

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

& ANSWERS

1

Is fiberglass cheaper than cellulose?

1

While fiberglass is often the “go-to” insulation given its “cheaper” price-point, cellulose is very competitively priced to fiberglass. In other words, cellulose isn't all that more expensive. Plus, cellulose can provide long-term savings on heating & cooling bills compared to fiberglass.

2

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

2

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.

Doesn't fiberglass also provide sound control?

3

3

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!

4

Do you need protective equipment to install cellulose?

4

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.