

## **MARKETING BULLETIN – Insulation Systems**

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### **Range-Glas<sup>®</sup> EQ and Spin-Glas<sup>®</sup> WH EQ Insulation Johns Manville's Latest Advancement in Binder Technology Frequently Asked Questions (FAQs) OEM**

#### **Why is JM introducing a new binder?**

Johns Manville is committed to continuous product improvement. We revolutionized the insulation industry more than a decade ago by eliminating formaldehyde-based binders from our building insulation products. By doing so, we became the first manufacturer to offer a complete line of certified Formaldehyde-free<sup>™</sup> fiber glass building insulation.

JM's latest innovation in binder technology is our new *bio-based formaldehyde-free* binder for light density fiber glass. Since it is made primarily of rapidly renewable plant-based materials, our new binder will help us satisfy the increasing demand for agriculturally-sourced products.

#### **What is binder?**

Binder is “glue” that holds together glass fibers and comprises approximately 5% of the weight of the finished product. All dimensioned products need binder to retain their shape and performance. Also, because many fiber glass products are packaged under compression, binder promotes recovery to labeled thickness.

Fiber glass insulation binders can be made of multiple alternative chemistries including phenol-formaldehyde, acrylic and bio-based materials. Before this transition to bio-based binder, JM previously used an acrylic binder.

#### **Is the new bio-based binder formaldehyde-free?**

Yes. JM products made with bio-based binder contain no added formaldehyde.

#### **When will the new binder be introduced?**

We introduced bio-based binder to Canadian building insulation customers in October 2012 with great success. Our U.S. launch is a phased multi-plant rollout, beginning the week of January 28 with the conversion of the Willows, California manufacturing plant. In order to minimize disruption in the market, our goal is to convert our McPherson and Winder fiber glass manufacturing plants by the mid-year.

This change will affect the range and water heater products. The Winder, Georgia plant is expected to convert to the new-bio based binder in June 2013.

**Will the name of the product change?**

Yes. The new product names will be changed to *Range-Glas® EQ* and *Spin-Glas® WH EQ* Insulation.

**How long has the bio-based binder been in development?**

JM has spent years advancing its fiber glass binder technology and this new-bio based binder has been researched and field tested extensively.

While innovation is important to us, ensuring that our products meet critical customer requirements is our top priority. As a result, JM was methodical and thorough in the development of this new binder. We regularly benchmark the best attributes of insulation currently offered in the market, which helps us deliver customer-valued product improvements.

**Is JM's new binder the same as the binders used by other manufacturers?**

No. While some competitors use bio-based binders, JM's new binder chemistry is unique and engineered specifically for our advanced manufacturing process.

**What customer-driven qualities were emphasized in the development of the bio-based binder?**

In addition to our continued commitment to improving indoor air quality and the health of building occupants, Johns Manville's new bio-based binder will satisfy the increasing demand for sustainable products that are agriculturally-sourced.

**How has the new JM product performed for the BI market in Canada?**

Feedback from Canadian customers confirmed that installers believe the new product offers improved handling, easier cutting and less dust.

**Will the new bio-based binder product look different?**

Yes. One notable change will be the color. JM products made with the new bio-based binder are a new brown color and do not contain any added colorants or dyes.



**Are there any performance differences between the old and new products?**

Products made with JM's new bio-based binder meet the same industry standards and performance characteristics as the existing product. The color and the binder differences have no impact on the base performance properties of the insulation.

**Is JM fiber glass insulation sustainable?**

Yes. Mineral fiber insulations like JM's fiber glass insulation are sustainable because, once installed, they save energy. Reductions in energy use result in reductions in power plant emissions, which enhances public health and the environment. Fiber glass also has recycled content in the form of both pre- and post-consumer recycled glass.

**Will products made with the new bio-based binder cost more?**

No. We are currently able to deliver this innovation to U.S. customers at the same prices as our existing acrylic-based products. Any announced price increases will apply to both products.

**When can I expect to receive the new product?**

Customers receiving product from the Winder manufacturing plant should expect a full conversion effective for range products manufactured beginning June 2013.

**Will time be given to validate the bio-based binder product with OEM customers?**

Yes. Sample material will be provided to fabricators in April 2013 to begin working with OEMs on product validation.

**At the time of order, can I request either white or brown product?**

No. Each product will transition to the brown bio-based binder when the white inventory of that particular product is depleted.

**Can JM's white and brown products be used in the same application?**

Yes. There are no performance compatibility issues with mixing the two products. Both have the same code approvals and can – and should – be used interchangeably.

**Will JM's product offering remain the same?**

Yes. Our product offering and packaging configurations will remain the same. The bio-based binder products will be available in all sizes as indicated on the data sheets.

The product labels will be updated to reflect the new product names.

*Range-Glas<sup>®</sup> EQ Insulation*

*Spin-Glas<sup>®</sup> WH EQ Insulation*

**How do I handle questions about product differences?**

JM has published a technical bulletin with a comparison of the white and brown product for *Range-Glas<sup>®</sup> EQ and Spin-Glas<sup>®</sup> WH EQ*. Please contact your OEM Sales Representative to obtain a copy of the technical bulletin.

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**Where can I find data sheets for the range products with the bio-based binder?**

Market support materials including data sheets and MSDS are being updated and will be available in April 2013.

**Who should I call if I have additional questions about this change?**

Please contact your JM OEM Sales Representative.