

# Now That It's Framed...



# How Do You Insulate It?

# OPTIMA®



## The Best Way To Insulate Steel Stud Homes.

Problems with the price and quality of framing lumber have lead a growing number of builders to try steel stud construction. But they find that steel studs offer another challenge... how to properly insulate and meet code.

Traditional kraft-faced batts can't be stapled to the studs. And the sizes are not designed to completely fill the cavities without leaving gaps in the thermal envelope. And the use of wet-spray cellulose causes concerns, too. For example, some cellulose products with sulfate-based fire retardants may cause corrosion to metal. And the moisture content of wet-spray cellulose means longer drying time before you can drywall and then there may be shrinkage once the cellulose dries.



## Best Answer.

The answer is the Blow-In-Blanket® System with OPTIMA®. This patented system is the ideal way to insulate steel stud buildings. No matter what size the cavity, OPTIMA completely fills it without gaps or voids. A completely uniform blanket of thermal protection.

## Thermal Performance.

With OPTIMA, you can achieve R-values unsurpassed by any other system. Up to a R-15 in 2x4 construction and R-23 in 2x6. Plus OPTIMA can be used to insulate other hard-to-insulate areas such as cathedral ceilings, basement walls and band joists.

## Sound Control.

An OPTIMA house is a quieter house. As recent tests have shown the uniform blanket of OPTIMA performs better acoustically than standard batts. OPTIMA helps keep unwanted noise outside and sounds from

traveling room to room. OPTIMA provides a dramatic improvement in STC ratings.

## No Delays.

An OPTIMA job can be drywalled immediately after installation. There's no high level of moisture that requires days or weeks of drying before the drywall can be installed. There's also no worry about mold and mildew problems that have occurred with wet-spray cellulose.

## No Settling.

OPTIMA will not settle. Tests have shown that, unlike other systems, there is no settling with OPTIMA for the life of the home.

## No Corrosion.

OPTIMA does not contain any chemicals that can corrode metal studs or wiring. There have been reported cases where certain chemicals used as a fire retardant in cellulose have caused corrosion problems in the presence of moisture.

## Quality Insulation.

BIBS is a patented insulating system of Ark\*Seal International. It involves blowing fiber glass insulation behind a netting or fabric. Nearly 90% of all BIBS jobs use CertainTeed insulation, with OPTIMA being the newest and the one specially designed for BIBS. It is manufactured under the highest quality standards, produced in plants registered to ISO 9002.

## Quality Installation.

All BIBS contractors are certified by Ark\*Seal International and undergo a comprehensive training program. In addition, many contractors are members of the Blow-In-Blanket Contractors Association and have participated in an extensive training program conducted by BIBCA.

## OPTIMA is Best.

So if potential insulating problems have held you back from trying steel studs, wait no longer. OPTIMA is the answer.





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INSULATION

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