



High Performance Insulation With an Extra Line of Defense



by GREENFIBER®
WITH BORABARRIER®

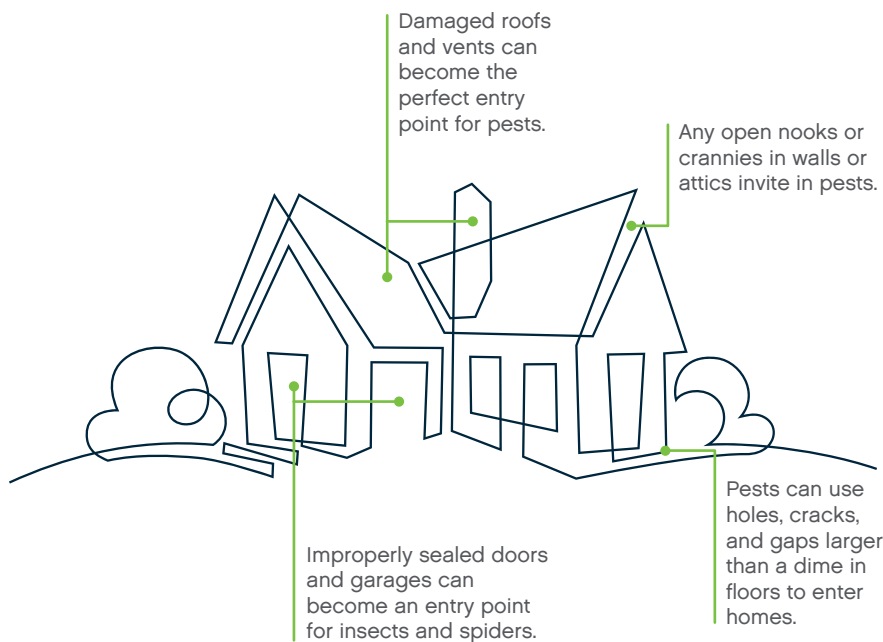
Keep Pests Out with SANCTUARY® DEFENSE

Every year, common pests such as ants, cockroaches and termites wreak havoc on homes, causing damage and distress to homeowners. Although over 8.3 million homes are treated for pests, many homeowners still find themselves susceptible because some types of insulation harbor pests, but there's a brand-new way to insulate a home that offers an eco-friendly barrier against 25 common pests.¹

SANCTUARY® DEFENSE is a high performance all-in-one cellulose insulation with a proven formula that is treated with BORABARRIER®, an EPA-registered pesticide, that protects the insulation against 25 common household pests including cockroaches, ants, termites, water bugs, and darkling beetles, just to name a few.

SANCTUARY® DEFENSE is designed to be an additional layer of protection for use along with ongoing home pest prevention while serving as a highly effective insulation that reduces sound, lowers heating and cooling bills and stops or slows the spreading of fire. Blown-in, dense-packed or spray applied - you won't find a smarter way to insulate a home's attics, walls, ceilings and floors.

COMMON PEST HOME ACCESS POINTS



KILLS 25 TYPES OF BUGS

SANCTUARY® DEFENSE with BORABARRIER® protects the insulation from pest problems that traditional insulations can't. Plus, it's eco-friendly and carbon negative, which helps to reduce the carbon footprint of the home.



Ants



Bat Bug



Booklice



Boxelder Bug



Centipede



Cockroach



Cricket



Darkling Beetle



Dermestid



Earwig



Firebrat



Flea



Fly



Kudzu Bug



Lady Beetle



Millipede



Mite



Pillbug



Silverfish



Slug



Snail



Sowbug



Stink Bug



Termite



Water Bug

High Performance Insulation For Sound, Thermal And Now Pest Control

\$5B

Property damage that termites cause annually, a cost not typically covered by insurance.

97%

Allergists who believe a pest-free home is essential in preventing asthma.

63%

Homes in the U.S. contain cockroach allergens.

Types of bacteria cockroaches spread, including E. coli and Salmonella **33**



QUIET

60% Reduction in Sound Power²

Where air flows, sound follows. SANCTUARY® DEFENSE is engineered to fill the nooks and crannies and muffle sound.



COMFORTABLE

Regulate Temperatures

If all of the rooms in your home aren't comfortable year-round, it's time to upgrade your insulation. SANCTUARY® DEFENSE will regulate overall room-by-room temperature and keep your home cooler in the summer and warmer in the winter.



HEALTHY

Improved Well Being

Pest and other pollutants are stopped at the surface of the SANCTUARY® DEFENSE, reducing the pathway for outdoor allergens and allowing you to enjoy better indoor air quality.



EFFICIENT

Save up to 25% on Heating & Cooling Costs³

Over 50% of your utility expenses are related to heating and cooling. You can save on these costs and keep your home more comfortable throughout the year when you insulate with SANCTUARY® DEFENSE.



PROTECTED

Long-Lasting Fire Resistance

With a Class 1-A fire rating, SANCTUARY® DEFENSE stops or slows the spreading of flames, and it contains permanent fire retardants that last the life of the home.⁴



SUSTAINABLE

Lower Carbon Footprint

Because SANCTUARY® DEFENSE is made of 85% recycled paper, or plant fibers, carbon stays locked in for the life of the product. A home that is insulated with SANCTUARY® DEFENSE locks up 1.34 tons of carbon — that is equal to planting 3,600 trees.⁵

¹ SANCTUARY® DEFENSE blow-in or spray-applied insulation contains the additive BORABARRIER®. BORABARRIER® is an insecticide registered with the EPA for use in cellulose insulation. BORABARRIER® is a registered trademark of TopBuild, Inc. SANCTUARY® DEFENSE insulation has been treated with BORABARRIER® to help prevent damage to and infestation of the insulation by certain insect species, including cockroaches, carpenter ants, termites, silverfish, darkling beetles and more. The insulation does not confer insecticide protection outside the insulation. Use of this chemically treated insulation is not a substitute for approved termiticide product to control subterranean termites, which some states may require.

² In field testing on identical 2x4 exterior wall types, Greenfiber® R-13 Stabilized Spray-Applied Insulation outperforms R-15 unfaced fiberglass batts by 4 NIC rating points, which equates to a 60% reduction in sound power. The weak point in the assembly such as flanking through windows and doors will diminish the value of the reduction in sound power. Reduction in sound power is achieved through retrofitting, dense-packing or spray applying Greenfiber® into exterior walls (contractor installation is recommended for these applications). See manufacturer's installation guide for full details on how to install to meet specifications.

³ Savings vary. Find out why in the seller's fact sheet on R-values. Higher R-values mean greater insulating power. Energy analysis of climate zones 1-7 using 2018 IECC reference home comparing R11 attic to DOE recommended attic insulation by climate.

⁴ According to Oak Ridge National Labs and US Borax.

⁵ Based on installing 235 bags of SANCTUARY® in the attic and walls of homes, using CIMA/CI-MAC LCA for manufacturing and the WWF Biogenic Carbon Footprint Calculator for Harvested Wood Products. Tree sequestration statistics are based on the EPA Greenhouse Gas Equivalencies Calculator, <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>.

Why Choose SANCTUARY® DEFENSE Over Other Types of Insulation

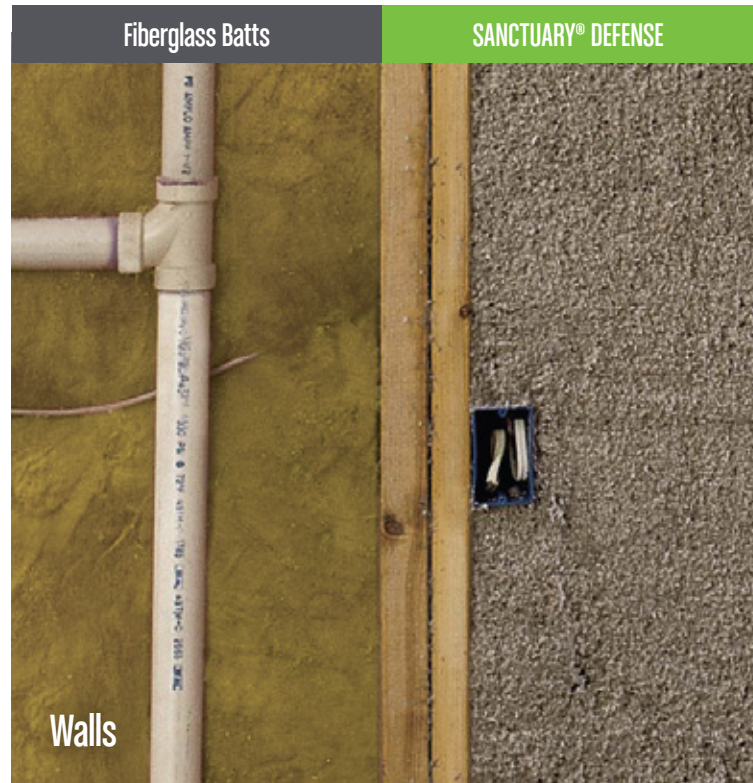
SANCTUARY® DEFENSE by Greenfiber® can be installed over existing attic insulation and added to walls to offer advantages you've probably never thought about. Because SANCTUARY® DEFENSE is a high density insulation that is engineered to fill the tiny joints, crevices, and gaps, it's capable of creating a dense barrier that reduces air infiltration and mitigates sound.



Attics



Ceilings



Fiberglass Batts

SANCTUARY® DEFENSE

Walls

HOW CAN YOU MAKE THIS UPGRADE MORE AFFORDABLE?

You can spend less on your attic sealing and insulation project by taking advantage of federal tax credits and utility rebates offered in some parts of the country.

Beginning in 2023, the **Energy Efficient Home Improvement Credit** will be worth 30% of the total cost of eligible insulation projects up to \$1,200 per year.

Visit: <https://www.energystar.gov/rebate-finder> to learn more.

SAVE UP TO
\$1200



ON YOUR
TAXES WHEN
WE INSULATE
YOUR HOME

Protect Your Home With SANCTUARY® DEFENSE

With SANCTUARY® DEFENSE treated insulation, you'll be protected from pest problems that traditional insulation doesn't stand a chance against.

To learn more visit: greenfiber.com/products/sanctuary-defense