

CELLULOSE

VS

SPRAY FOAM



Cellulose provides **excellent, real-world performance** that lasts the lifetime of the structure. Cellulose **reduces air infiltration** because its high installed density eliminates voids and air pockets that are common with other fibrous insulation materials such as fiberglass.



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.



Cellulose is known as a **sound-isolating insulation** as its high installed density paired with the material's softness 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!



Cellulose is manufactured from **recycled paper products**, and has a **zero waste installation process**. Nu-Wool recycles approximately 70 millions pounds of paper each year making cellulose insulation products.



When it comes to real-world performance, **spray foam's performance dissipates over time**. Upon initial installation, spray foam may provide elevated R-values and air sealing properties. However, spray foam insulation deals with something called **Long-Term Thermal Resistance (LTTR)** where the foam loses its thermal insulating performance over time.

Spray foam insulation is generally labeled as energy efficient due to its air sealing properties. However, **SPF is the most expensive form of insulation** and when compared with cellulose, **cellulose can offer comparable energy efficient performance for a fraction of the cost!**

Because of its rigidity, **spray foam insulation is not able to control and isolate sound**. While spray foam can be great for air sealing, it is not an insulation used for sound control. Typically if there is a desire for acoustical performance, other fibrous insulations, like cellulose, are used in conjunction with spray foam to help add sound control.

Despite recent efforts to characterize sprayfoam as a sustainable product, the truth is **it's not!** Some spray foams, like Nu-Seal, may have lower VOC signatures and utilize more environmentally friendly raw materials, but SPF overall is a **non-sustainable insulation**.

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

Can spray foam be left exposed in my home?

1

No! Spray foam cannot be left exposed and must be covered with a fire barrier. **Cellulose, on the other hand, can be left exposed as the material is treated for fire resistance.**

2

Doesn't spray foam have a higher R-value than cellulose?

2

Nu-Wool cellulose has a better R-value than most open-cell foams. Closed-cell spray foam has a higher R-value than cellulose when installed. However, due to LTTR, SPF gradually loses its R-value over time. **Cellulose, on the other hand, will retain its R-value performance for the entire lifetime of the building it's installed in.**

Is open-cell foam better than cellulose insulation?

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The simple answer is **NO!** Cellulose is a superior option to open-cell foam. Cellulose offers a better effective R-value, acoustical performance, and is sustainable.

Do you need protective equipment to install cellulose?

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Unlike spray foam which requires full protective equipment to install, **cellulose technically does not require any protective equipment to install.** Because cellulose is made from recycled paper, it is entirely non-irritating and 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.

What is the difference between the manufacturer guarantee of SPF vs. cellulose?

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There is no manufacturer guarantee for SPF, as it is manufactured on-site by the installer. Properly mixing and installing SPF is subject to a variety of jobsite conditions and factors, as well as the installer's expertise to accommodate for those things when mixing and applying the spray foam—which is a huge gamble. **Nu-Wool cellulose, however, has a manufacturing guarantee and a product lifetime warranty, and all Nu-Wool installers are certified for proper installation.**