

January 21, 2013

To: All JM Mechanical 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 light density products. By doing so, we became the first manufacturer to offer a full line of certified Formaldehyde-free™ fiber glass building insulation.

Now, JM has developed yet another innovation in binder technology. In 2012 we began transitioning to a new bio-based formaldehyde-free binder for our light density fiberglass insulation products. Since it is made primarily of rapidly renewable plant-based materials, our new binder satisfies the increasing demand for agriculturally-sourced products.

You will notice that the color of the product made with the bio-based binder will change to brown. The color and binder differences have no impact on the basic performance properties of the insulation. All products made with the new binder have been designed to meet the same industry performance standards and certifications as our existing product.

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 tested and evaluated by contractors on the job. Customer feedback from field trials has confirmed that contractors believe the new product offers improved handling, easier cutting and less dust.

Our mechanical customers will start to see the new binder as early as February starting with duct wrap insulation. However, due to existing inventory and a transition plan, it will take approximately nine months to fully transition duct wrap to the new brown binder. During this period, we will also supply a nominal amount of yellow duct wrap to augment supply during these manufacturing transitions. The next phase of transition will be the insulation that is used in the manufacture of flexible ducts, which is currently planned for late spring with a full conversion of all light density insulation no later than the end of 2013. And finally, our technical team continues the product development for duct liner and duct board.

Attached for your reference is a list of frequently asked questions and you can visit specJM.com/HVACEQ for information and support documents regarding this change. As always, your Market Development Manager and Account Manager can provide details specific to your business and answer any other questions.

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

Best Regards,



Norman Parker
General Manager, Performance Materials