



INNOVATIONS FOR LIVING®

Multi-Purpose Fiber Glass Insulation

Product Data Sheet



Product Description

Owens Corning Multi-Purpose Insulation is an attractively priced, small-project convenience insulation for DIY customers. It's a single piece of fiber glass insulation enclosed in a see-through polybag. The dimensions are 2" thick x 16" wide x 48" long.

Product Performance

Multi-Purpose insulation is made from a 2" thick basic wool and has a thermal value of R-6.7.

Each package covers 5.33 square feet.

Application

- Ideal for small projects where saving energy or reducing noise is desired.
- Unrolls and cuts easily for spot insulation.
- Insulates gaps around windows, doors, air conditioners, outlet boxes and around pipes.

Disclaimer of Liability

Technical information contained herein is furnished without charge or obligation and is given and accepted at recipient's sole risk. Because conditions of use may vary and are beyond our control, Owens Corning makes no representation about, and is not responsible or liable for the accuracy or reliability of data associated with particular uses of any product described herein. Nothing contained in this bulletin shall be considered a recommendation.

Features and Benefits

Feature	Benefit
Convenience	Eliminates the need for a larger roll
Lightweight	Easy to transport and handle
R-6.7	Saves energy
Reduces sound and heat transmission	Reduces energy loss & noise and noise infiltration
Rounds out product line	One-stop shopping
Easy to display	Ability to cross merchandise
Attractive packaging	Can be displayed in an aisle, a stack-out, or an end-cap

Packaging

Property	Value
Roll Dimensions	16" long x 5" diameter
Carton Size	36" wide x 24" long x 16" high
Rolls per Carton	35
Carton per Pallet	13

- All pallets are shrink-wrapped.
- The product is top-loaded on insulation trucks.
- The minimum order quantity is 4 cartons.

Business Proposition:

Channel (Retailer)

- Ability to source complete residential insulation product line from one supplier.
- Top-loaded with regular insulation, improves inventory turns.
- Attractive packaging with the Pink Panther™ enhances appeal to DIY consumers.
- Easy to display with excellent cross-merchandising opportunities.

End User (DIY Consumer)

- Attractive lightweight packaging.
- Provides an option for those in need of a small amount of insulation.
- Easy to transport and handle.
- Leading brand of insulation.

Order/Ship/Bill

- Orders should be placed with Customer Solutions.
- The product is shipped top-loaded with standard retail insulation.
- Invoiced on same invoice as insulation.



INNOVATIONS FOR LIVING®

OWENS CORNING INSULATING SYSTEMS, LLC
ONE OWENS CORNING PARKWAY
TOLEDO, OHIO 43659

1-800-GET-PINK®
www.owenscorning.com

Pub. No. 21885-C. Printed in U.S.A. March 2010. THE PINK PANTHER™ & ©1964-2010 Metro-Goldwyn-Mayer Studios Inc. All Rights Reserved. The color PINK is a registered trademark of Owens Corning. ©2010 Owens Corning.

