



**Natural Fiber Insulation Tops Fiberglass by Providing a Superior Sound Barrier**

American Dream Natural Fiber Insulation is 2 to 3 times denser than similar fiberglass products. When installed, Natural Fiber insulation completely eliminates voids and gaps blocking the avenue for sound travel. In open attics, American Dream Natural Fiber Insulation molds around irregular construction and stays in place, eliminating potential leaks for sound transmission. By keeping the walls, ceilings and floors airtight, sounds are greatly restricted. Traffic noise, airplanes, radios, televisions and conversations will be controlled, providing a more comfortable atmosphere inside your home for your family to enjoy.

**Natural Fiber Insulation Tops Fiberglass in Standards**

Natural Fiber Insulation is covered by the American Society for Testing and Materials Standard Specifications. The ASTM covers several material properties, including:

- R-Value
- Flame Spread
- Smoldering Combustion
- Density
- Corrosiveness

**American Dream Natural Fiber...it's naturally better insulation!**

- Odor Emission
- Moisture Vapor Absorption
- Fungi Resistance

**If you want insulation that's best for your Family, the nation's energy security, the environment, and your pocketbook, choose American Dream Natural Fiber!**

**American Dream Natural Fiber™  
Hi-Performance Insulation  
236 E. Main Street #120  
Sevierville, TN 37862  
1-877-224-1447**



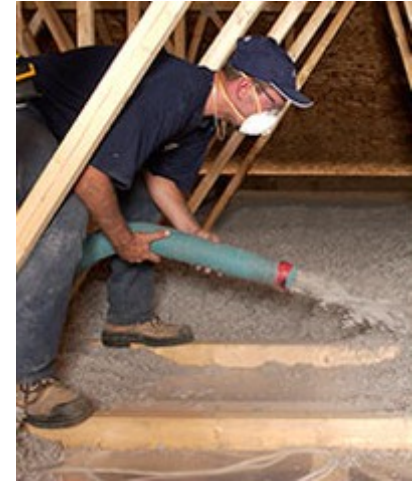
**AMERICAN DREAM  
NATURAL FIBER  
HI-PERFORMANCE  
INSULATION**



**“Engineered for  
Maximum Energy Efficiency”**

Imagine heating your home in the winter or cooling your home in the summer...and then leaving the front door open.

- Natural Fiber fills walls and stops air infiltration better!
- Natural Fiber makes your home safer.
- Natural Fiber Insulates you against the Seasons.
- Natural Fiber increases fire resistance.
- Natural Fiber is non-toxic.
- Natural Fiber reduces outside noise.
- Natural Fiber is Ammonium sulfate free.
- Natural Fiber is made with recycled newspaper print. Saving the planet and saving you energy.
- Natural Fiber reduces condensation, freezing and moisture accumulation.



#### **Natural Fiber Insulation Tops Fiberglass in Performance**

"R-Value" (an expression of heat transfer resistance) is the standard for measuring insulation performance. At R3.6 to 3.8 per inch, Natural Fiber insulation is considerably better than most mineral fiber blowing wools but R-Value is only ONE factor in energy efficiency of a home. Studies of actual buildings regularly show that Natural Fiber-insulated buildings may use 20% to 40% less energy than buildings with fiberglass, even if the R-value of the insulation in the walls and ceilings is identical.

#### **Natural Fiber Insulation Tops Fiberglass in Fire Safety**

If a fire occurs, the dense structure of Natural Fiber and its fire retardants slow the spread of fire through the building by blocking flames and hot gases and restricting the availability of oxygen in insulation walls and ceilings. Scientists at the National Research Council Canada report that "Natural Fiber in the wall cavity provided and increase in the fire resistance performance of 22% to 55%."

**Fire roars right through fiberglass.**

#### **Natural Fiber Insulation Tops Fiberglass in Infiltration**

American Dream Natural Fiber insulation is superior in suppressing air infiltration. Natural Fiber is two to three times more dense than fiberglass products. This density blocks air better than lightweight fiberglass. In 1990, the University of Colorado-Denver compared the performance of Natural Fiber and fiberglass insulation and found that Natural Fiber insulation was 38% tighter and required 26% less energy

In a Princeton University study, a group of homes with Natural Fiber re-insulated walls showed an average 24.5% reduction of air infiltration with only the walls re-insulated. In a similar study, the Leominster, MA Housing Project for the Elderly found that the Natural Fiber insulated building had a 40% lower leakage than similarly constructed buildings insulated with R-13 fiberglass batts in the walls and R-38 fiberglass batts in the ceiling.