. Cellulose is also unique in that it has a zero waste installation process!



Despite recent efforts to characterize fiberglass as a sustainable product, the truth is it's not!

While most fiberglass may utilize some portion of recycled glass, it still is largely made from non-recycled materials and still requires intensive amounts of energy to produce.







### **DEBUNKING CELLULOSE MYTHS**

#### MYTH

"Cellulose settles over time, reducing performance over time!"

#### FACT — Cellulose doesn't settle in walls!

When installing cellulose into an attic, yes, cellulose settles. However, Nu-Wool tests for this settling and accounts for it when determining coverage charts, installing enough cellulose to achieve desired performance regardless. When installed into a wall cavity, the installed density of cellulose prevents settling altogether!

#### MYTH

"Because it's made from paper, cellulose burns easily!"

#### FACT Cellulose is fire-resistant!

Nu-Wool cellulose products are fire resistant, as they're treated with natural borates to provide excellent fire protection. Nu-Wool products receive Class A fire ratings. In fact, despite what you may think, cellulose even out-performs fiberglass, SPF, and even mineral wool when doing burn tests!

#### MYTH

"Cellulose is prone to mold if exposed to moisture!"

#### **FACT** Cellulose is mold-resistant!

Nu-Wool cellulose products are treated with a boron-based EPA registered fungicide, providing resistance to mold. Nu-Wool cellulose also has excellent moisture management properties, which further prevents mold growth, as cellulose will naturally dry itself out.

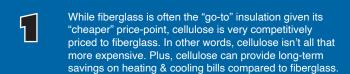
Nu-Wool also stands apart from other cellulose brands by having superior product quality, providing unmatched service and support, and being experts of the industry with over 75 years in business.

## QUICK QUESTIONS

Is fiberglass cheaper than cellulose?

Don't fiberglass and cellulose have similar R-Values?

### & ANSWER



While the nominal R-Values of fiberglass and cellulose seem similar, cellulose has a much better "effective R-Value," determined by real-world performance. For this reason, cellulose is the superior fibrous insulation, because it provides more reliable thermal performance.

While fiberglass provides more sound control than other insulations like SPF, cellulose still outperforms fiberglass when it comes to sound control. If you're looking for ultimate peace and comfort, cellulose is the insulation option for you!



Doesn't fiberglass

also provide sound

control?

Do you need

protective equipment to install cellulose?



Unlike fiberglass, cellulose is entirely non-irritating! Technically, no protective equipment is needed to install cellulose since it contains no harmful skin irritants or airborne particles. However, cellulose does have some natural dust, and so masks can help protect against nuisance dust during installation.