



DO MORE WITH LESS TIME, COST, AND MESS



5 BAGS

Cellulose Insulation

=



2 BAGS

ProPink® L77 Loosefill Insulation

Less time, more productivity. Two-and-a-half times more coverage in every bag means you need fewer bags per job. So, your crews can do more jobs per truckload, saving you both time and money.

Insulates Better Than Cellulose



3X
COVERAGE
PER
TRUCKLOAD

A fully loaded truck of ProPink® L77 Loosefill Insulation will insulate three times the wall area as cellulose.¹



EQUAL
AIRFLOW
REDUCTION

Compared to cellulose, ProPink® L77 Loosefill Insulation can achieve equal airflow reduction and greater R-value.²



**EXCEEDS
R-VALUE TO
-40°
FAHRENHEIT**

ProPink® L77 Loosefill Insulation meets or exceeds the labeled R-value at temperatures down to -40°F.³



THE CHEAPEST INSULATION ISN'T ALWAYS CHEAPER SEE HOW CELLULOSE STACKS UP

Compared to blown cellulose, ProPink® L77 Loosefill Insulation is a clean, safe, proven choice for your crew and your customers – and a smart choice for your business.



PROPINK® L77 LOOSEFILL INSULATION

Quick and clean

- Low dust means less cleanup.

Made for pure performance

- Engineered fibers lock together to create micro-pockets of air that insulate for the life of the building.

Does not burn

- Fiberglass is noncombustible. It does not ignite or propagate a flame. (ASTM E970)
- No chemical fire retardants needed.

Safe

- Proven safe in extensive health testing.

BLOWN-IN CELLULOSE

More time and mess

- Excessive dust with dry (attic) application.
- More cleanup with wet (wall) application.

Can wick, settle, and sag

- Coarsely shredded paper and plastic waste is messy and imprecise.
- It absorbs moisture and can settle up to 20% in attics.⁴

Naturally flammable

- Starts to combust as low as 500°. Cellulose can ignite and propagate a flame. (ASTM E970)
- Contains up to 15% chemically based fire retardants.⁵

Untested

- No health testing has been done, meaning the safety of using cellulose is unknown.

No material is more tested – no brand is more trusted. For superior performance with less time, cost, and mess, choose Owens Corning® ProPink® L77 Loosefill Insulation.

Visit www.owenscorning.com/propink-vs-cellulose to learn more.

1 Fiberglass insulation: 25.4 sq. ft. of R-14 wall per cu ft. of truck space vs. Cellulose insulation: 7.3 sq. ft. of R-13 wall per cu ft. of truck space.

2 Comparative Study on Air Infiltration by NAHB Research Center, October 2009; R-value means resistance to heat flow. The higher the R-value, the greater the insulating power. Ask your seller for the fact sheet on R-values. To get the marked R-value, it is essential that insulation be installed properly.

3 Thermal Performance of Fiberglass and Cellulose Attic Insulations; Wilkes, K.E. & Childs, P.W.; presentation at the "Thermal Performance of the Exterior Envelopes of Buildings V"; Clearwater Beach, FL, December 7-10, 1992.

4 Abe Kruger and Carl Seville, Green Building, Principles and Practices in Residential Construction (Cengage Learning, 2012).

5 https://insulationinstitute.org/wp-content/uploads/2015/12/FG_MW_vs_Cellulose_Final.pdf.



OWENS CORNING INSULATING SYSTEMS, LLC
ONE OWENS CORNING PARKWAY
TOLEDO, OH 43659 USA

1-800-438-7465 (1-800-GET-PINK®)
www.owenscorning.com