

Introducing Owens Corning EcoTouch[®] insulation.

Because building something better
is always good for business.



INNOVATIONS FOR LIVING[®]

EcoTouch[®] insulation. It's better for homebuyers, which makes it better for home builders.

New Owens Corning EcoTouch[®] insulation is the first complete performance insulation. With EcoTouch[®] insulation, you build enduring value into every home by giving homebuyers more comfort, reduced monthly heating and cooling costs¹ for the life of the home, and environmental sustainability without any performance compromises.



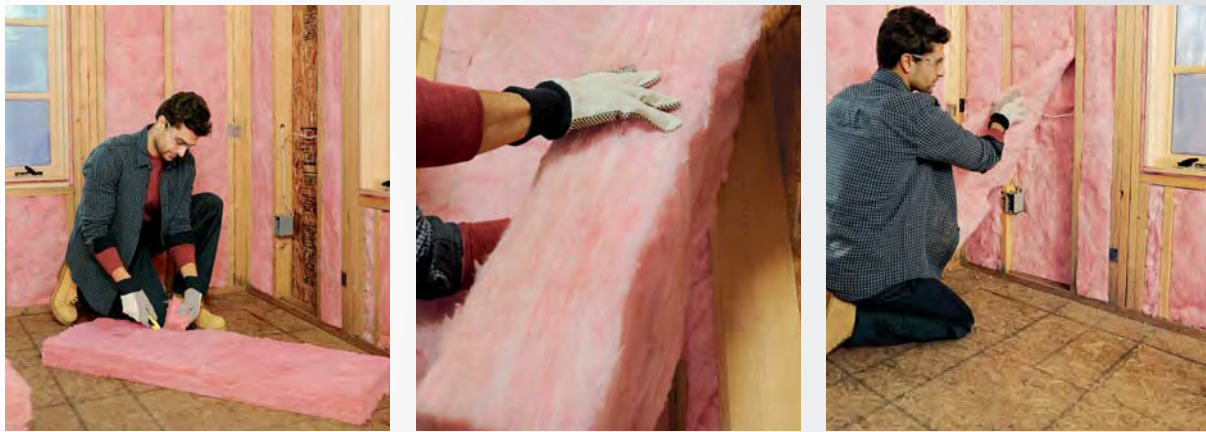
Owens Corning's PureFiber[®] Technology represents a revolutionary way of producing fiberglass insulation. Our new EcoTouch[®] insulation actually enhances the product performance qualities that have made Owens Corning the most preferred and most often used brand of insulation by builders,² while also delivering the benefits of improved sustainability features today's homebuyers are looking for:

- EcoTouch[®] insulation contains more than 99% natural ingredients³
- GreenGuard Children & Schools CertifiedSM and verified to be formaldehyde free⁴
- Certified to contain at least 58% recycled content, the highest certified percentage in fiberglass insulation⁵
- Contributes to LEED[®] project certification

Easier to install means you can build high-quality homes in less time, which will impact your bottom line.

EcoTouch® insulation exceeds the superior installation characteristics you've come to expect from Owens Corning. EcoTouch® insulation is rated #1 for handleability and ease of installation by contractors and is preferred by 2 out of 3 professional installers over all other brands. It all adds up to reduced build-cycle times for you.⁶

EcoTouch® is the insulation product of choice for the high-performing, energy-efficient, environmentally sustainable homes that today's homebuyers are looking for.



“...easy to cut, perfect to split...I love it!”

Denis Doyton, Professional Insulation Contractor

“...fills the cavity properly, it's stronger than the others, too.”

Esmer Nelson Avalos, Professional Insulation Contractor

“Best product on the market to work with.”

Huguette St. Amant, Professional Insulation Contractor



Applies to EcoTouch® Unfaced Batts and Rolls, EcoTouch® Faced Batts and Rolls, Loosefill insulation, Metal building insulation products and flexible air handling products.



COMMERCIAL PRODUCTS	ASTM C 665	ASTM E 84*	ASTM E 136
EcoTouch® Thermal Batt Insulation Unfaced	TYPE I	<25, <50	X
EcoTouch® Thermal Batt Insulation Kraft-Faced	TYPE II, CL C	N/R	
EcoTouch® Thermal Batt Insulation Foil-Faced	TYPE III, CL B & C	<75, <150	
EcoTouch® Flame Spread 25 FSK-Faced	TYPE III, CL A	<25, <50	
EcoTouch® Flame Spread 25 Extended Flanges PSK-Faced	TYPE II, CL A	<25, <50	
PROPINK FastBatt® Insulation	TYPE II, CL C	N/R	
QuietZone® Acoustic Batt Insulation Kraft-Faced	TYPE II, CL C	N/R	
QuietZone® Shaftwall Insulation	TYPE I	<25, <50	
Sonobatts® Insulation Unfaced	TYPE I	<25, <50	X
Sonobatts® Insulation Kraft-Faced	TYPE II, CL C	N/R	
Sound Attenuation Batt Insulation	TYPE I	<25, <50	X

*Also applies to UL 723 test method.

Make every home you build even better with EcoTouch® insulation. Call 1.800.GET.PINK® to find the Owens Corning Distributor in your area or to schedule a visit by an Owens Corning Sales Representative.

Air Sealing • Insulating Systems • Moisture Management • Sustainable Building Science • COMPLETE ENERGY PERFORMANCE



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1 Savings vary. Find out why in the seller's fact sheet on R-values. Higher R-values mean greater insulating power. Visit http://www.energystar.gov/index.cfm?c=home_sealing.hm_improvement_methodology.
 2 2011 Builder Brand Use Study, Hanley Wood Business Media.
 3 Unfaced insulation made with a minimum of 99 percent by-weight natural materials consisting of minerals and plant-based compounds.
 4 Owens Corning™ EcoTouch® Unfaced fiberglass insulation is verified to be formaldehyde free by the GREENGUARD Environmental Institute.
 5 Certified by Scientific Certification Systems to have a minimum of 58 percent recycled glass content, with at least 36 percent post-consumer recycled and the balance pre-consumer recycled glass content.
 6 According to a 2010 clinical trial conducted in Toronto, Canada, by Ducker Worldwide on behalf of Owens Corning Insulating Systems, LLC.