



TRUST YOUR HOME TO OWENS CORNING® HIGH PERFORMANCE PINK®

A HOUSE IS MORE THAN JUST AN INVESTMENT – IT'S HOME.

You deserve a home that provides excellent energy efficiency, savings, and complete comfort. That's why we're proud to build homes that are certified High Performance Pink. High Performance Pink® homes go beyond the basics to truly deliver for you — and they're built with Owens Corning insulation, the most trusted brand¹ in insulation, making home a better place to be.



THE HIGH PERFORMANCE PINK® DIFFERENCE

Owens Corning consults with your builder and insulation contractor for your home to deliver comfort and efficiency. As a result, High Performance Pink® homes:



Are built above local code requirements.



Meet benchmarks related to R-values, window values, and more.



Help you save money on your heating and cooling bills².

Please Note: Many builders will claim to offer "high-performance" homes, but they don't have the numbers to back it up. High Performance Pink® builders have demonstrated that they exceed building code expectations — and they have the documentation to prove it.



WHAT IS HIGH PERFORMANCE PINK® CERTIFICATION?

High Performance Pink® certification means we can demonstrate that the materials and processes we're using will deliver results that go beyond requirements for this climate zone. We have a set of criteria that indicate the benchmarks we need to meet, and through our partnership with Owens Corning, we are able to document that we have met them.

WHY OWENS CORNING?

There's a reason Owens Corning is the most trusted¹ name in insulation. Owens Corning invented Fiberglas® insulation, and they have over 80 years of innovation behind them.

Owens Corning products offer a range of benefits, including enhanced fire-resistance, acoustic protection, and R-value certification. In addition to helping conserve energy, Owens Corning insulation products enable you to enjoy a quiet living space and feel comfortable all year round.

WHAT IS R-VALUE?

R-value is the capacity of an insulating material to resist heat flow. The "R" in R-value stands for resistance. The higher the R-value, the greater the insulating power.

WHAT'S NEXT?

Talk to your High Performance Pink® certified builder – we'll work with you throughout the installation process and deliver solutions that are right for your specific needs. With our expertise, and trusted Owens Corning insulation, we can work together to make your house feel like home.

Learn more about Owens Corning residential insulation solutions at www.owenscorning.com/insulation.

¹ Home Innovation Research Labs Builder Panel, April 2019.
² Savings vary. Find out why in the seller's fact sheet on R-values. Higher R-values mean greater insulating power.