

Henry Debuts UltraTouch™ High-Performance Denim Insulation at the International Builders' Show (IBS) 2025

Made from 80% recycled cotton denim, Henry UltraTouch offers outstanding acoustic and thermal performance in safer, easier-to-install batts.

Kimberton, PA (February 26, 2025) – Henry, a Carlisle Company, North America's leader in building envelope products and solutions, is proud to put [UltraTouch™ R-13 Recycled Denim Insulation](#) on full display at the National Association of Home Builders (NAHB) **2025 International Builders' Show® (IBS)** in Las Vegas. You can see the UltraTouch difference firsthand at booth C1819 in the main hall and the Craft Techniques Zone at booth W3643.

Also known as natural cotton fiber insulation, UltraTouch Recycled Denim Insulation is becoming a top choice for home builders thanks to its no-itch cotton fibers, acoustic performance, and sustainability benefits.

"UltraTouch Denim Insulation provides a game-changing alternative to fiberglass insulation, delivering the high-performance builders want in an eco-friendly, easy-to-install product," said Jim Wueste, Vice President of Waterproofing at Henry. "Builders appreciate the no-itch handling and excellent acoustic performance. We are thrilled to bring UltraTouch to builders throughout the country."

UltraTouch R-13 Recycled Denim Insulation is made with 80% post-consumer recycled denim. By reusing discarded denim, UltraTouch helps divert 20 million pounds of textile waste from landfills annually, promoting a circular economy and reducing embodied carbon in construction projects.

Because it's manufactured from natural, non-irritating fibers, UltraTouch Denim Insulation eliminates the need for specialized installation tools and protective gear. Construction crews can breathe easier and work faster when installing UltraTouch since it does not contain fiberglass or chemical irritants. Workers can simply tear the perforated denim insulation batts and fit the insulation snugly into place with their bare hands. UltraTouch holds a Class A Fire Rating and is mold and mildew resistant.

Stop by and see Henry products in action in the main exhibit hall (booth C1819), the Craft Techniques Zone (booth W3643), and The New American Home® (TNAH) in nearby Henderson, Nevada.

For more information about UltraTouch and Henry's fully integrated Building Envelope Systems®, please visit [Henry.com](https://www.henry.com).

About Henry, a Carlisle Company

Henry, a Carlisle Company, is a leader in building envelope products and solutions, managing the flow of water, vapor, air, and energy from foundation to roof to ensure consistent, cost-effective, and superior building performance. A division of Carlisle Weatherproofing Technologies, Henry is part of a family of leading-edge building products and solutions that enhance energy efficiency and sustainability in both commercial and residential settings.

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