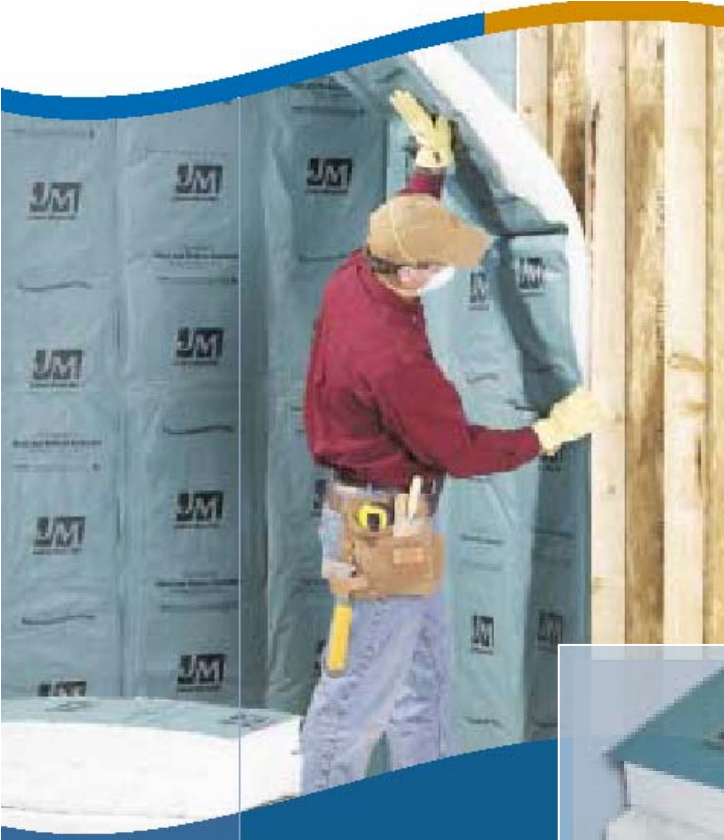


MR™ Faced Batts

Protected From Mold & Mildew



Builder Value Proposition



Building the
NEXT GENERATION



MR™ Faced Batts

Protected From Mold & Mildew

Builder Value Proposition

The average builder spends
\$500 to \$1,500 per
home in moisture-related
callbacks.

Remediation of contaminated
building materials is **10X** as
expensive as regular tear-out
and replacement.²

The average home contains between 6,000 and
9,000 gallons of water during construction.³



1 Source: buildingmedia.com

2 Source: doityourself.com/mold

3 National Association of Homebuilders

MR™ Faced Batts

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MR™ Faced Formaldehyde-free Insulation adds **three** levels of defense against mold growth in addition to normal thermal & acoustical benefits:

1. **MR™** is made of fiber glass, an inorganic material that will not support mold growth.
2. **MR™** technology includes a safe mold inhibitor in the facer and laminate.*
3. Facer serves as a “smart” vapor retarder. In extreme humidity the permeability doubles and allows moisture to escape at a faster rate.

Estimated additional cost for MR™ Faced Batts in an average size home (2,300 Square Feet):

\$82
(less than 1/1000 the cost of the home)

A light blue starburst graphic with a white outline, containing the text '\$82' in a large, bold, black font, and '(less than 1/1000 the cost of the home)' in a smaller, black font below it.

The additional cost of **MR™ Faced Batts** pales in comparison to potential callback & remediation costs

MR™ Faced Batt

Protected From Mold & Mildew

MR Attributes

vs. Alternatives

Upgrade Cost: 2,300 SF Home

Thermal/Acoustic

Smart Facer For Moisture Management

ASTM C 1338 Fungi Resistance

20% Post Consumer Recycled Content*

Formaldehyde-free

Differentiated Blue Facer

ASTM D 2020 Mildew (Fungus) Resistance

Mold Resistant Laminate Technology*

Mold Resistant Facer Technology (MR)

MR™ Faced

\$ 82



Best!

JM Faced

-



Better

Unfaced w/
Variable Vapor
Retarder

\$157



Good

Standard
Faced

-



Good

* of Paper and Paperboard



What are homeowners saying about MR™ Faced Batts?

THE FARNSWORTH GROUP N = 564	All Homeowners
I WOULD purchase a fiberglass insulation product containing an EPA-registered biocide to protect the product from mold and mildew growth over traditional fiberglass insulation	76%

Homeowners prefer **MR™ Faced Batts** to standard insulation.

What are other builders saying about MR™ Faced Batts?

“Winmark Homes chose to change to Johns Manville’s MR™ Faced Batts because our homeowners perceive **quality and value in the products we use**. JM’s MR Faced Batts also provide us a **level of security** in knowing that we are using a product that resists the growth of mold and mildew.”

-- David Jenkins, CEO, Winmark Homes

“Leland Homes decided to use Johns Manville's MR Faced Batts™ to add value to the home and to aid in the security of mold prevention. Our company strives for continuous improvement and **believes the JM MR Faced Batts will reduce warranty claims brought about by mold**. Not only do MR Faced Batts meet our attempts to prevent this growing issue, it allows us to pass along a superior product to our customer at an **affordable price**.”

-- Joe Dilbeck, Vice President, Leland Homes

MR™ Faced Batts add value to homes by providing additional security at an affordable price.

MR™ Faced Batts

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Builder Appendix

MR™ Faced Batts

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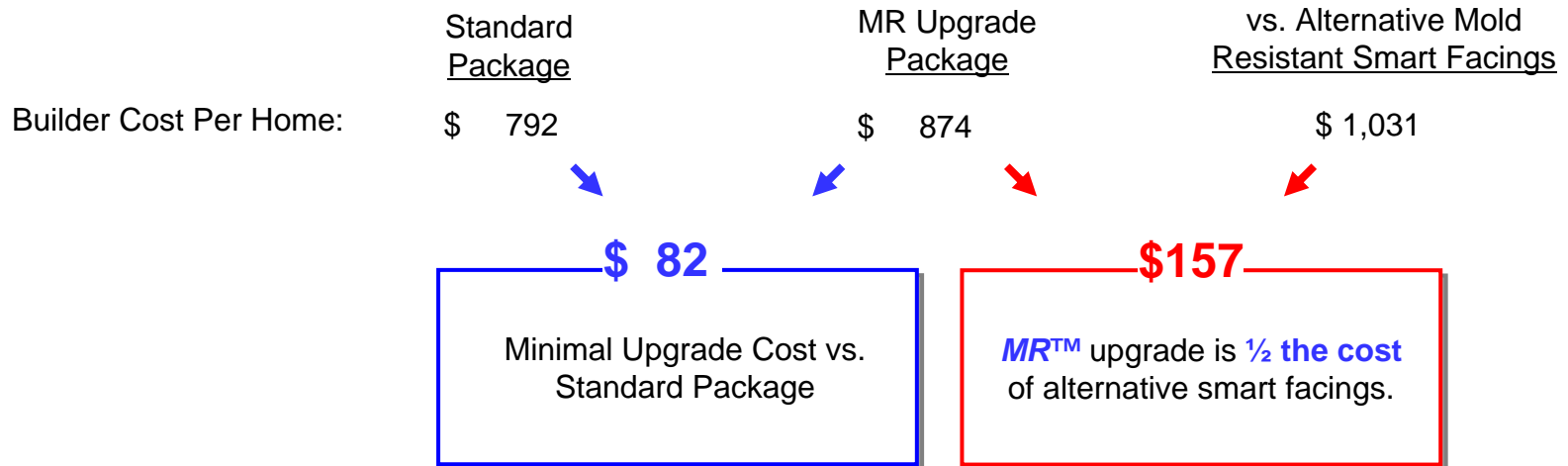


Blue color allows builders to differentiate **MR™ Faced Formaldehyde-free Batts** from other faced products .



MR™ Faced Batts provide additional protection at an affordable price.

Average Insulation Costs 2,300 SF Home



MR™ Faced Batts provide additional **protection** at an **affordable price**.

MR™ Faced Batts

Protected From Mold & Mildew

Builder Value Proposition: Cost Comparison (B)

MR™ Faced Batts provide additional protection at an affordable price:

Average Insulation Costs 2,300 SF Home

Builder Cost Per Home:	Standard Package	MR Upgrade Package	vs. cost of CertainTeed Membrain
	\$ 792	\$ 874	\$ 1,031
Potential Callback Cost Due to a Water Event:	\$ 500		
	\$ 1,292	\$ 874	\$ 1,031
	\$ 418	\$ 157	
	Savings vs. doing nothing	Savings vs. Alternative	

MR™ Faced Batts provide additional **protection** at an **affordable price**.

- **Mold Can Be Found In All 50 States:** It isn't just a problem in the South East. In fact, there are over 100,000 species of mold.
- **Water is the critical variable in mold growth.** Mold can grow within 48 hours from the time of a water event. According the NAHB, the average home contains between 6,000 and 9,000 gallons of water during construction. Additionally, it can take 6 months to 1 year to dry the average home properly (NISUS).
- **Shorter Construction Cycles Have Scheduled Finish Work Before The Interior Environment Can Be Conditioned:** Which can cause moisture problems in the home (FWCI, Mold Litigation: Prevention and Defense).
- **As Much As 80% of Residential Construction Defect Litigation Is Due To Water And Moisture Related Failures**
(Building Media.com).
- **The Field of Microbial Remediation Has Grown More Than 300%** since 1999, and it is expected to continue to grow at that rate based on the increase of mold and mildew litigation (www.lecet.org).

ASTM C 1338 – Determining Fungi Resistance of Insulation Materials and Facings

- Part of fiberglass standard
- 5 mold spores
- Sample inoculated with spores
- No nutrient agar
- 28 day test (warm and humid)
- Less growth than tongue depressor or No growth

 **Passed**

ASTM D 2020 – Mildew (Fungus) Resistance of Paper and Paperboard

- 3 mold spores
- Sample inoculated with spores
- Placed on a nutrient agar
- 14 day test (warm and humid)
- Moderately fungus resistant or fungus resistant


 **Passed**

Technology utilized in MR has shown 10+ years of efficacy!

MR™ Faced Batts

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Builder Advertisement



Technically, the MR on our new fiber glass insulation means “mold resistant.” But to you it’ll mean “more rest.”

Introducing Johns Manville MR™ Faced, Formaldehyde-free* fiber glass batts. When your clients don't have to worry about insulation damage from mold and mildew, they rest easier. And when they rest easier, then you do, too. Only JM offers innovations like MR Faced insulation treated with an EPA registered mold and mildew inhibitor to protect the insulation. Plus, it's the only complete line of fiber glass insulation that passes the country's strictest indoor air quality test with no detection of pollutants.

It's Comforting to Know We're There.

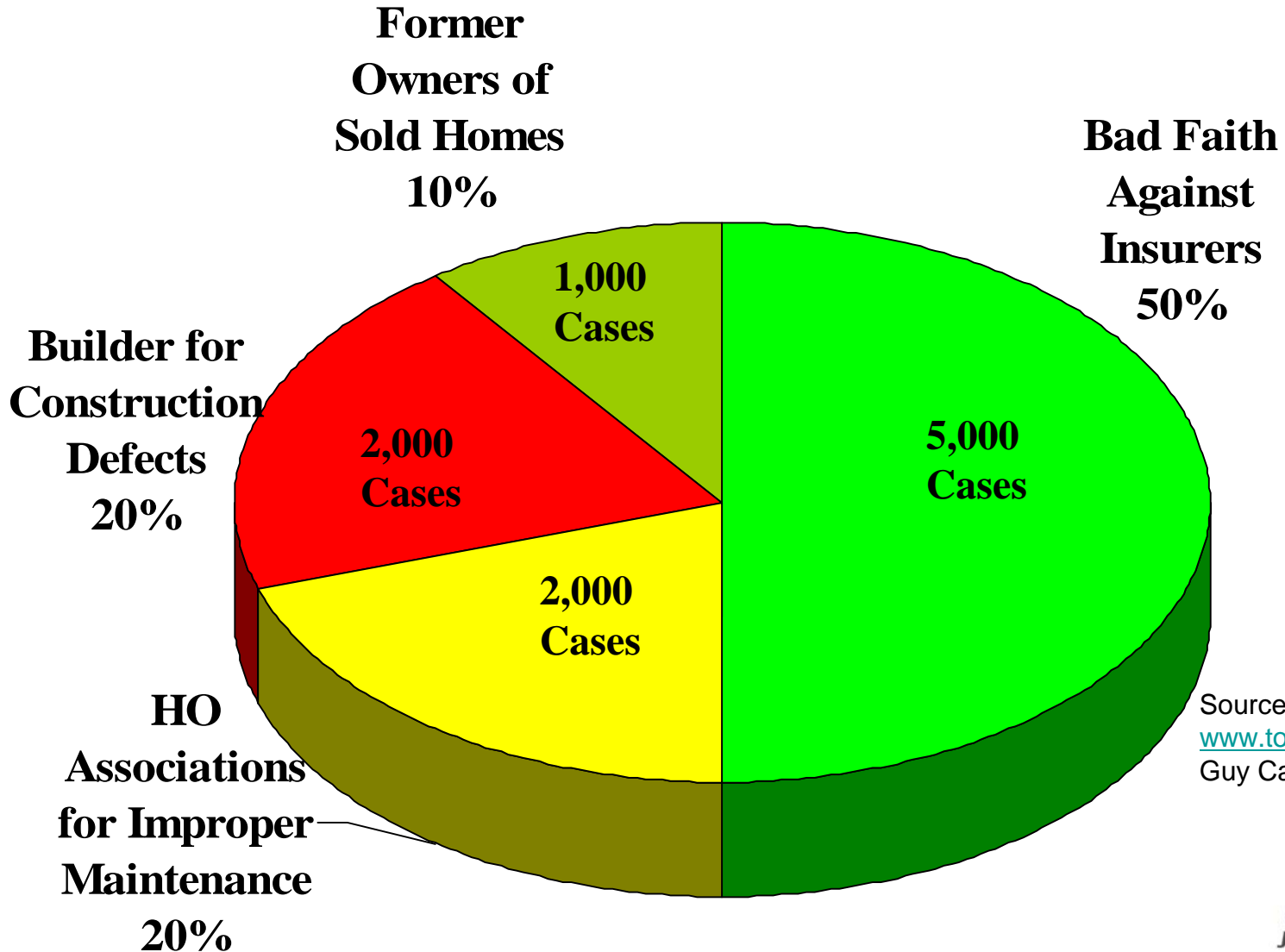


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MR™ Faced Batts

Protected From Mold & Mildew

Litigiousness in US Society
Compounded the Problem
Documented Toxic Mold Suits



Source:
www.toxlaw.com;
Guy Carpenter

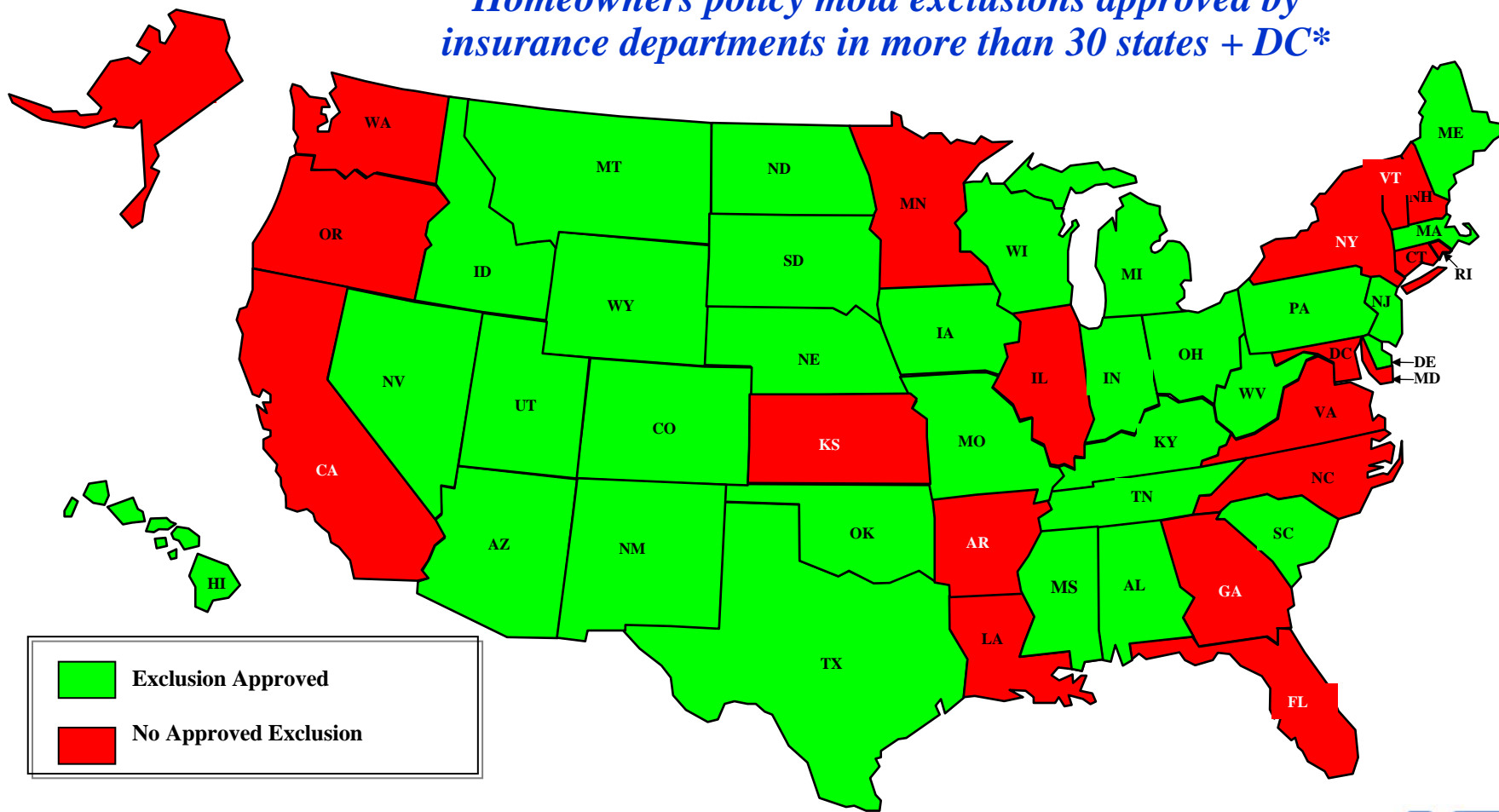


MR™ Faced Batt's

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ISO Mold Exclusions

*Homeowners policy mold exclusions approved by insurance departments in more than 30 states + DC**



*As of July 29, 2002.

Source: Insurance Services Office





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Johns Manville Introduces MR(TM) Faced Fiber Glass Insulation That is Protected From Damage Caused by Mold and Mildew

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