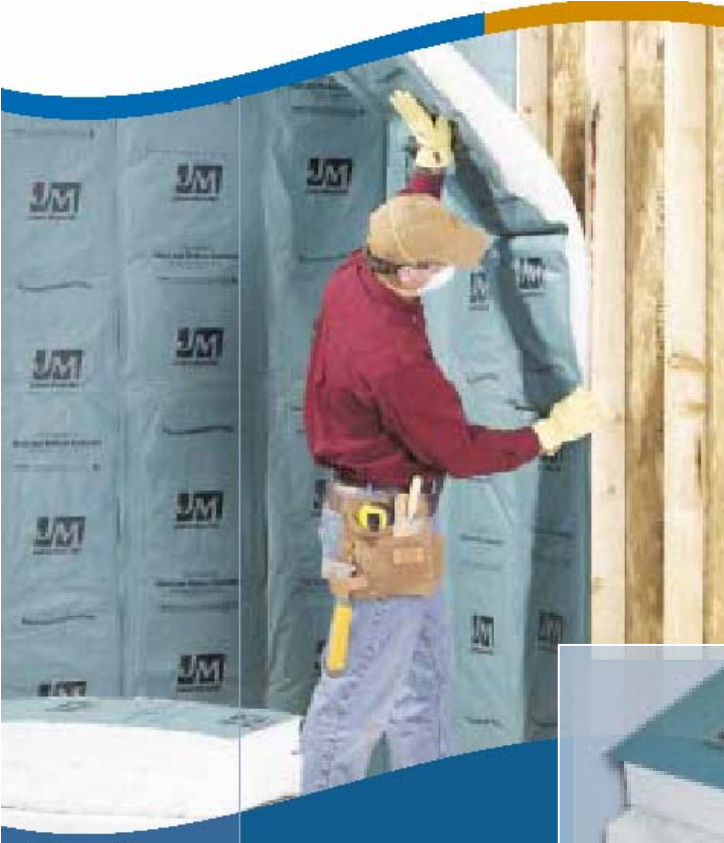


MR™ Faced Batts

Protected From Mold & Mildew



Homebuyer Value Proposition



Building the
NEXT GENERATION



MR™ Faced Batts

Protected From Mold & Mildew

Homebuyer Value Proposition

\$50,000

Potential cost per home to mitigate mold and mildew.²

*If moisture problems are not caught in time, clean-up and damage can be **costly**.*

MR™ Faced Batts

Protected From Mold & Mildew

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):**

\$125
(less than 1/1000 the
cost of the home)

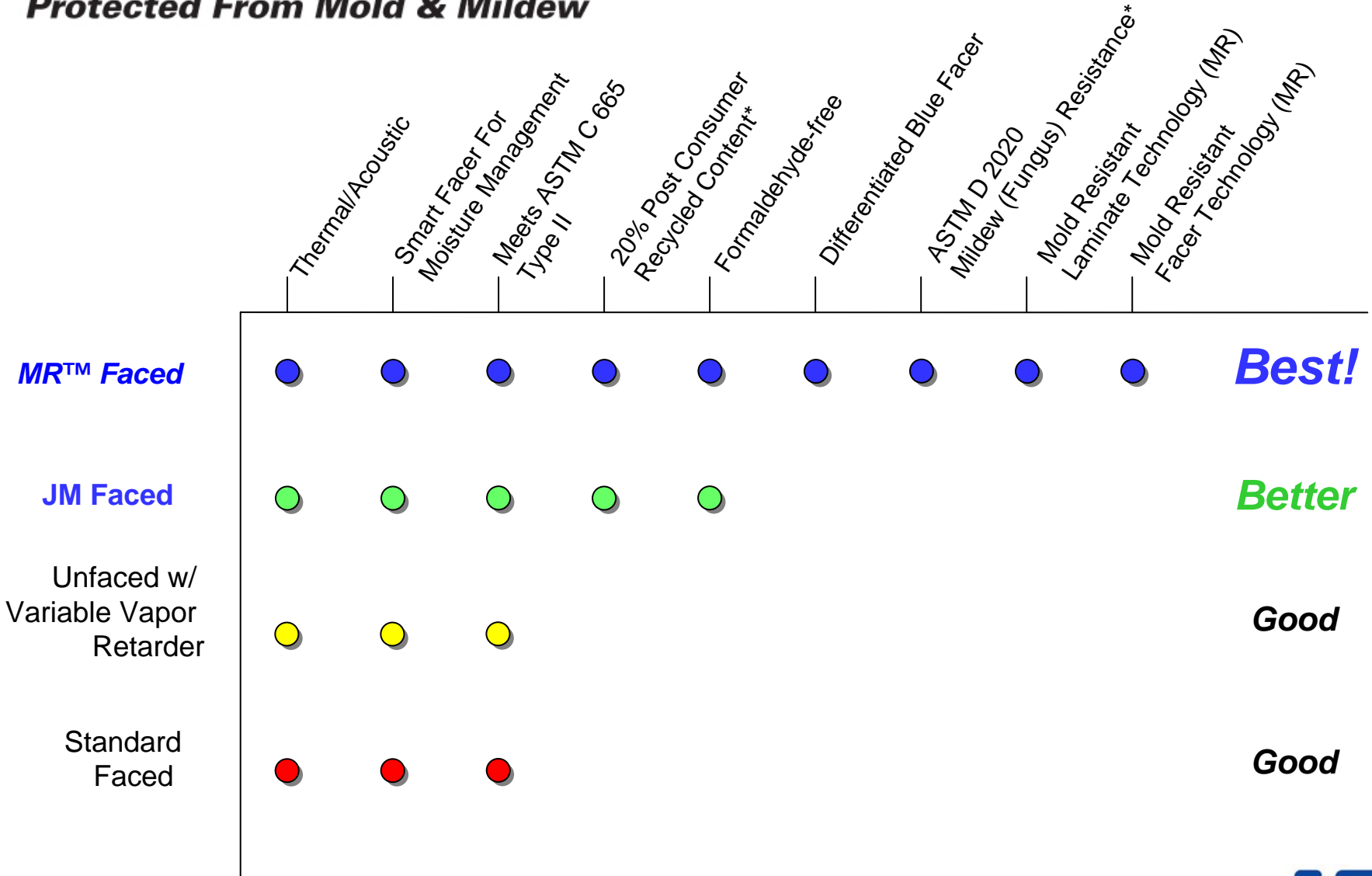
The additional cost of **MR™ Faced Insulation** pales in comparison to potential remediation costs.

* Inhibitor is and EPA registered preservative.

MR™ Faced Batts

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MR Attributes
vs. Alternatives



* of facing

