

# Superior Performance, Meets Code Standards, and it's Green!

## ECOCELL® Product Performance:

- :: Use in crawl spaces, unfinished basements, sidewalls and attics
- :: Meets building code requirements - Code compliant basement insulation system
- :: Class A fire rating
- :: Made from recycled and renewable fibers
- :: Qualifies for the Federal Energy Tax Credit
- :: Reduces airborne sound transmissions
- :: Contains an EPA registered fungicide to resist the growth of mold
- :: Easy to handle
- :: Zero waste in manufacturing
- :: Can be painted or covered with drywall

## Available Products:

ECOCELL® blankets - use in basements, crawl spaces, and cement block walls

:: Nominal Thickness/R-value: 1.5"/R-6; 2.5"/R-10

:: Blanket sizes: 48" x 96"

ECOCELL® batts - use in sidewalls, attics

:: Nominal Thickness/R-value: 3.5"/R-13

:: Batt sizes: 16" x 94"



R-26300

Unfaced Batts and Blankets  
Issue No. EM 1503

FORM A

### Surface Burning Characteristics

- Flame Spread 15
- Smoke Developed 95 - 170



### Surface Burning Characteristics (ASTM E-84, UL 723):

- Flame Spread 15 (Class A)
- Smoke Developed < 450 (Class A)

### Environmental Characteristics:

- Corrosiveness: Acceptable
- Fungal Growth: Acceptable

### Physical Characteristics:

- Thermal Resistance:
  - Batts: 3.6 R per inch
  - Blankets: 3.7 R per inch
- Moisture Absorption: Acceptable
- Odor Emission: Acceptable



A simple, **GREEN** way to add  
insulation to your home!



ECOCELL® in your basement pays for itself in energy savings in 3 years \*\*!

**Ideal for the do-it-yourself individual!**

Industry first cellulose based thermal insulation batts and blankets that are easy to install and non-irritating



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♻️ Printed on recycled paper-06/10. Reorder #44035

**Product Performance:**

Cellulose Material Solutions, LLC (CMS) began producing its green ECOCELL® batts and blankets after years of extensive testing and development to provide the consumer with an industry first, superior performing insulation product made from cellulose fibers.

ECOCELL® products thermally outperform many fiberglass products by reducing air infiltration. The dense fibers of ECOCELL® batts and blankets not only reduce air infiltration, but control and deaden sound. Airborne sound transmission is reduced from room to room and outdoor noise is blocked for a noticeable quietness. A quieter, more air tight home is achieved with ECOCELL® batts and blankets.

**GREEN Characteristics:**

ECOCELL® batts and blankets are environmentally responsible and sustainable products. ECOCELL® batts and blankets are made from a combination of recycled and renewable fibers, the majority of which is post-consumer recycled newspaper. By converting recycled paper into the cellulose fibers used in ECOCELL® products, the paper is kept out of landfills where it has the potential to pollute the environment. ECOCELL® batts and blankets are completely recyclable, and no scrap is produced during manufacturing or installation of the material. CMS also creates a “greener” manufacturing process by reducing energy use and air pollution. The most important green attribute of ECOCELL® to the homeowner is the savings\* on energy bills.

**Product Safety:**

Homeowners are concerned with safety, especially when it comes to one of their biggest investments, their homes. ECOCELL® batts and blankets have a Class A fire rating. ECOCELL® products do not contain any harmful airborne particles and do not itch or irritate skin like fiberglass insulation. Easy to handle and soft to the touch, ECOCELL® batts and blankets can be left exposed, painted or covered with drywall. To protect against mold growth, ECOCELL® batts and blankets contain an EPA registered fungicide.



Great insulation option for those hard to reach areas!



\* Savings based on the Department of Energy - www.energysavers.gov  
 \*\* Savings vary. Find out why in the seller's fact sheet on R-values.  
 Higher R-values mean greater insulating power.

**Equipment needed:**

- Square • Marker • Tape Measure • Circular saw with masonry blade
- 8 foot 2" x 4" • Hilti or Touch 'n Seal All Seasons Foam

**1. Prepare the area**

Make sure all surfaces are free from dust and water. Lay the 2" x 4" flat on the floor along the wall beneath each blanket as a spacer.

**2. Measure**



Start at a square corner of the room. Measure length and width of blanket needed for wall application. Then measure and mark blanket.

**3. Cut**

Cut along marked lines with a circular saw equipped with a masonry saw blade.



**4. Apply Adhesive**



Apply Hilti or Touch 'n Seal All Seasons Foam on the back of the ECOCELL® blanket across the top and in vertical lines as pictured. Adhesive will adhere in 30 - 60 seconds and cure in 30 minutes.

**5. Apply to wall**



Align the seam of the blanket with the wall's edge or previously installed blanket. Work from the spacer\* to the ceiling to apply the blanket to the wall, pressing firmly.

\* When applying in crawl spaces, begin at least 3½" from floor

Unfinished room insulated with ECOCELL® blankets



**Equipment needed:**

- Circular saw with masonry blade or Table saw
- Marker • Tape measure

**Sidewall Application: 1. Prepare the area**

Calculate how many 16" batts are needed to insulate the entire area. Make sure the wall cavities are free from dust and water.

**2. Measure**

ECOCELL® 3.5" batts are a standard 94" long. If sidewalls are not this length, measure to determine what length batts will need to be cut to and mark batts at this length. The entire area from stud to stud should be filled with a batt.

**3. Cut**

Cut along marked lines with a circular saw equipped with a masonry saw blade or table saw. Use a circular saw to cut around outlets, pipes and other objects in the wall.

**4. Apply to wall**

Working from the floor plate towards the top of the wall, insert the batt into the wall cavity for a tight, friction fit. Continue this process until all wall cavities have been insulated.



**Attic Application: 1. Prepare the area**

Calculate how many batts you will need to insulate the entire attic to the recommended R-value (R-49). ECOCELL® 3.5" cellulose batts can be applied directly on top of the insulation in your attic.

**2. Check the ventilation of your attic and add baffles and blockers if needed**

Attics must be properly ventilated to remove moisture and heat. Normally, a combination of soffit vents under eaves and roof ventilation (consisting of a ridge vent or roof vents) provides very good ventilation. Older houses may require gable vents. Attics should have one square foot of under eave vent opening and one square foot of roof or ridge vent opening for each 150 square feet of attic area. If you need to add vents, do so before insulating.

To aid ventilation, attic baffles or air chutes should be installed at least every other rafter or truss cavity. These allow air to move from soffit vents, over the insulation to the roof or ridge vents. To prevent insulation from blocking soffit vents, insulation blockers should be placed on top of the exterior wall top plates.

**3. Prepare the attic**

The following items should be addressed before insulating:

1. Recessed lights, furnace flues, heating vents, chimneys and other heat sources in the attic MUST BE PROTECTED. Install metal or other rigid barriers around heat sources with clearances of at least 3 inches. Heat trapped by any type of insulation can be a fire hazard. Recessed lights marked "IC" may be covered with insulation.
2. If insulating over batts with paper facing, the facing should be slashed in several places between every joist to avoid moisture entrapment.

**4. Install ECOCELL® batts**

Insulation should be placed within the framing of the attic, if not already covered. If adding more than one layer of batts, run each layer perpendicular to the underneath layer, if framing allows. Ensure air sealing around pipes and other items penetrating the insulated plane using caulks and foam sealants. Finally, insulate the access hole cover or door.