

# IN-AISLE QUICK REFERENCE GUIDE

Answers to Your Customers' Insulation Questions



JM IS PROUDLY A BERKSHIRE HATHAWAY COMPANY

## UNQUESTIONABLE INTEGRITY AND STABILITY

Berkshire Hathaway is one of the most respected, financially sound companies in the world. Being a Berkshire Hathaway company means we have a shared value for conducting business at all levels with integrity, and an enduring commitment to the highest standards. Berkshire Hathaway's long-standing stability advances our ability to invest in the insulation category—to continue delivering the innovative solutions and services that answer our customers' needs.

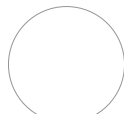
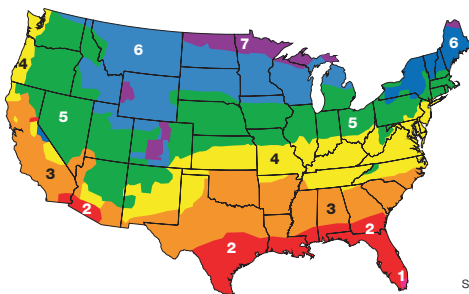
## "WHAT DO I NEED FOR MY PROJECT?"

### THE RIGHT R-VALUE

#### WHAT IS R-VALUE?

R means resistance to heat flow. The higher the R-Value, the greater the insulating power. As R-Value increases, so does energy efficiency and home comfort. The colder, or warmer, the climate, the higher R-Value needed to maintain energy efficiency and comfort.

#### ENERGY STAR RECOMMENDATIONS



Write in your zone for quick reference when speaking to customers.

#### CAVITY DEPTH

R-Value is correlated to thickness of insulation rolls or batts, meaning there are limits to the R-Value based on the wall and floor cavity depths.

#### 2x4 Construction

**R-13** **R-15**

#### 2x6 Construction

**R-19** **R-21**

#### 2x8 or Deeper Joists

**R-30** **R-38**

#### Attics: Up to R-60

Follow code or Department of Energy recommendations

#### CAVITY WIDTH

For **16 inch** on-center studs



or

For **24 inch** on-center studs



### BATTS, ROLLS OR BLOW-IN

#### Batts

Pre-cut for fast wall installation.



#### Rolls

Good for unobstructed spaces. Cut to preferred length.



#### Blow-In

Fast, easy, thorough way to insulate attics.



#### FACED VS. UNFACED

**Faced insulation** helps stop moisture from entering the home. **Ideal for:** Attics with no existing insulation and exterior walls.

**Unfaced insulation** has no vapor retarder. **Ideal for:** Interior walls and laying on top of existing insulation.

#### ComfortTherm® Technology. Less Itch. Less Dust.

JM's proprietary ComfortTherm insulation is wrapped in plastic for a cleaner, itch-free installation.



Zone	Attic	2x4 Walls	2x6 Walls	Floors	Crawl Spaces
7	R49-R60	R13-R15	R19-R21	R25-R30	
6					
5	R38-R60				
4					
3	R30-R60			R-25	R19-R25
2	R30-R49			R-13	R13-R19
1					

## “HOW CAN I UPGRADE MY ATTIC INSULATION?”

### WEEKEND PROJECT

With JM's Attic Protector® Blow-In Fiberglass system, it's easy to upgrade an attic to any R-Value in a weekend.

#### Don't leave the store without:

- ☐ Two Sections of 50-ft. Hose
- ☐ Blower Machine
- ☐ Power Cord with Twist-Lock Connector
- ☐ Remote Control

#### WHY BLOW-IN FIBERGLASS?

##### Simplicity

One simple machine makes it easy to do an entire attic in a weekend.

##### Lifetime Performance

Fiberglass delivers comfort for a lifetime and does not settle.

##### Fire Safety

It is naturally non-combustible, requiring no added harsh fire-retardant chemicals like other insulations.

##### Resists Mold

It is inorganic, meaning it doesn't support harmful mold growth.

#### The Rest

- ☐ Attic Lights
- ☐ Drop Cloths
- ☐ Gloves
- ☐ Hat
- ☐ Dust Mask
- ☐ Ruler
- ☐ Safety Glasses
- ☐ Long Sleeves
- ☐ Vent Chutes/Baffling



### EASY CALCULATION

To insulate 800 square feet at R-19, you need 8 bags of Attic Protector.

$$800 \text{ sf} \div 109 \text{ sf @ R-19} = 7.3 \text{ bags}$$



How much insulation do you have?

You should have up to 19" or R-49

How much should you add?

	—		=	
15"–19" Needed		Existing Inches		Inches to Add

Attic area to cover...

	×		=	
Length		Width		Total Area

Number of bags of insulation to buy:

	÷		=	
Total Area		Bag Coverage (sq. ft.)		No. of Bags Needed

**Adding to existing insulation?** Use unfaced or blow-in fiberglass.

## “WHAT ARE THE BENEFITS?”

### WHY FIBERGLASS

- 1** It's a proven and affordable way to achieve an outstanding combination of **thermal, sound control, moisture and fire protection**.
- 2** It requires minimal time and equipment, for a **simple, fast installation**.
- 3** It offers **outstanding value** for the performance achieved.
- 4** It is **proven safe** to manufacture and install.

### THE JM ADVANTAGE

**We make health a priority.** JM offers a complete line of formaldehyde free home insulation products. Many are SCS Indoor Advantage Gold and GREENGUARD Certified.

**Designed for the pro.** JM fiberglass insulation is designed to make cutting and handling easier in order to get the job done faster.

**We make it responsibly.** JM uses an average 30% post-consumer recycled glass and paper content\* and a bio-based binder – binder is what holds the fiberglass together.

\* North American average. Actual recycled content may vary.