



INNOVATIONS FOR LIVING®

INTRODUCING

**PROPINK®**  
**L77**

**LOOSEFILL INSULATION**

**MULTI-USE APPLICATION**  
PERFECT FOR WALLS, ATTICS,  
CATHEDRAL CEILINGS  
AND FLOORS

**18% YIELD  
IMPROVEMENT**

**HIGHEST COVERAGE  
IN THE INDUSTRY**



**PROPINK L77 LOOSEFILL INSULATION**

**INSULATION THAT WORKS AS HARD AS YOU DO**

THE HIGHEST COVERAGE IN THE INDUSTRY THROUGH YIELD IMPROVEMENT



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## INNOVATION IN VERSATILITY

Owens Corning has been the leader in producing high-quality building materials for over 70 years. Almost every major technological innovation in glass fiber technology has been the result of our meeting the needs of our customers. That's why our insulating products are rated Number One in Builder Magazine Brand Use Study\* for the last 16 years.

Our partnership with professional installers across the country has resulted in a new loosefill formulation that's so versatile, it's changing the way installers work, reducing the amount of time on each job. With products—like PROPINK® L77 LooseFill Insulation—you increase your productivity on each and every job because of enhanced coverage, thermal performance and more consistent quality. PROPINK® L77 Insulation will make your crews more productive, while supplying an exceptional product to your customers. After all, only Owens Corning could perfect insulation so that it works as hard as you do.

\* Hanley Wood, 2010

# PERFORMANCE. PRODUCTIVITY.

## PERFORMANCE

PROPINK® L77 LooseFill Insulation provides the highest yield of any loosefill insulation currently on the market.

**Use less insulation for each job with increased thermal performance.**

## BETTER COVERAGE

- A single 33-pound bag provides 77 square feet of coverage at R-30 in attic applications.
- That's a coverage increase of nearly 18% over PROPINK® Unbonded LooseFill Insulation (red bag).



## Complete energy performance for the life of the home.

- Non-combustible and non-corrosive
- Non-conductive to moisture retention
- Material design integrity that doesn't settle, preserving its thermal properties
- Formaldehyde Free
- Resistant to fungus and mold growth
- Third party certified 58% recycled content—the highest percentage in the industry.

## PRODUCTIVITY

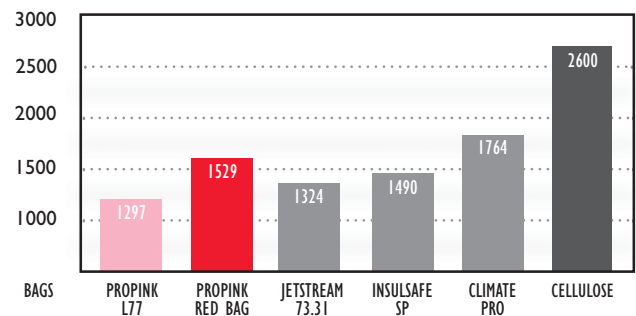
PROPINK® L77 LooseFill Insulation is certified for use in multiple applications, including walls, attics, cathedral ceilings and floors in new construction and retrofit applications.

**Recognize better productivity in your warehouse and on your blow trucks—use PROPINK® L77 LooseFill Insulation across multiple applications.**

## WAREHOUSE PRODUCTIVITY

- With the coverage increase you'll use less—reducing space allocation in your warehouse for inventory.
- Multiple applications mean the inventory you carry turns faster.

## BAGS OF LOOSEFILL INVENTORY REQUIRED FOR 100,000 SQ/FT OF ATTIC COVERAGE AT R-30

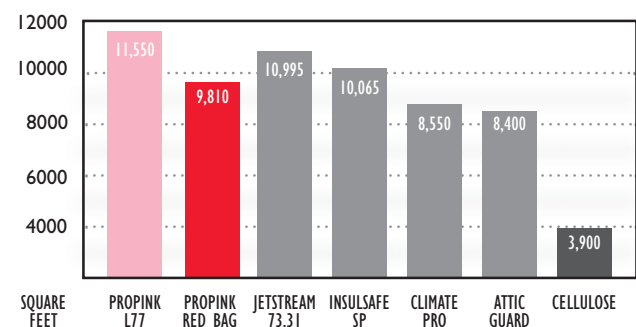


## BLOW TRUCK PRODUCTIVITY

- When a blow truck leaves the shop with PROPINK® L77 Insulation, it provides 18% more coverage—saving fuel costs and improving labor productivity.

## BLOW TRUCK CAPACITY

(Assuming 150 bags on blowing truck. Insulation value at R-30.)



# ACTIVITY. PROFITABILITY.

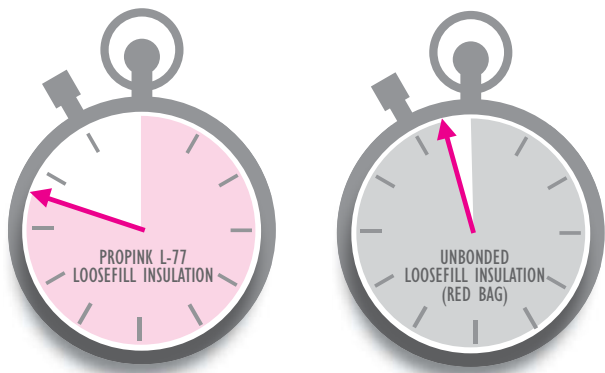
## PROFITABILITY

PROPINK® L77 LooseFill Insulation saves you time on every job because you need 15% less product to insulate the same area (compared to red bag).

**Improve crew productivity with increased thermal performance and consistent quality.**

## BLOW TIME

- Blowing time is reduced by 15% depending on blow rates used for each product to insulate the same area (compared to red bag).



## MACHINE SETTING

- Owens Corning provides recommended machine settings specific to PROPINK® L77 LooseFill Insulation to ensure quick and easy installation.
- The product's consistent quality requires only minor blowing machine changes during installation, as opposed to complete recalibration.

For appropriate machine settings, call 1-800-GET-PINK for more information.

## PUT PROPINK® L77 LOOSEFILL INSULATION TO WORK FOR YOU

PROPINK® L77 LooseFill Insulation isn't just a better product, it's a better product whose performance directly impacts your productivity and profitability. **PROPINK® L77 LOOSEFILL INSULATION DOES MORE THAN WORK—IT WORKS FOR YOU!**

## ADVANTAGES

- Highest coverage—use less product to achieve the same R-Value
- Save space in your warehouse
- Save space on your truck
- Improve labor productivity—unload trucks faster, spend less time managing inventory
- Use one product for many applications
- Optimize inventory on hand—improving your inventory turns
- Save time during installation & help eliminate builder call backs
- Maximize one of your most valued assets—your blow truck

**HIGHER PRODUCTIVITY  
AND BETTER PROFITABILITY  
FOR YOU, YOUR CREW AND  
YOUR BUSINESS.**

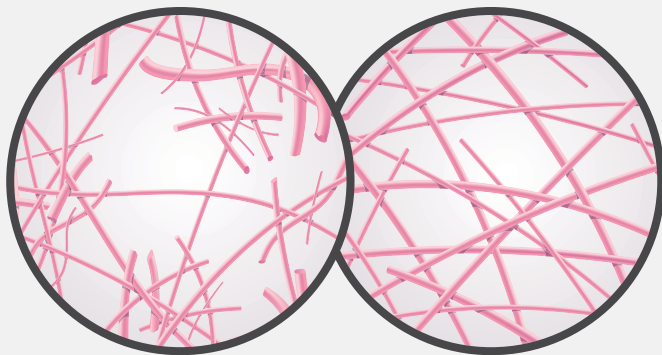
# INTRODUCING PROPINK® L77 LOOSEFILL INSULATION



Leave it to Owens Corning, the pioneer of fiberglass, to create a new fiber, loosefill product and manufacturing process that is so efficient and versatile, it is revolutionizing the industry. No other loosefill insulation measures up to its coverage, performance and energy-efficiency. **PROPINK® L77 LooseFill Insulation leads the industry in thermal performance and yield.**

## HIGH PERFORMANCE FIBERIZING TECHNOLOGY

Owens Corning developed a new fiber which when blown creates an effectively distributed network of thermal reservoirs to resist heat transfer. This High Performance Fiberizing Technology produces a fiber construction that achieves a higher thermal performance in blown applications.

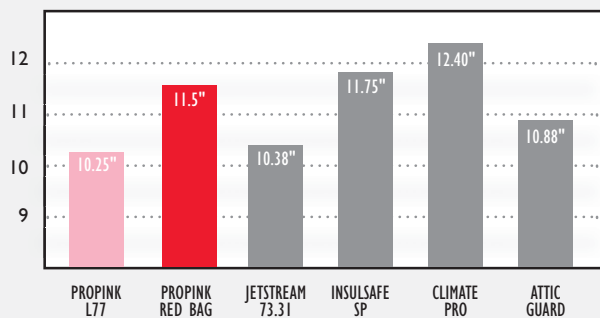


OLDER FIBERS

NEW HIGH PERFORMANCE  
FIBERIZING TECHNOLOGY

A new High Performance Fiberizing Technology boasts effectively distributed thermal reservoirs (see above) to achieve and maintain industry-standard thermal requirements with less glass material (see below).

## INCHES OF INSULATION TO ACHIEVE R-30



## PROPRIETARY MANUFACTURING PROCESS

To produce PROPINK® L77 LooseFill Insulation, Owens Corning developed a proprietary manufacturing process specifically for loosefill products. *This new process resulted in a yield improvement of 18% in terms of product performance.*

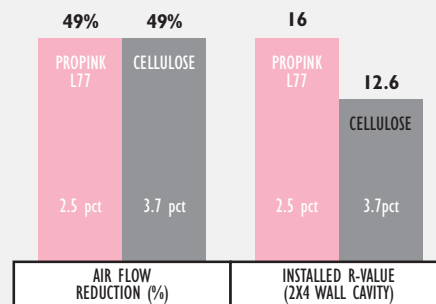
## VERSATILE MULTI-USE APPLICATION

PROPINK® L77 LooseFill Insulation has been designed for use in walls, attics, cathedral ceilings and floors.

## AIR INFILTRATION IN WALLS

PROPINK® L77 LooseFill Insulation also offers exceptional performance for air-infiltration control and thermal protection.

- Easily installed in walls and improved nesting for compaction
- Can now be "dense packed" into walls at an installed density of up to 2.50 pounds per cubic foot\*
- Achieves an airflow reduction equal to cellulose, while providing R-Value greater than cellulose\*\*



Source: Comparative Study on Air Infiltration by NAHB Research Center, 10/09

**PROPINK® L77 LooseFill Insulation exhibits unsurpassed versatility—for installation, flexibility, performance, and productivity.**

**PROPINK® L77 LOOSEFILL INSULATION blows faster, is more energy-efficient, covers more square footage per bag, and can be used for multiple applications.**



# WHY PINK IS GREEN™

By delivering solutions that conserve energy and protect the environment, Owens Corning is helping make the world a better place, one community at a time. We manufacture building materials that save energy, reduce reliance on fossil fuels and decrease greenhouse gas emissions around the world.



PROPINK® L77 Loosefill Insulation carries the GREENGUARD® Certification, an industry independent, third-party testing program for low emitting products and materials. In fact, Owens Corning was the first insulation manufacturer to qualify for the stringent GREENGUARD® Product Emission Standard for Children and Schools.



Owens Corning is the first insulation and masonry veneer manufacturer to receive NAHB Research Center GREEN certification which helps builders and designers select products that meet specific green practices and can earn points towards the National Green Building Standard.



Owens Corning glass fiber and foam products made in North America are certified for their recycled content by Scientific Certification Systems (SCS). Our glass fiber products use an average of 58% recycled glass content, and our rigid foam insulation uses an average of 36% recycled content, with all foam scrap recycled back into the process instead of going to landfills.



Owens Corning is an ENERGY STAR Partner. ENERGY STAR is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy helping us all save money and protect the environment through energy efficient products and practices.



MBDC Cradle-to-Cradle Certified™ PROPINK® L77 Loosefill Insulation at the Silver level. This certification means a product meets criteria in a number of areas which include: safe and healthy materials; design for reutilization (e.g. recycling); energy efficiency; efficient water consumption and the deployment of socially responsible strategies.

## PROPINK® L77 INSULATION APPLICATION CHARTS

(information applies to new construction and retrofit applications.)  
(NOMINAL BAG WEIGHT 33 LBS)

### ATTICS

R-VALUE	BAGS PER 1000 SQ. FT.	MAX NET COVERAGE	MIN WT/SQ. FT.	MINIMUM THICKNESS (IN)	MINIMUM SETTLED THICKNESS (IN)
R-13	5.5	182.9	0.180	4.75	4.75
R-19	8.1	124.2	0.266	6.75	6.75
R-22	9.4	106.3	0.311	7.75	7.75
R-26	11.2	89.6	0.368	9.00	9.00
R-30	13.0	77.0	0.428	10.25	10.25
R-38	16.8	59.5	0.555	12.75	12.75
R-44	20.1	49.8	0.662	14.75	14.75
R-49	22.6	44.2	0.747	16.25	16.25
R-60	28.5	35.1	0.940	19.50	19.50

### FLOORS

R-VALUE	MINIMUM THICKNESS	INSTALLED DENSITY LBS. PER CU. FT.	MAXIMUM COVERAGE PER BAG	BAGS PER 1000 SQ. FT.	MINIMUM WEIGHT LBS. PER SQ. FT.
R-31	2X8	1.4	39.0	25.6	0.846
R-39	2X10	1.4	30.6	32.7	1.079
R-48	2X12	1.5	23.5	42.6	1.406

### WALLS

R-VALUE	MINIMUM THICKNESS	INSTALLED DENSITY LBS. PER CU. FT.	MAXIMUM COVERAGE PER BAG	BAGS PER 1000 SQ. FT.	MINIMUM WEIGHT LBS. PER SQ. FT.
R-13	3.5 (2X4)	1.3	87.0	11.5	0.379
R-15	3.5 (2X4)	1.5	75.4	13.3	0.438
R-21	5.5 (2X6)	1.3	55.4	18.1	0.596
R-24	5.5 (2X6)	1.8	40.0	25.0	0.825

A Unisol Volu-Matic II machine was used to determine the coverage information. The machine was set up in 3rd gear, with a 12" gate opening, 2.6 psi hose pressure, and a 3" dia. 150' long Mark 2 hose.

### CATHEDRAL CEILINGS

R-VALUE	MINIMUM THICKNESS	INSTALLED DENSITY LBS. PER CU. FT.	MAXIMUM COVERAGE PER BAG	BAGS PER 1000 SQ. FT.	MINIMUM WEIGHT LBS. PER SQ. FT.
R-28	2X8	1.3	42.0	23.8	0.785
R-36	2X10	1.3	32.9	30.4	1.002
R-44	2X12	1.3	27.1	36.9	1.219



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**1-800-GET-PINK®**  
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INNOVATIONS FOR LIVING®

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