



A Berkshire Hathaway Company

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To: West Coast JM Building Insulation Customers

Subject: Johns Manville's Latest Advancement in Binder Technology

As many of you know, Johns Manville 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™ fiber glass building insulation.

Today, we're pleased to announce that JM is delivering yet another innovation in binder technology with the introduction of a new bio-based formaldehyde-free binder to our U.S. customers. **The week of Jan. 28, we will begin a phased, multi-plant rollout in the U.S., starting with the conversion of our Willows, Calif., manufacturing plant.**

With the introduction of our new binder, you will see a handful of changes to JM fiber glass products – most notably, the color. The color and binder differences have no impact on the base performance properties of the insulation, and all JM products made with the new binder meet the same industry standards as our existing product. In fact, the new bio-based binder products can be used interchangeably with existing product. Due to existing inventory, you will continue to see our existing white product for some time after the conversion.

While innovation is important to us, ensuring that JM products meet critical customer requirements is our top priority. As such, our new bio-based binder has been thoroughly tested and evaluated by installers on the job. We introduced the new binder to our Canadian customers in October with great success and installers have confirmed the new product offers improved handling, easier cutting and less dust.

Attached for your reference is a list of frequently asked questions. As always, your JM Sales Representative can provide details specific to your business and answer any other questions you may have about this change.

Thank you for your business and continued support of Johns Manville.

Best regards,

A handwritten signature in black ink, appearing to read 'Joe Smith', written in a cursive style.

Joe Smith
General Manager
Building Insulation