

a simple, sustainable way to insulate wall cavities

Easy to install, ECOCELL batts are an ideal choice for insulating wall cavities and other hard to reach places. ECOCELL batts meet code requirements and are an industry-first, cellulose fiber based batt system.

Product Performance

- Industry first cellulose 3.5" and 5.5" batt insulation
- High R-value performance
- Meets or exceeds ASTM testing for both commercial and residential insulation
- Controls and deadens sound due to density of cellulose fibers and non-woven manufacturing process
- Reduces airborne sound transmission from room to room
- Blocks outdoor noise for a noticeable quietness
- Easy to handle and install, no special equipment needed to install
- Non-irritating
- Manufactured for a tight, friction fit
- Available in 16" or 24"



Sustainable Characteristics

- Made from a combination of post consumer recycled cotton and paper
- Contains a minimum of 70% recycled content
- Zero waste in the manufacturing process
- We create a more environmentally friendly manufacturing process by producing less carbon emissions in manufacturing compared to other insulations

R-13 — 3.5" batt

R-20 — 5.5" batt



Product Safety

- Easy to install and handle compared to fiberglass
- Non-irritating to skin, doesn't require protective equipment to install
- Contains no harmful airborne particles
- Class A Building Material (Class A fire rating)
- Meets code requirements

Surface Burning Characteristics (ASTM E-84, UL 723)

- | | | |
|-------------------|------|-----------|
| • Flame Spread | 20 | (Class A) |
| • Smoke Developed | <250 | (Class A) |

Physical Characteristics

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|----------------------------------|----------------|
| • ASTM C-518 Thermal Resistance | 3.6 R per inch |
| • ASTM C-739 Moisture Absorption | Acceptable |
| • ASTM C-1304 Odor Emission | Acceptable |

Flammability Characteristics

- ASTM E-970 Critical Radiant Flux: $\geq 0.12 \text{ W/cm}^2$

Environmental Characteristics

- | | |
|----------------------------|------------|
| • ASTM C-739 Corrosiveness | Acceptable |
| • ASTM C-739 Fungal Growth | Acceptable |

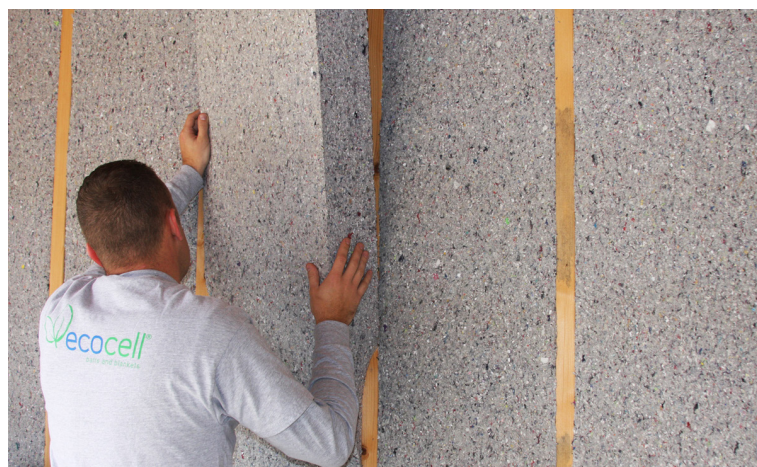
STC 50 in 2"x4" Steel Stud Wall

Friction-fit design and non-irritating material for an easy install!

ECOCELL batts have superior thermal insulating and excellent noise absorption properties compared to the competition! The batts control and deaden sound, reducing airborne sound transmission and blocking outdoor noise for a noticeably quieter space! Plus, they have high R-value performance, ensuring a properly insulated space, and creating energy efficiency for the structure.

ECOCELL materials contain no harmful airborne particles, are made with an EPA registered fungicide to resist mold growth, and do not itch or irritate skin like some fiberglass insulation. ECOCELL batts are also Class A fire rated according to ASTM testing standards. They also meet or exceed other ASTM testing categories for both commercial and residential insulation.

Available in two convenient thicknesses and sizes, ECOCELL is easy to install without requiring any special equipment, making them the ideal solution for the Do-It-Yourself (DIY) individual. They're designed for an effortless friction fit to make installation easy and convenient.



Perfect for the DIY individual

Step by Step Installation Instructions

Equipment Needed: Measuring Tape, Cellulose Batts, InsulKnife or other knife for cutting

1. Make sure the wall cavities are free of any excessive dust or water
2. Measure wall cavity and measure cellulose batt to ensure proper size
3. Line up batt onto the wall cavity and gently push batt into the cavity until entire batt has filled the space and the batt fits snugly into the space without gaps
4. Repeat step 3 for each wall cavity until the space is entirely insulated with ECOCELL batts
5. Use knife to cut around electrical outlets or other objects