



## THERMACON – PROUD TO BE DISTRIBUTORS OF JOHNS MANVILLE IN AUSTRALIA

Date: 25<sup>th</sup> February 2013

### **Johns Manville's Latest Advancement in Binder Technology: Frequently Asked Questions Building 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 our building insulation products. By doing so, we became the first manufacturer to offer a complete line of certified Formaldehyde-free™ glasswool building insulation.

JM's latest innovation in binder technology is our new bio-based formaldehyde-free binder for glasswool. 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 like batts and rolls need binder to retain their shape and performance. Also, because many glasswool products are packaged under compression, binder promotes recovery to labeled thickness.

Glasswool 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.

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?

Production with the new Bio-based binder will start in January 2013 with the first of the new product arriving in Australia mid – March 2013.

How long has the bio-based binder been in the works?

JM has spent years advancing its glasswool 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 Canadian field trials confirmed that customers 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 light brown colour and do not contain any added colourants or dyes.

The packaging graphics will remain the same and the bags will be white. During the transition, a small number of products may be shipped in clear bags.

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 colour 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 glasswool building 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. Glasswool 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 our Australian Distributors at the same prices as our existing acrylic-based products.

When can I expect to receive the new product?

Thermacon will begin delivering the new product once existing inventory has been utilized. This may take a couple of months.

At the time of order, can I request either white or brown product?

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

Can JM's white and brown products be used on the same jobsite?

Yes. There are no performance compatibility issues with mixing the two products. Both have the same code approvals and 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 sizes and R - values as currently indicated on our product availability list.

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

New Data sheets are in the process of being printed and will be available Mid – March 2013

What kind of training will be provided to the installers on the new JM product?

We expect installers to see little functional difference between our acrylic and bio-based binder products. Your local JM Sales Representative will be available to assist you upon request.

Who should I call if I have additional questions about this change?

Thermacon Insulation Pty Ltd  
Technical Services - Joshua Tomkinson 9353 6033  
- Rodger Jones 9353 6033