



## PINK is Green™ from Start to Finish at Owens Corning

Owens Corning is committed to helping conserve energy and the environment through the products it makes and the services it offers. Protecting the environment is more than a goal – it is a keystone of our company’s corporate philosophy of responsibility. It’s visible every step of the way, from minimizing environmental impact during manufacturing, to ensuring that high-quality, long-lasting products are built to reduce consumers’ energy usage. Here’s a quick reminder of how PINK is Green™ from start to finish:

### Efficient Manufacturing

- ✓ PINK FIBERGLAS® Insulation manufactured in Canada contains at least 60 per cent recycled content made from post consumer and/or post-industrial glass materials
- ✓ Sand used in the Canadian manufacturing of PINK FIBERGLAS® Insulation is a renewable and virtually inexhaustible resource because of nature’s continuous production of sand<sup>1</sup>
  - Together, with the use of post-consumer glass, they produce a product that saves more than 12 times the energy used to produce it in its first year of installation<sup>2</sup>
- ✓ In 2007, Owens Corning’s Toronto plant earned silver recognition at the Recycling Council of Ontario’s Waste Minimization Awards<sup>3</sup>
  - In 2007, 76 per cent of the plant’s waste was diverted from landfill
  - Learn more at:  
[http://www.owenscorning.com/sustainability/docs/07\\_Sustainability\\_Web.pdf](http://www.owenscorning.com/sustainability/docs/07_Sustainability_Web.pdf)

### Innovation in Packaging\*

- ✓ The introduction of SpaceSaver® packaging to all R20 and R14 SpaceSaver® products helps reduce the amount of plastic packaging waste used on job sites by 38 per cent (Source: Owens Corning 2008 energy-efficiency research project<sup>†</sup>)
- ✓ Owens Corning PINK FIBERGLAS® Insulation is packaged in material that is recyclable into products such as grocery bags, garbage bags and plastic lumber, and is identified by the white recyclable material logo on its packaging



*recyclable material*

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<sup>1</sup> Online NAIMA publication <http://www.naima.org/pages/resources/library/order/N050.HTML>

<sup>2</sup> Online NAIMA publication <http://www.naima.org/pages/resources/library/order/N050.HTML>

<sup>3</sup> Owens Corning 2007 Sustainability Report

## Increased Energy Savings & Greenhouse Gas Reductions

- ✓ According to a February 2007 report by the McKinsey Global Institute, insulation is the single most cost-effective measure to reduce greenhouse gas emissions
  - Learn more at:  
<http://www.mckinseyquarterly.com/PDFDownload.aspx?L2=3&L3=41&ar=1911>
- ✓ Every year, Owens Corning insulation offsets one billion tons of greenhouse gas emissions, the same amount created by 200 million passenger cars or two billion barrels of oil<sup>††</sup>
- ✓ A typical pound of insulation saves 12 times as much energy in its first year as the energy used to produce it<sup>4</sup>
  - The energy consumed during its manufacturing is saved during the first four to five weeks of the product's use
- ✓ An attic insulated to R-50 will save a half-ton of greenhouse gas emissions every single year, year after year<sup>†††</sup>
- ✓ The reduced packaging for R-20 PINK FIBERGLAS<sup>®</sup> leads to fewer greenhouse gas emissions released in transportation and a 23 per cent freight pollution reduction

## Improved Indoor Air Quality

- ✓ Owens Corning's insulation products are GREENGUARD Indoor Air Quality Certified<sup>SM</sup> to meet stringent indoor air quality standards:
  - For a full list of GREENGUARD Certified products visit, [www.greenguard.org](http://www.greenguard.org)
  - Only low-emitting products that do not compromise the air quality of indoor environments are awarded GREENGUARD Certification
  - GREENGUARD Certification requires interior products and building materials to undergo rigorous emissions tests that are monitored quarterly to ensure standards are maintained
  - GREENGUARD is a third party, non-profit organization that is not affiliated with any manufacturer or industry

\* With information from an Owens Corning 2008 energy-efficiency research project

† Versus rockwool, based on 1mm sq ft project

†† Based on an average attic size of 1000 sq feet with existing R-20 insulation, averaged over 15 cities across Canada (Source: Owens Corning research)

††† Based on an average attic size of 1700 SF with existing R-19 insulation, averaged over seven cities in Canada

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<sup>4</sup> Online NAIMA publication <http://www.naima.org/pages/resources/library/order/N050.HTML>



**OWENS CORNING Insulating Systems Canada LP**  
Head Office and Sales  
3450 McNicoll Avenue, Scarborough, Ontario M1V 1Z5  
Tel: 1 (800) 504-8294  
Fax: 1 (800) 504-9698  
web site: [www.owenscorning.ca](http://www.owenscorning.ca)

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