



OWENS CORNING AND NATURAL POLYMERS PRESENT **HIGH PERFORMANCE PINK®**

You work hard to deliver above-code results for your customers. But with so many builders claiming to be “high-performance” – even when they’re not – getting the word out can be difficult.

LET PINK® DO THE TALKING FOR YOU!

With the High Performance Pink® certification, you can now show your customers what sets you apart from the competition. Plus, you’re supported by Owens Corning and Natural Polymers, brands people trust all over the world to help make their homes a better place to be.

The High Performance Pink® badge demonstrates your commitment to building homes that offer tremendous benefits to homeowners, including:



**INCREASED
EFFICIENCY**



**HEATING AND
COOLING SAVINGS**



**A MORE COMFORTABLE
LIVING SPACE**

Qualifying High Performance Pink® homes are built to at least 5%* above code, primarily through the building envelope. Eligible approaches include:

- Insulation
- Windows and doors
- Air sealing
- Radiant barrier

Validating a home’s above-code performance is easy! The following resources are available to verify a home:

- Pre-defined prescriptive +5% performance benchmarks, dictating R-values, window values, and more
- Pre-designed builder checklist, indicating requirements based on climate zone
- Analysis compared to your local building codes
- Any recognized above-code program delivering at least 5% above code also qualifies

Homes must be built using at least 90% Owens Corning or Natural Polymers insulation to qualify.**



To learn more about High Performance Pink® certification, [apply online here!](#)
Or email us at: HighPerformancePINK@owenscorning.com

* Calculations provided by Department of Energy software program, Rescheck, to validate a typical building UA analysis based on the adopted code and climate zone.

** Continuous insulation is exempt from this requirement.

MESSAGING SUPPORT

Social Media Support

- Upon enrollment, local co-branded targeted social media ad campaign in markets where your HPP certified models will be built
- Collection of prepared social media content for easy posting from your own accounts

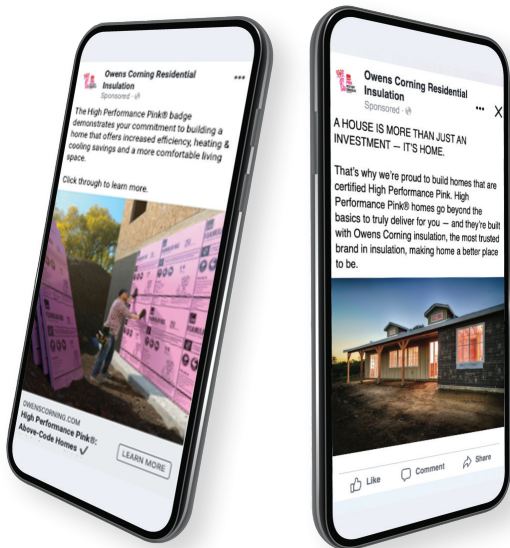
Website Assets

- High Performance Pink® logo
- Homeowner-facing video available to embed

Hard Assets

- Certificate to include in closing packets
- Homeowner-facing sell sheet
- Window clings

Regular visits and support from our field teams




Example of sponsored social media posts



High Performance Pink Certified Home window cling



Homeowner-facing video available to embed

 **HIGH PERFORMANCE PINK**
CERTIFIED HOME

Climate Zone: _____

Energy Code: _____

Conditioned Floor Area: _____

Ceiling Insulation: _____

Wall Insulation: _____

Floor Insulation (if applicable): _____

THE HIGH PERFORMANCE PINK® DIFFERENCE

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

- ✓ Go beyond building code requirements by at least 5%¹
- ✓ Meet benchmarks related to R-values, window values, and more.
- ✓ Help you save money on your heating and cooling bills.²

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.

1. Calculations provided by the Department of Energy software program, Rescheck, to validate a typical building UA program based on the selected code and climate zone.
2. Savings vary. Find out why in the seller's fact sheet on R-values. Higher R-values mean greater insulating power.
© 2024 Owens Corning. All Rights Reserved.

Certificate to include in closing packets

 **HIGH PERFORMANCE PINK**
CERTIFIED HOME

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

TRUST YOUR HOME TO HIGH PERFORMANCE PINK®

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 and Natural Polymers consult with your builder and insulation contractor for your home to deliver comfort and efficiency. As a result, High Performance Pink® homes:

- ✓ Go beyond building code requirements by at least 5%².
- ✓ Meet benchmarks related to R-values, window values, and more.
- ✓ Help you save money on your heating and cooling bills.³

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.

Homeowner-facing sell sheet