

Are You Getting What You Paid For?

The choices you make about insulating your home deserve some careful attention. After all, you'll be living with this decision for as long as you own your home!



Unfortunately, most homeowners assume that all insulations perform the same and are content to let the installation price serve as the determining factor in making their decision. However, there are many factors to consider. Among the most important are comfort and performance.

What do I really need to know about insulating my home?

Aren't all insulations the same?

No. Absolutely not. The R-value listed on insulation products is a standard that comes from laboratory testing. Real world tests demonstrate just how vastly superior Applegate Stabilized Cellulose® Insulation is in comparison to conventional fiberglass.

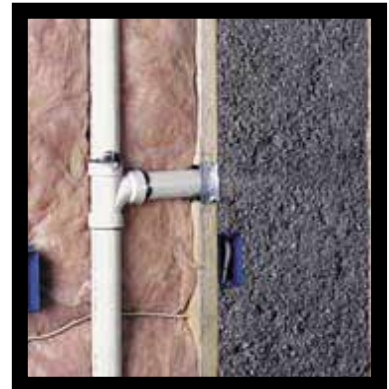
For example, Researchers at Oak Ridge Laboratory found that, "R-19 (glass fiber) batts have an R-value of 13.7 when installed as commonly found in actual walls."¹

Applegate Insulation® has an R-value of 3.8 per inch, nearly twice as much as typical blown fiberglass!

And other tests determined that on the hottest and coldest days, fiberglass' effectiveness decreases while Applegate Insulation® maintains its full insulation value.²

How's that possible?

The walls, ceilings, and floors are full of odd shaped cavities and obstacles like plumbing, air ducts, and wiring. According to Guardian Fiberglass, "About half of all wall cavities in residential construction are nonstandard in width and height, or obstructed with wiring pipes and other things. Any void area in conventional batt insulation can reduce the R-value significantly."



For insulation to work effectively it must completely fill around these obstructions without voids or gaps.

The Applegate Insulation® Difference

Applegate Stabilized Cellulose® Insulation is sprayed or blown into walls, conforming to your home and surrounding you and your family with a tight thermal barrier.

Fiberglass batts, on the other hand, are cut and pieced together, leaving voids that reduce it's ability to insulate. So even though it may be a cheap product to install initially, fiberglass batts do not deliver the same effective insulation properties as Applegate Insulation®.



Sealing the building envelope with a seamless blanket of natural fibers, Applegate Stabilized Insulation® can also be installed in attics and cathedral ceilings because it locks in place and virtually eliminates dust and settling.

"Utility bills were 32% lower in the cellulose insulated building."
-Leominster Housing Authority

Another study compared fiberglass and cellulose insulation in attics.³ Both started at R-19, but fiberglass started to lose its effective R-value as temperatures dropped to just 32°! It went on to lose up to 50% of its effective R-value as temperatures continued to drop.

Applegate Insulation®, however, not only maintained its R-value; its insulation effectiveness actually increased as temperatures continued to drop.



When you choose Applegate Stabilized Cellulose Insulation®, you get what you paid for!

Reduce your heating and cooling bills up to 40%!



Older homes usually have very little insulation in the side walls and attics. Adding Applegate Insulation® will help lower your heating and cooling bills.



If your new home was insulated with fiberglass, adding a layer of Applegate Insulation® to your attic boosts R-value and lowers your utility bills.

What can I do for my existing home?

Whether your home was built a century ago or completed yesterday, it's not too late for you and your family to enjoy the benefits of Applegate Insulation®. Your attic and walls may be insulated with fiberglass that is doing a poor job.

Covering the loose-fill fiberglass in your attic with more of the same stuff "fails to restore the lost R-value"⁴ that naturally occurs with fiberglass. But researchers at Oak Ridge found that when you "cap" your loose-fill fiberglass with cellulose, it not only adds R-value, it actually restores the effective R-value that fiberglass loses during cold weather.⁵

Many older homes were built with little or no insulation in the sidewalls. Your local trained Applegate professional can add Applegate Insulation® to your existing home's sidewalls, making your home more energy efficient—saving you money!



Siding carefully removed.



Small holes drilled.



Applegate Insulation® installed.



Siding carefully replaced.

1. J.E. Christian, J. Kosny, and P.W.Childs, "The Whole Wall Thermal Performance Calculator"
2. Oak Ridge National Laboratory. "Evaluation of Cellulose Insulation" 1991 Int. Symposium
3. Ibid.
4. Energy Design Update. "Fixing Fiberglass Problems with Cellulose"
5. Oak Ridge National Laboratory. "Evaluation of Cellulose Insulation" 1991 Int. Symposium
6. National Research Council Canada. "Fire Resistance Tests"

Good news from far away is like cold water to the thirsty. Proverbs 25:26

APPLEGATE PROTECTION

ENVIRONMENT

According to *Environmental Building News*, "Cellulose insulation should be a preferred insulation material for the environmentally concerned."



HEALTH

Applegate Stabilized Cellulose® Insulation eliminates irritating, abrasive, airborne glass fiber particles, providing you with peace of mind regarding your indoor air quality. Applegate Insulation® has been used by the American Lung Association of Virginia to insulate their Breathe Easy® Office complex.



FIRE

Applegate Insulation® actually helps make homes safer by providing up to 50% better fire resistance than fiberglass.⁶ Occupants have more time to reach safety. Applegate's unique liquid-injected fire retardants penetrate deep into cellulose fibers for added safety.



SOUND

It's amazing how quiet homes are when interior walls are filled with Applegate Insulation®. Applegate Insulation® provides much better sound control when compared to most other insulations.

MOLD

Applegate Insulation® restricts air movement that can bring moist air into wall cavities where it could condense and activate mold spores.



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