

Introducing Owens Corning™ EcoTouch® insulation.

Easier to handle. Faster to install.

It's insulation made better than ever before.



# For installers, homeowners and the environment, Owens Corning™ EcoTouch® insulation is the right insulation at the right time.

New EcoTouch® insulation with PureFiber® Technology raises the bar on sustainability while enhancing the performance qualities that have made Owens Corning the most preferred brand in insulation. In fact, Owens Corning™ EcoTouch® insulation is rated #1 for handleability and ease of installation by contractors and is preferred by 2 out of 3 professional installers over all other brands.<sup>1</sup>

## With Owens Corning™ EcoTouch® insulation, it's never been easier to get the job done right.

- Exceptional stiffness and recovery characteristics with no additional handwork needed so you can achieve high-quality, inspection-ready installs<sup>1</sup>
- Easier to cut and split with less dust, allowing you to properly insulate irregular cavities and around common obstructions<sup>1</sup>
- Installs faster to help you get more done in less time<sup>1</sup>



**“...easy to cut, perfect to split...I love it!”**

Denis Doyton, Professional Insulation Contractor

**“There’s a good balance between being stiff enough and soft.”**

Jorge Arturola, Professional Insulation Contractor

**“...fills the cavity properly, it’s stronger than others, too.”**

Esmer Nelson Avalos, Professional Insulation Contractor

# PureFiber® Technology makes Owens Corning™ PINK® insulation better than ever.

- EcoTouch® insulation contains more than 99% natural ingredients<sup>2</sup>
- GREENGUARD GOLD Certified<sup>SM</sup> and verified to be formaldehyde free<sup>3</sup>
- Certified to contain at least 58% recycled content, the highest certified percentage in fiberglass insulation<sup>4</sup>
- Contributes to LEED® project certification

EcoTouch® is the insulation product of choice for the high-performing, energy-efficient, environmentally sustainable homes that today's homeowners are looking for.



GG IAQ/CWS applies to EcoTouch® Unfaced Batts, EcoTouch® Faced Batts and Unbonded Loosefill insulation; Formaldehyde free applies to EcoTouch® Unfaced Batts and Unbonded Loosefill insulation.



Applies to EcoTouch® Unfaced Batts and Rolls, EcoTouch® Faced Batts and Rolls, Loosefill insulation, Metal building insulation products and flexible air handling products.



Applies to EcoTouch® Unfaced Insulation.



SCS 58% recycled content applies to EcoTouch® Unfaced Batts and Rolls, EcoTouch® Faced Batts and Rolls, Loosefill Insulation, Metal Building Insulation products and Flexible Air-Handling products.

| COMMERCIAL PRODUCTS                                  | ASTM C665          | ASTM E84* | ASTM E136 |
|--|--------------------|-----------|-----------|
| EcoTouch® Thermal Batt Insulation Unfaced            | TYPE I             | <25, <50  | X         |
| EcoTouch® Thermal Batt Insulation Kraft-Faced        | TYPE II, CL C      | N/R       |           |
| EcoTouch® Thermal Batt Insulation Foil-Faced         | TYPE III, CL B & C | <75, <150 |           |
| EcoTouch® Flame Spread 25 FSK-Faced                  | TYPE III, CL A     | <25, <50  |           |
| EcoTouch® Flame Spread 25 Extended Flanges PSK-Faced | TYPE II, CL A      | <25, <50  |           |
| PROPINK FastBatt® Insulation                         | TYPE II, CL C      | N/R       |           |
| QuietZone® Acoustic Batt Insulation Kraft-Faced      | TYPE II, CL C      | N/R       |           |
| QuietZone® Shaftwall Insulation                      | TYPE I             | <25, <50  |           |
| Sonobatts® Insulation Unfaced                        | TYPE I             | <25, <50  | X         |
| Sonobatts® Insulation Kraft-Faced                    | TYPE II, CL C      | N/R       |           |
| Sound Attenuation Batt Insulation                    | TYPE I             | <25, <50  | X         |

\*Also applies to UL 723 test method.

To build your business like never before, contact your  
Owens Corning Distributor today or call 1.800.GET.PINK.®

Air Sealing • Insulating Systems • Moisture Management • Sustainable Building Science • COMPLETE ENERGY PERFORMANCE



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1 According to a 2010 clinical trial conducted in Toronto, Canada, by Ducker Worldwide on behalf of Owens Corning Insulating Systems, LLC.

2 Unfaced insulation made with a minimum of 99 percent by-weight natural materials consisting of minerals and plant-based compounds.

3 Owens Corning™ EcoTouch® Unfaced fiberglass insulation is verified to be formaldehyde free by the GREENGUARD Environmental Institute.

4 Certified by Scientific Certification Systems to have a minimum of 58 percent recycled glass content, with at least 36 percent post-consumer recycled and the balance pre-consumer recycled glass content.