



# Elite Premium Builder Partnership Program

Elite Homes for Builders Who Demand More.



"Insulation is critical to the comfort and safety of any home, but not all insulation products are created equal. I always turn to ROCKWOOL stone wool insulation. ROCKWOOL not only saves energy, it's fire resistant, water repellent and sound absorbent. It's proven to stand the test of time."

- **Scott McGillivray**



## You Build With Pride For Discerning Buyers

Building homes is as much a passion for you as it is a business. When it comes to choosing the products and materials that go into your homes, you don't compromise. You look for a level of quality that's in keeping with the premium image your homes project.

Your home buyers are equally passionate about the home they want. They are just as selective about the products and materials that will go into their new homes. They are informed consumers who seek value and recognize it when they see it. They willingly pay a premium when the value is apparent and tangible.

When you join the ROCKWOOL Elite Builder Program and you offer home

buyers the value add that ROCKWOOL Insulation brings, it's a win-win. You win because you are offering one of the most advanced insulation products available today and that reinforces the reputation for quality upon which your brand is built. Your home buyers win because they see how investing in ROCKWOOL Insulation will pay dividends for years to come.

Quality builders use quality materials.



...home buyers willingly pay a premium when the value is apparent and tangible.

# ROCKWOOL™ Takes Insulation to the Premium Performance Level

There's ordinary insulation and then there's ROCKWOOL. As a result of over 20 years of innovative engineering and product development research, ROCKWOOL has taken insulation performance to a whole new level – the premium level.

**ROCKWOOL Comfortbatt®** exterior wall insulation delivers top R-value and, unlike some other insulation products, it has been engineered to continue performing at that top level long after the drywall has been installed.

The unique sound-absorbing and fire-resistant properties of **ROCKWOOL Safe'n'Sound®** interior wall insulation enable you to offer an extra dimension of safety, protection and comfort to your home buyers they simply can't get with ordinary insulations.

**ROCKWOOL Comfortboard™** provides a continuous layer of insulation around commercial or residential building envelopes, ROCKWOOL Comfortboard™ 80 is a rigid exterior non-structural stone wool insulation sheathing.

ROCKWOOL is also the premium choice in our increasingly environmentally conscious world. Our recycled content combined with our advanced production technology minimized waste and energy consumption. Homes built with ROCKWOOL perform at a higher level.

- Energy efficiency is enhanced
- Energy consumption and costs are reduced
- Indoor air quality is GreenGuard™ certified
- Overall occupant health and comfort levels are higher

As you can see, ROCKWOOL's environmental story is a powerful incentive to today's eco-aware families and is a sustainable choice.

Premium finishes such as granite counters and solid hardwood floors define the quality of the homes you build. Now, take it a step further. Offer your home buyers the option of taking the insulation in their new home to the premium performance level – with ROCKWOOL.





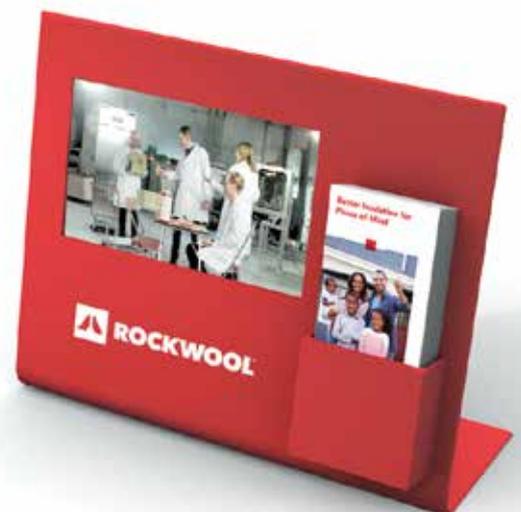
## A Turn-key Sales Support Program That Can Help Grow Your Business

That's why the ROCKWOOL Elite Homes Program is a natural fit. It's a complete marketing program, which provides the tools and support you need to educate home buyers that a house built with ROCKWOOL Insulation behind the walls is a smart investment.

### Here's what you can receive:

- Counter showroom display
- Live showroom product demonstrations
- Comprehensive training for your sales staff
- Information videos to support sales staff and tell the ROCKWOOL story at point of sale
- Brochures that explain the features and benefits of insulating with ROCKWOOL

When you join the ROCKWOOL Elite Homes Program and start offering ROCKWOOL Insulation, you're working with a partner who is committed to supporting your sales staff and helping you build your business.



Online program exposure at:  
[www.rockwool.com](http://www.rockwool.com)

## The Unique Features That Create Lasting Benefits

We understand that value and differentiation are key components to your marketing strategy. We also know that communicating what is behind the walls can be a difficult job and your sales team can use all the assistance they can get.

When home buyers see, first-hand, the remarkable properties of ROCKWOOL stone wool insulation products and the benefits that those features deliver, ROCKWOOL immediately becomes their insulation of choice. Offering ROCKWOOL is one more way you can demonstrate your commitment to quality and to your home buyers.

### Fire Resistant

- Excellent fire barrier for enhanced safety and protection
- Will not burn, develop smoke or promote the spread of flames
- Withstands temperatures up to 1177°C (2150°F)

### Water Repellent

- Will not absorb water or hold moisture inside wall cavities
- Will not support the growth of mildew, mold or bacteria
- R-value is not compromised
- Promotes a healthy, safe and comfortable interior living environment

### Sound Absorbent

- Creates 1000's of tiny pockets that trap sound waves
- Significantly reduces sound transmission between rooms for a quieter, more comfortable home

### Thermally Efficient High Density Batts

- Reduces convective losses, maximizing effective R-value
- Creates a snug friction fit between wall studs that won't slump or sag
- Cuts well around switches, outlets, wire and pipes for a better fit

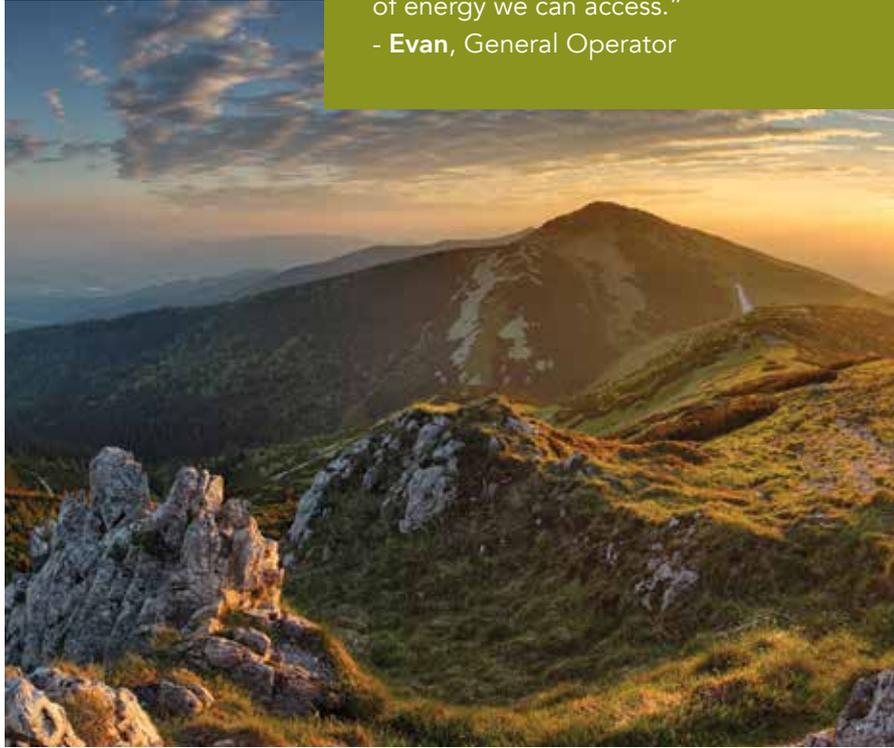
### Chemically Inert, Natural Materials

- CFC- and HCFC-free product and manufacturing process
- GreenGuard Children & Schools certified for indoor air quality
- Qualifies for LEED® (Leadership in Energy and Environmental Design) credits

To find out how you can become a partner in the ROCKWOOL Elite Homes Program, contact your representative or visit [www.rockwool.com/contractors](http://www.rockwool.com/contractors)

"The largest source of immediately available, cost-effective "new" energy is the energy we waste every day. Indeed, it is the cheapest, most abundant, cleanest, most readily available source of energy we can access."

- **Evan**, General Operator



**Fire  
Resistant**



**Water  
Repellent**



**Sound  
Absorbent**



**Saves  
Energy**



**Made  
from Stone**



At the ROCKWOOL Group, we are committed to enriching the lives of everyone who comes into contact with our solutions. Our expertise is perfectly suited to tackle many of today's biggest sustainability and development challenges, from energy consumption and noise pollution to fire resilience, water scarcity and flooding. Our range of products reflects the diversity of the world's needs, while supporting our stakeholders in reducing their own carbon footprint.

Stone wool is a versatile material and forms the basis of all our businesses. With more than 11,000 employees in 39 countries, we are the world leader in stone wool solutions, from building insulation to acoustic ceilings, external cladding systems to horticultural solutions, engineered fibres for industrial use to insulation for the process industry and marine and offshore.

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