



Pure Safety®

HIGH PERFORMANCE INSULATION



Exclusively at



Introducing Pure Safety® insulation by Owens Corning.

A high performance insulation that has up to 65% less dust and is mold and mildew resistant.

Plus, it's Class A fire rated and reduces noise up to 50%. So while some home improvements are all about adding beauty, Pure Safety® insulation contributes to the health, safety and comfort of your home. And that's even more important. It's the greatest home improvement you'll never see.

Do it yourself or have your local remodeler install it for you.

Exclusively at The Home Depot.

Everything you need to know about Pure Safety® high performance insulation.

Q: Where can Pure Safety® high performance insulation be used?

A: Pure Safety® high performance insulation is a high-performing, all-purpose R-15 insulation that can be used in interior or exterior walls, floors, and attics. Due to its sound reduction and fire resistant benefits, this is a great addition to interior walls and floors. With the highest thermal performance in its class, this is also a great product for exterior walls, floors and for additional insulation in your attic.

Q: Why high performance?

A: Pure Safety® high performance insulation is a very high-density R-15 insulation combining the benefits of being the world's first certified **asthma & allergy friendly™** insulation that contributes to healthy indoor air, is fire resistant, reduces noise up to 50% and has the highest thermal performance available in its class. Additionally, the high density makes it very easy to install.

Q: Why do pros love Pure Safety® high performance insulation?

A: Besides the unique benefits of up to 65% less dust, fire resistance and sound absorption, professionals prefer the high performance of this product for its ease of install. Pure Safety® high performance insulation completely fills the cavity allowing for friction fit installation.

Q: What does asthma & allergy friendly™ mean?

A: Asthma and allergies affect more than 70 million in the United States alone. In 2006, the Asthma and Allergy Foundation of America (AAFA), the leading national nonprofit organization that services those with asthma and allergies, collaborated with Allergy Standards Limited, an international physician-led certification company, to establish a scientific program to vet and identify consumer products that are more suitable for people with asthma and allergies. The **asthma & allergy friendly™** Certification Program* independently tests and identifies consumer products that are more suitable for those living with asthma and allergies.

Q: What is the product made of?

A: Pure Safety® is a high performance mineral fiber insulation that is UL GREENGUARD GOLD Certified for its low VOC emissions and is UL Validated Formaldehyde Free. Pure Safety® high performance insulation is a bio-based product and meets USDA BioPreferred® guidelines and achieves a certified minimum average recycled content of 65% by SCS Global Services.

Q: Is this product fire resistant?

A: Pure Safety® high performance insulation is formulated and fire tested to be fire resistant, helping to provide valuable extra minutes in the event of a fire. When tested in accordance to ASTM E84, Pure Safety® insulation achieves the lowest Flame Spread and Smoke Development ratings possible: 0/0.

Q: How does it reduce sound?

A: Pure Safety® high performance insulation has been tested in accordance to ASTM C423 for excellent sound absorption and ASTM E90 for the control of noise in walls, floors and ceilings. It reduces noise levels by up to 50% and has a Noise Reduction Coefficient (NRC) rating of 1.20.

Q. How is Pure Safety® different from the Owens Corning® EcoTouch® PINK® insulation that I've always relied on?

A: Both insulation products offer the high-quality you have come to expect from Owens Corning. The Owens Corning® EcoTouch® PINK® insulation in your home offers excellent thermal performance, low dust, is GREENGUARD GOLD certified, verified formaldehyde-free and has the highest certified percentage of recycled content in fiberglass insulation. Pure Safety® high performance insulation delivers all of these same customer valued attributes. In addition, Pure Safety® high performance insulation is a specially designed, high density product offering that, through a rigorous testing and certification process, has achieved the world's first **asthma & allergy friendly™** certification for building insulation by the Asthma and Allergy Foundation of America—the leading organization for people with asthma and allergies.

For more information, visit www.puresafetyinsulation.com.

*For more information about the **asthma & allergy friendly™** Certification Program, please visit www.aafa.org/certified.

The CERTIFIED ASTHMA & ALLERGY FRIENDLY Mark is a Registered Certification Mark of the ASTHMA AND ALLERGY FOUNDATION OF AMERICA and ALLERGY STANDARDS LTD.

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