



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 sand¹
 - 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 installation²
- ✓ In 2007, Owens Corning’s Toronto plant earned silver recognition at the Recycling Council of Ontario’s Waste Minimization Awards³
 - 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

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[†])
- ✓ 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

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

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

³ 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^{††}
- ✓ A typical pound of insulation saves 12 times as much energy in its first year as the energy used to produce it⁴
 - 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^{†††}
- ✓ The reduced packaging for R-20 PINK FIBERGLAS[®] 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 CertifiedSM to meet stringent indoor air quality standards:
 - For a full list of GREENGUARD Certified products visit, 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

THE PINK PANTHER™ & © 1964-2009 Metro-Goldwyn-Mayer Studios Inc. All Rights Reserved. The colour PINK is a registered trademark of Owens Corning. © 2009 Owens Corning. All Rights Reserved. The GREENGUARD INDOOR AIR QUALITY CERTIFIEDSM Mark is a registered certification mark used under license through the GREENGUARD Environmental Institute. Owens Corning PINK insulation is GREENGUARD Certified for indoor air quality, except bonded loosefill products.

⁴ 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

INNOVATIONS FOR LIVING™

Pub No # 300431
Printed in Canada January 2009