

MARKETING BULLETIN – Insulation Systems

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**Johns Manville’s Latest Advancement in Binder Technology: Frequently Asked Questions
Mechanical 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 many of our 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 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 for light density products and phenolic for density products.

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 will begin transitioning to our new bio-based binder starting in February 2013. Some mechanical customers will start to see the new duct wrap product as soon as February.

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 did the new JM product perform in field trials?

Feedback from building insulation and initial duct wrap field trials confirmed that contractors believe the new product offers improved handling, easier cutting and less dust.

Will the new bio-based binder product look different?

Yes. Appropriately, JM products made with the new bio-based binder are a brown color and do not contain any added colorants or dyes.

The packaging will remain the same with the new product designation indicated in the graphics.

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 old product. The color and binder differences have no impact on the basic performance properties of the insulation.

Is JM fiber glass insulation sustainable?

Yes. Mineral fiber insulations like JM's fiber glass 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. JM's 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 binder cost more?

No. We are currently able to deliver this innovation to customers at the same prices as our existing acrylic-based products.

When can I expect to receive the new product?

Some fast-moving products will convert during February. However, due to existing inventory it will take several months to fully transition the market from the existing white to the new brown product. We will also supply a modest quantity of phenolic duct wrap in order to facilitate the manufacturing transition to the new binder. Some customers will receive this product (yellow in color) until mid-year.

At the time of order, can I request any of the product choices?

No. Each product will transition to the brown bio-based binder when other inventory of that particular product is depleted.

Can JM's white, brown, or yellow products be used on the same jobsite?

Yes. There are no performance compatibility issues with mixing products. All products meet the same specifications and code requirements. They 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 product forms previously available for duct wrap.

Will JM's other air handling products be impacted?

Insulation used in the manufacture of flexible duct is planned for late spring. Duct liner and duct board products are in the midst of active product development and evaluation trials. We will update you on these developments at the appropriate time.

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/HVACEQ to obtain a copy of the technical bulletin. Also, there is a letter that may be used to validate submittals and answer questions.

Where can I find data sheets for the new bio-based binder product?

Please visit specJM/HVACEQ.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?

We expect contractors to see no functional difference between our existing and bio-based binder products. Your local JM Market Development Manager and Account Manager 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 Market Development, Account Manager or JM Technical Services at 1-800-654-3103.