

MARKETING BULLETIN – Insulation Systems

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External

**Johns Manville’s Latest Advancement in Binder Technology: Frequently Asked Questions
Building Insulation**

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™ 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 like batts and rolls 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 a bio-based binder, JM previously used an acrylic binder.

Is the new bio-based binder formaldehyde-free?

Yes. JM products made with new bio-based binder contain no added formaldehyde and do not emit formaldehyde.

When will the new binder be introduced?

We introduced our bio-based binder to Canadian customers in October with great success. Our U.S. launch is a phased multi-plant rollout, beginning the week of Jan. 28 with the conversion of the Willows, Calif., manufacturing plant. In order to minimize disruption in the market, our goal is to accelerate

conversion of all our fiber glass manufacturing plants.

However, due to existing inventory, it will take some time to fully transition the market from our existing white product.

How long has the bio-based binder been in the works?

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 also 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 products that are agriculturally-sourced.

How has the new JM product performed 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.

The wrapper itself will look similar to our existing bags and the graphics will remain the same.

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 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 building insulation are sustainable because, once installed, they save energy for the life of the building. 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

No. We are currently able to deliver this innovation to

binder cost more?	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 Willows manufacturing plant could expect to see the bio-based product as early as February. In order to minimize disruption, our goal is to accelerate the conversion of all our fiber glass manufacturing plants through a phased rollout. Due to existing inventory, you will continue to see our white product for some time as we fully transition the market.
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 on the same jobsite?	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 and R-values as currently indicated on our product availability list.
Will JM's Climate Pro® blowing wool product be affected by this change?	No. Climate Pro blowing wool does not contain a binder and, therefore, will not change.
How do I handle questions about product differences?	JM has published a technical bulletin detailing the code compliance of the new product. Please visit specjm.com to obtain a copy of the technical bulletin.
Where can I find data sheets for the new bio-based binder product?	Please visit specjm.com for marketing support materials including data sheets, MSDS and technical bulletins.
What kind of training will be provided to the installers on the new JM product?	Based on feedback from our Canadian customers, we expect to see little functional difference between our acrylic and bio-based binder products. In fact, installers confirmed the new product offers improved handling, easier cutting and less dust. Your local JM Sales Representative will be available to assist you upon request.
Who should I call if I have additional questions about this change?	Please contact your local JM Sales Representative or JM Technical Services at 1-800-654-3103.