

# ADVANCING

ATTIC INSULATION



Introducing the Owens Corning

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# PROPINK<sup>®</sup>

High Performance  
Conditioned Attic System\*

\*PATENT PENDING SYSTEM AND COMPONENTS

# YOUR CHALLENGES



ARE BIGGER THAN INSULATING YOUR NEXT ATTIC



**MARKET**



**REGULATORY**



**COMPETITIVE**



**TECHNICAL**

# INNOVATION



YOU CAN REALLY USE

## Owens Corning works side-by-side with you to Turn Building Science into Building Genius™

- 75 years of FIBERGLAS™ insulation innovation
- Solutions developed in partnership with builders in real world conditions

Bringing the right ideas to your jobsite

Helping you build homes with better performance and profitability

“Our relationship with Owens Corning stands above the rest in that we’re able to develop a product together and implement.”

Todd Cicerello  
Operations Manager  
Shea Homes



# AMERICAN HOME BUILDERS' FAVORITE BRAND

Today's builders and remodelers trust the Owens Corning brand to deliver performance

**GreenBuilder® Media Readers' Choice 2015 Awards**  
**“Greenest Insulation Brand”<sup>1</sup>**

**Hanley Wood 2015 Builder Brand Use Study**  
**#1 Insulation Brand for the 16<sup>th</sup> consecutive year<sup>2</sup>**

- Overall quality
- Brand familiarity
- Used most
- Recent use

<sup>1</sup> GreenBuilder. “2015 Readers' Choice Earned Loyalty.” Available at: [http://www.greenbuildermedia.com/2015-readers-choice-awards?ET\\_RID=1351048928&ET\\_CID=](http://www.greenbuildermedia.com/2015-readers-choice-awards?ET_RID=1351048928&ET_CID=)

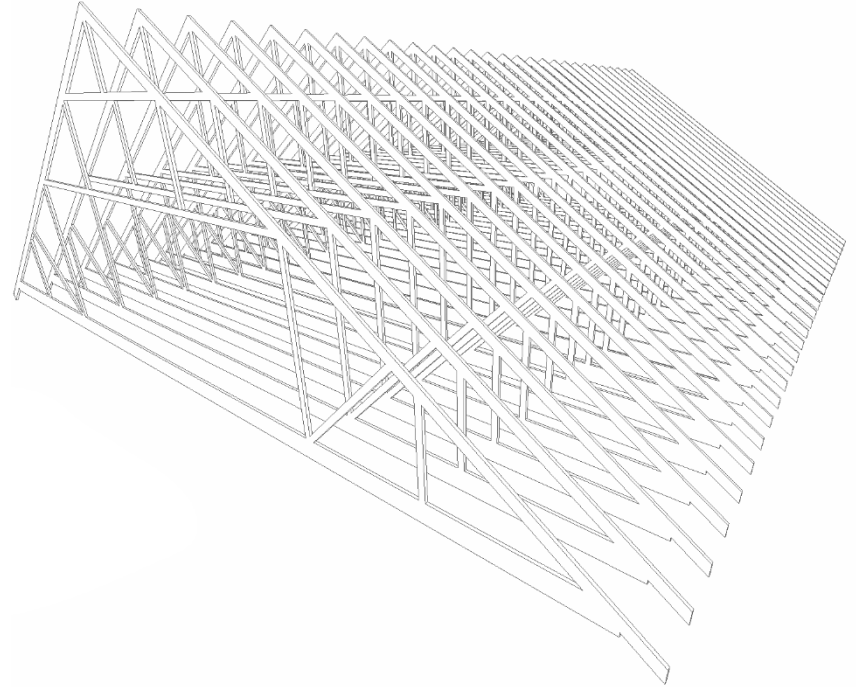
<sup>2</sup> Hanley Wood. “2015 Builder Brand Use Study.” Available at: [http://www.builderonline.com/products/2015-builder-brand-use-study-results\\_o?ET\\_RID=1351048928&ET\\_CID=](http://www.builderonline.com/products/2015-builder-brand-use-study-results_o?ET_RID=1351048928&ET_CID=)

The Owens Corning

# PROPINK<sup>®</sup>

High Performance  
Conditioned Attic System (HPCA)\*

The new high performance  
solution for your high  
performance homes.





The Owens Corning

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# PROPINK®

High Performance  
Conditioned Attic System

System features  
and benefits

INNOVATION

DURABILITY

SUSTAINABLE DESIGN

SAFER MATERIALS

PERFORMANCE

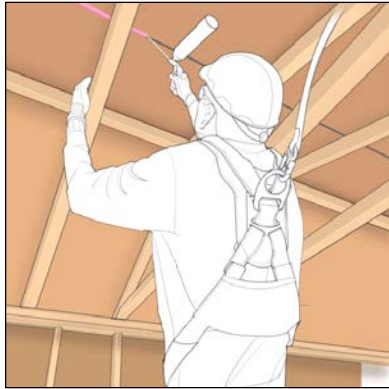
VALUE

# INNOVATION



## THREE PERFORMANCE-PROVEN COMPONENTS WORKING TOGETHER

### Air Seal



**ProPink<sup>®</sup> One**  
All Purpose Foam Sealant

### Install Netting



**ProPink<sup>®</sup> Boxed Netting\***

### Blow Insulation



**ProPink<sup>®</sup>**  
Loosefill Insulation

Specifically designed to move the thermal boundary from the ceiling to the roof deck – thereby affording the advantages of an unvented attic assembly.

\*Available with and without a vapor retarder

# DURABILITY



**Dependable, climate-tested boxed netting system\* enabling a more durable building**



- Non-corrosive
- Non-conductive to moisture retention
- Doesn't settle
- Resists mold and fungus

**Helps you deliver enduring value for homeowners.**

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\*Available with and without a vapor retarder



# SUSTAINABLE DESIGN\*



## PROPINK® LOOSEFILL INSULATION

- Certified at least 50% recycled glass content<sup>1</sup>
  - At least 30% post-consumer content<sup>2</sup>
- Certified for low emissions<sup>3</sup>
- Validated formaldehyde-free<sup>4</sup>
- No harmful chemicals<sup>5</sup>



**Build responsibly, ready for tomorrow's environmental standards.**

<sup>1</sup> Information applies to Loosefill insulation only.

<sup>2</sup> Scientific Certification Systems, for products manufactured in North America.

<sup>3</sup> Energy Upgrade California. 2011. "Green Insulation Guide."

<sup>4</sup> GREENGUARD. "Production Emission Standard for Children and Schools."

<sup>5</sup> GREENGUARD.<sup>5</sup>

# SAFER MATERIALS



## FOR INSTALLERS AND HOMEOWNERS

- No complicated Personal Protective Equipment required – basic safety gear only - refer to installation instructions
- No need to quarantine the worksite during installation
- No drying or off-gassing non-occupancy time periods

### Insulation and netting:

- <25 flame spread rating
- <400 smoke developed rating
- <1 perm vapor permeance with vapor retarder fabric
- Code compliant evaluation report covers complete system installation

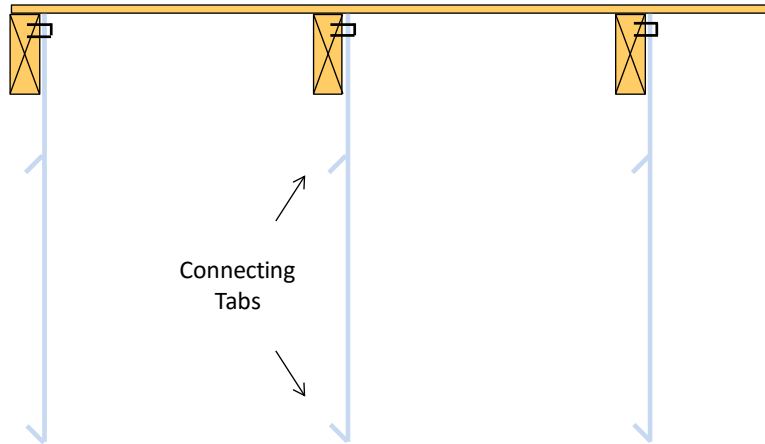
**Helps keep your jobsite  
working and delivers peace  
of mind for homeowners.**

# PERFORMANCE

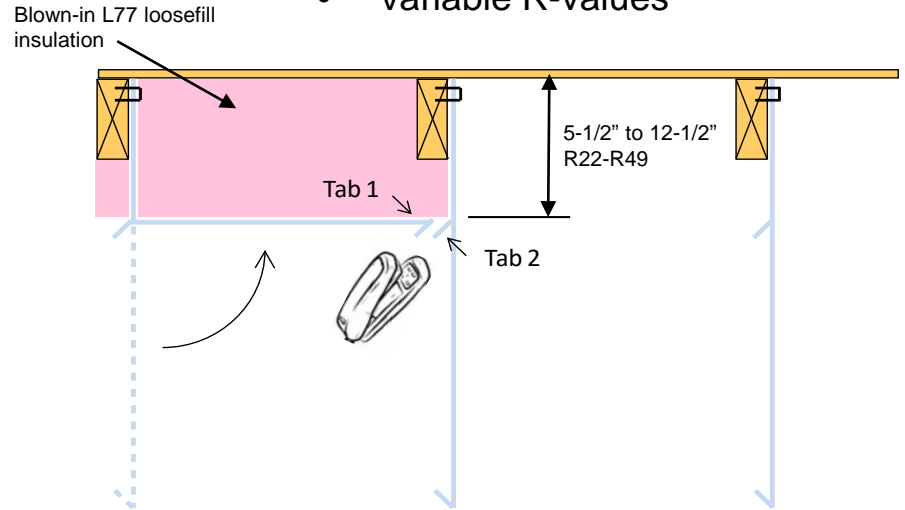


## BOXED NETTING APPROACH:

- Near-uniform insulation layer
- Insulated truss chords
- Variable R-values



**Step 1: Hang**

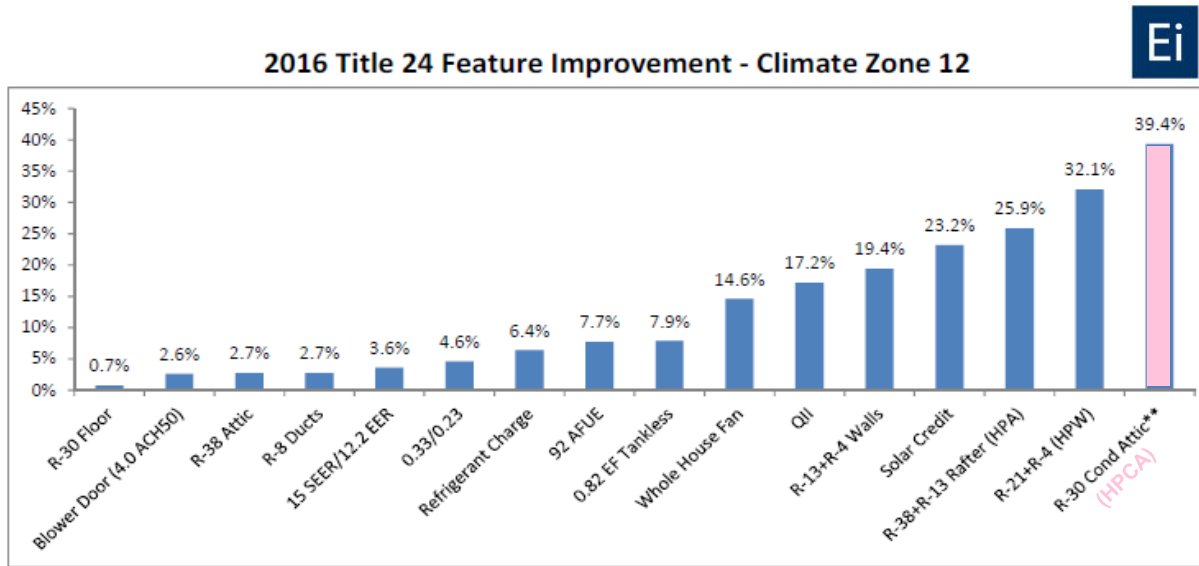


**Step 2: Connect**

# PERFORMANCE



## FEATURE COMPARISONS



- Meets or exceeds all energy code insulation requirements
- Uniform R-value with zero thermal bridges
- Contributes to a lower T24/CAHP score
- Savings on monthly heating and cooling costs

# ADDING VALUE, START TO FINISH



## PROPINK® HIGH PERFORMANCE CONDITIONED ATTIC SYSTEM



- Tailored installation projects quality and craftsmanship
- Innovative system of high-performance components
- Simple & clean installation
- Forward-thinking to meet and exceed code requirements
- Advanced comfort offering for homeowners
- Assembly trade-offs and performance incentives can significantly reduce net installed system costs\*

\*Exact system costs vary based on roof pitch/type, existing performance features, etc. – see Owens Corning representative for additional information.

# THANK YOU.



QUESTIONS?

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**OWENS CORNING FOAM INSULATION, LLC**  
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**1-800-GET-PINK®**  
**[www.owenscorning.com](http://www.owenscorning.com)**

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# BACK UP SLIDES – ADDITIONAL INFORMATION

# VALUE



## ASSEMBLY TRADE-OFFS AND DISCOUNTS REDUCE YOUR INSTALLED COST

Revision Date: 4/4/2016



INNOVATIONS FOR LIVING™

### HPCA DISCOUNT PRICING TOOL

INSTRUCTIONS: TAN SHADED CELLS REQUIRE INPUT - REMAINDER IS AUTOMATIC.

LOCATION LOOKUPS CURRENTLY COMPLETED FOR AL, AK, AZ, CA, NM, NV ONLY - WILL BE UPDATED STATE-BY-STATE AS USER NEEDS DICTATE

#### Project Name

Project MSA City  
 Project State  
 House SqFt  
 Existing Attic Type  
 Roof SqFt  
 Roof Pitch \_:12  
 Hip Roof  
 O'hagan Vents  
 Generic Rooftop Vents  
 Radiant Barrier  
 Qty of HVAC Systems  
 HVAC type  
 Existing FURNACE efficiency  
 Upgrade cost to 90+  
 Flex duct  
 Whole House fans in current  
 Utility/Other Incentive bump

#### HYPOTHETICAL TWO STORY HOME

Sacramento	Location \$ Factor:	<input type="text" value="1.13"/>		
CA				
2200				
Traditional vented	Eave vent qty based on 1300 at 40sqin per	<input type="text" value="0"/>	Eave Deduct	\$0.00 Deduct \$0.00
1500	Ceiling air seal omit if existing is vented attic		Caulk/Foam	-\$30.00 Deduct -\$90.00
5	Roof Deck SqFt	<input type="text" value="1620"/>	RB Deduct	-\$162.00
N	Additional Hip Deck SqFt	<input type="text" value="0"/>	RB Deduct	\$0.00
Y	Qty based on 1300 and 86sqin per	<input type="text" value="8.372093"/>	OV Deduct	-\$293.02 Deduct -\$32.16
N	Qty based on 1300 and 60sqin per	<input type="text" value="0"/>	RV Deduct	\$0.00 Deduct \$0.00
Y				
1				
Gas Furnace and AC	HVAC Ton Reduction	<input type="text" value="0.5"/>	HVAC Deduct	-\$328.64
90+ @ sealed / direct vent	Flex Duct Sqft Est.	<input type="text" value="500"/>	FLEX Deduct	-\$30.00
0			WHF w/labor Deduct	\$0.00
Y			INCV Deduct	-\$600.00
N	WHF Sqft base	<input type="text" value="0"/>		
\$600			Subtotals	-\$1,443.66
				(not including location factor)

TOTAL LOCATION BASED-ESTIMATED HPCA ASSEMBLY SAVINGS =

**-\$1,769.38**

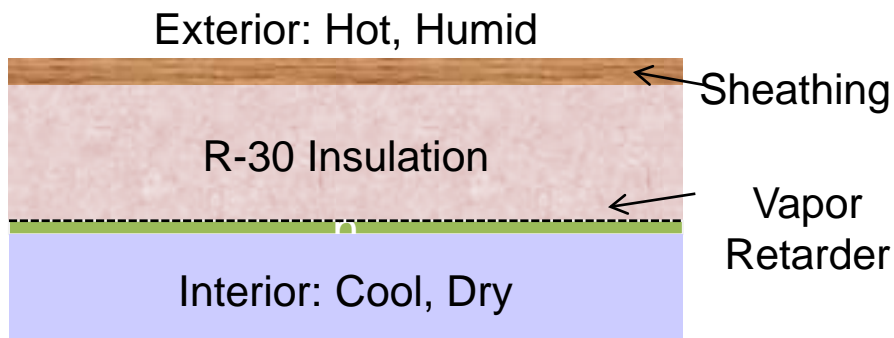
Represents expected discount off of HPCA installed cost



# MOISTURE CONTROL

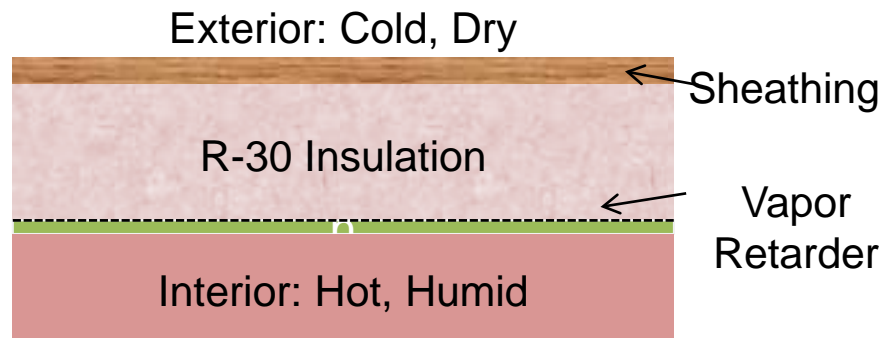


## VAPOR RETARDER



### Scenario 1: Summer Days

- With sufficient perms, inward drying possible
- No accumulation of moisture



### Scenario 2: Winter Days

- Vapor retarder prevents moisture from getting to the roof deck
- Thus, no condensation