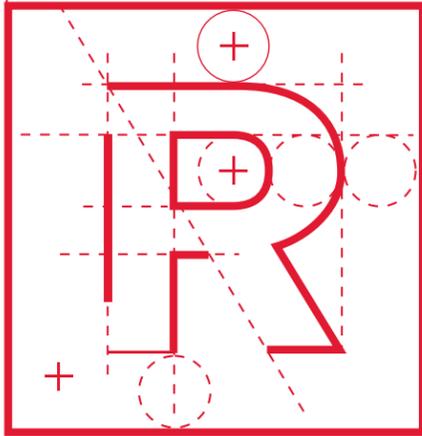




# R-Class™

BUILDER PROGRAM





## R-Class™ Builder Program

### We're ROCKWOOL™

Our thermal and acoustic stone wool insulation materials release the natural power of stone to provide fire resistance, water repellency and durability that set the standard for high-performance building insulation everywhere.

### The R-Class

ROCKWOOL R-Class is our premium partnership program for builders who want more. It's a community for those who take great pride in their craft and are always looking to learn about better materials and installation techniques that will ensure their homes are comfortable, beautiful, efficient and built to last.

By surrounding our members with like-minded builders across the US and Canada, we're here to help you grow while managing the demands of a thriving business. You'll be supported not only by each other — but also by the entire building community and our ROCKWOOL team of residential building pros.

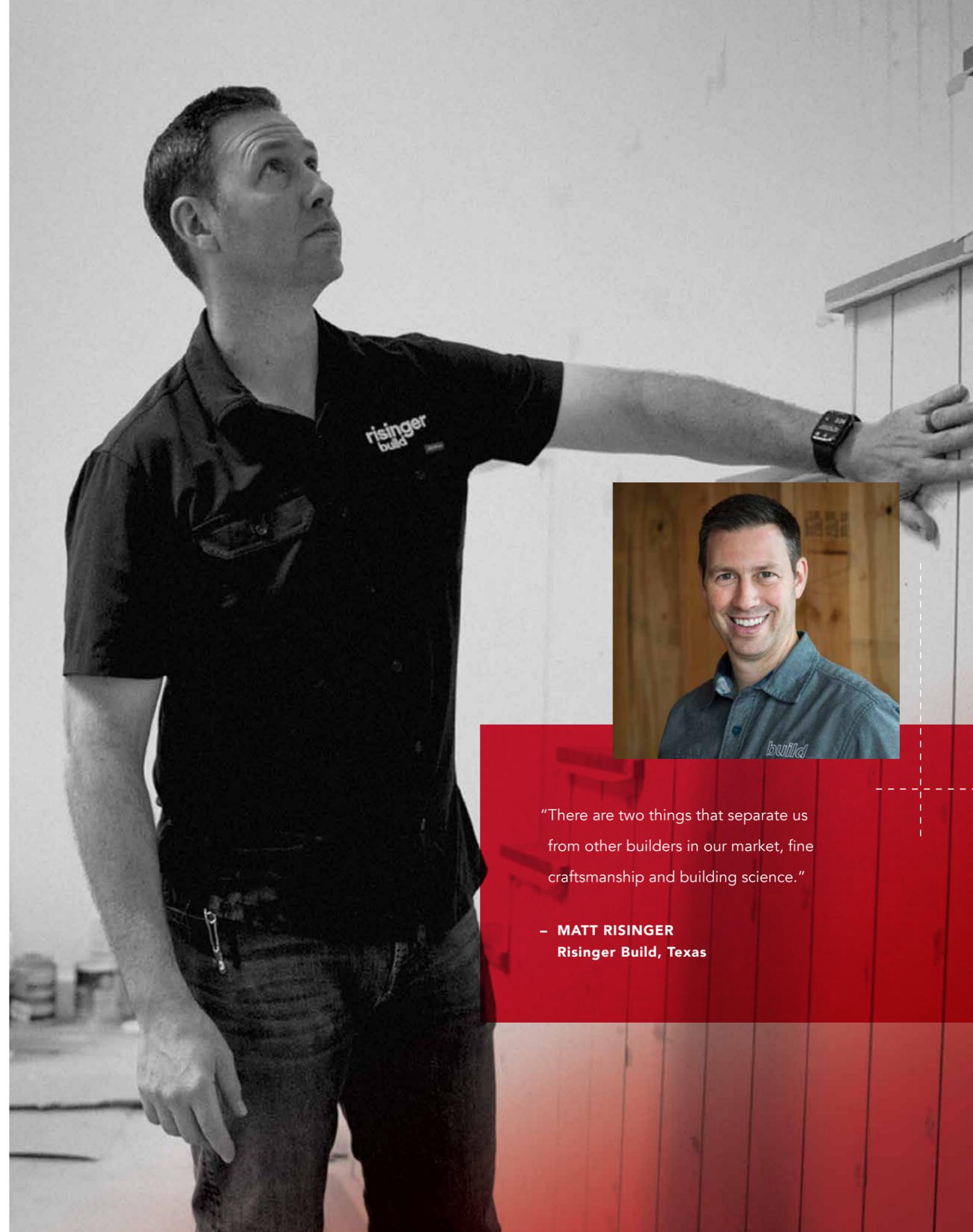
ROCKWOOL stone wool is in a class of its own — and so are the builders who make up the R-Class.

### The Benefits

Connect with our high-performance building community on our virtual R-Class platforms and at in-person events in your region. Receive premium access to ROCKWOOL builder support on products, technical questions and even scheduled jobsite visits.

We're here to help you expand your building science knowledge, broaden your network, grow your business and earn money back from product rebates and incentives. At ROCKWOOL, we've got your back.

Discover what we're made of at ROCKWOOL that makes all the difference in high-performance insulation. Scan the QR code to learn more.



"There are two things that separate us from other builders in our market, fine craftsmanship and building science."

— **MATT RISINGER**  
Risinger Build, Texas



# Build With Pride. Build Together.

Building homes is as much a passion as it is a business. The best homebuilders don't compromise when it comes to how they build, and they choose materials that provide the most value to their customers.

Understanding performance and WHY we need to build homes with the right materials is essential. Connecting with each other across the building community is how we learn to build better.

### Connect with the R-Class

Meet other like-minded custom builders through our social media channels and online portal. When you join our community, you'll be surprised at who you just might meet and the strong camaraderie you'll build.

"Being able to achieve the fire stopping with just putting batts in – it's pretty super."

**– JASON MOLLAK**  
JPM Construction, Nebraska



# 7 Strengths of Stone

## WHAT IT'S MADE OF MAKES ALL THE DIFFERENCE

There is something truly remarkable about the natural power of stone. Each of our products combines the 7 strengths of stone with one ambitious goal: to minimize the human impact on our surroundings while maximizing safety and well-being for anyone who interacts with our products.

Thanks to the unique properties and durability of ROCKWOOL products, we can help our customers create more resilient buildings and cities that ultimately enrich modern living.



### Fire Resilience

- Provides an excellent fire barrier for enhanced safety and protection
- Will not burn, develop smoke toxicity or promote the spread of flames
- Withstands temperatures above 2,150° F / 1,177° C



### Aesthetics

- Can be cut, bent or compressed without being damaged
- Will carry the weight of a freight train
- Is designed for individual applications to ensure the best performance
- Fits in any space, preventing thermal bridges



### Thermal Properties

- Engineered to provide an optimal indoor climate and to reduce airflow and heat flow
- Allows moisture to pass through walls for healthy indoor environments
- Results in heating and cooling savings



### Durability

- Lasts more than 50 years
- Withstands fire, water, moisture and compression
- Has no loss of performance over time
- Resists mold and mildew



### Acoustic Capabilities

- Helps absorb sound and reduces noise transmission
- Enables increased productivity in the workplace
- Keeps your home quiet and comfortable



### Circularity

- Is 100% recyclable
- Contains up to 50% recycled content
- Lasts more than 50 years
- Can be manufactured from secondary materials



### Water Repellency

- Does not absorb moisture
- Repels water and allows vapor to pass through
- Performs at its best even with moisture present

## DID YOU KNOW?

Our stone wool insulation is produced through a process similar to that at the heart of a volcano. That means our products remain stable — even at extremely high temperatures.

# Insulation That Performs

THERE'S INSULATION, AND THEN THERE'S ROCKWOOL

Founded as a family business more than 80 years ago, ROCKWOOL Group is the world's leading manufacturer of stone wool insulation. We produce building materials that are made from actual stone — one of the Earth's most abundant natural resources.

ROCKWOOL stone wool has unique benefits as an insulation solution, providing not only strong thermal value but also natural fire resistance, water repellency, dimensional stability, durability and long-term sustainability, all while creating a more comfortable, quiet, safe home for modern living.

Learn more about how **Comfortboard 80** rigid board insulation, **Comfortbatt** thermal batt insulation and **Safe'n'Sound** acoustic batt insulation are essential parts of any high-performance home.



"When you live in a climate where -30° F isn't out of the ordinary, the choice of insulation becomes critical. With ROCKWOOL, I can get a higher equivalent R-value than most other insulation products used in my market."

— **RANDY WILLIAMS**  
Energy Auditor, Willcon Inc., Minnesota

## ROCKWOOL Comfortboard® 80

ROCKWOOL Comfortboard 80 are rigid stone wool insulation boards designed for use as exterior continuous insulation in residential and commercial construction. They are designed to increase the thermal performance of the building envelope.

### Reduce Thermal Bridging

Comfortboard 80 provides a continuous layer of insulation, reducing thermal bridging and increasing the effective thermal performance of the building envelope with an R-value of 4.2 per inch.

### Typical Applications

- Exterior wall thermal insulation
- Basement continuous insulation
- Exterior perimeter insulation around the foundation
- Under flat concrete slab
- Cathedral ceilings

### DID YOU KNOW?

ROCKWOOL stone wool insulation does not wick water, which means any bulk water that contacts the outer surface will drain and not be absorbed into the body of the insulation.



# ROCKWOOL Comfortbatt®

ROCKWOOL Comfortbatt is an exterior thermal batt insulation product available in a wide range of R-values. It has been engineered to continue performing at that top level long after the drywall has been installed.

## Insulate to Save Energy

An energy-efficient house is a better home. Comfortbatt insulation helps keep the outside, outside — so homes remain warm in the winter and cool in the summer. That also translates into reduced heating and air-conditioning costs, as well as a house that is easier on the environment.

## Easy Installation

Comfortbatt features a unique flexible edge that allows for easy installation and helps prevent overcompression to maintain its R-value. Simply insert, compress and release the batt in between the studs for a snug and complete fit.

## Typical Applications

- Exterior wood- and steel-framed walls
- Exposed floors and crawl spaces
- Attics and cathedral ceilings
- Basement walls between studs

## DID YOU KNOW?

Made primarily of rock, our stone wool products are resistant to mold, mildew, bacterial growth and rot, helping to preserve indoor air quality and create a healthier indoor environment.



# ROCKWOOL Safe'n'Sound®

ROCKWOOL Safe'n'Sound is a stone wool batt insulation designed for interior wall partitions, floors and ceilings for wood- and steel-frame construction where superior fire resistance and acoustical performance is required.

## Insulate for a Quiet Home

Safe'n'Sound provides an innovative, high-density insulation that's specifically designed to absorb sound and help prevent noise from traveling between rooms. Unlike thermal insulation, it's used for soundproofing interior walls and ceilings between rooms and floors. Made from stone, Safe'n'Sound reduces sound transmission by trapping sound waves and vibrations in the thousands of tiny interconnected spaces created by its unique fiber structure.

## Typical Applications

- Bedrooms
- Bathrooms
- Home offices
- Home theater rooms
- Basements
- Furnace/laundry rooms

### Interior Walls (Wood Studs – 16" on Center)

Using Safe'n'Sound, 5/8" drywall; (type x) and resilient channels at 16"  
Provides – Fire Rating: 1 hour; Sound Transmission Class (STC): 45

### Interior Walls (Steel Studs – 24" on Center)

Using Safe'n'Sound, 5/8" drywall; (type x);  
Provides – Fire Rating: 1 hour; Sound Transmission Class (STC): 52

### Interior Ceilings/Floors (2" x 10" Joists – 16" on Center)

Using Safe'n'Sound, 5/8" drywall; (type x) and resilient channels at 24"  
Provides – Fire Rating: 30 minutes; Sound Transmission Class (STC): 50



# ROCKWOOL Is Essential for High-Performance Homes

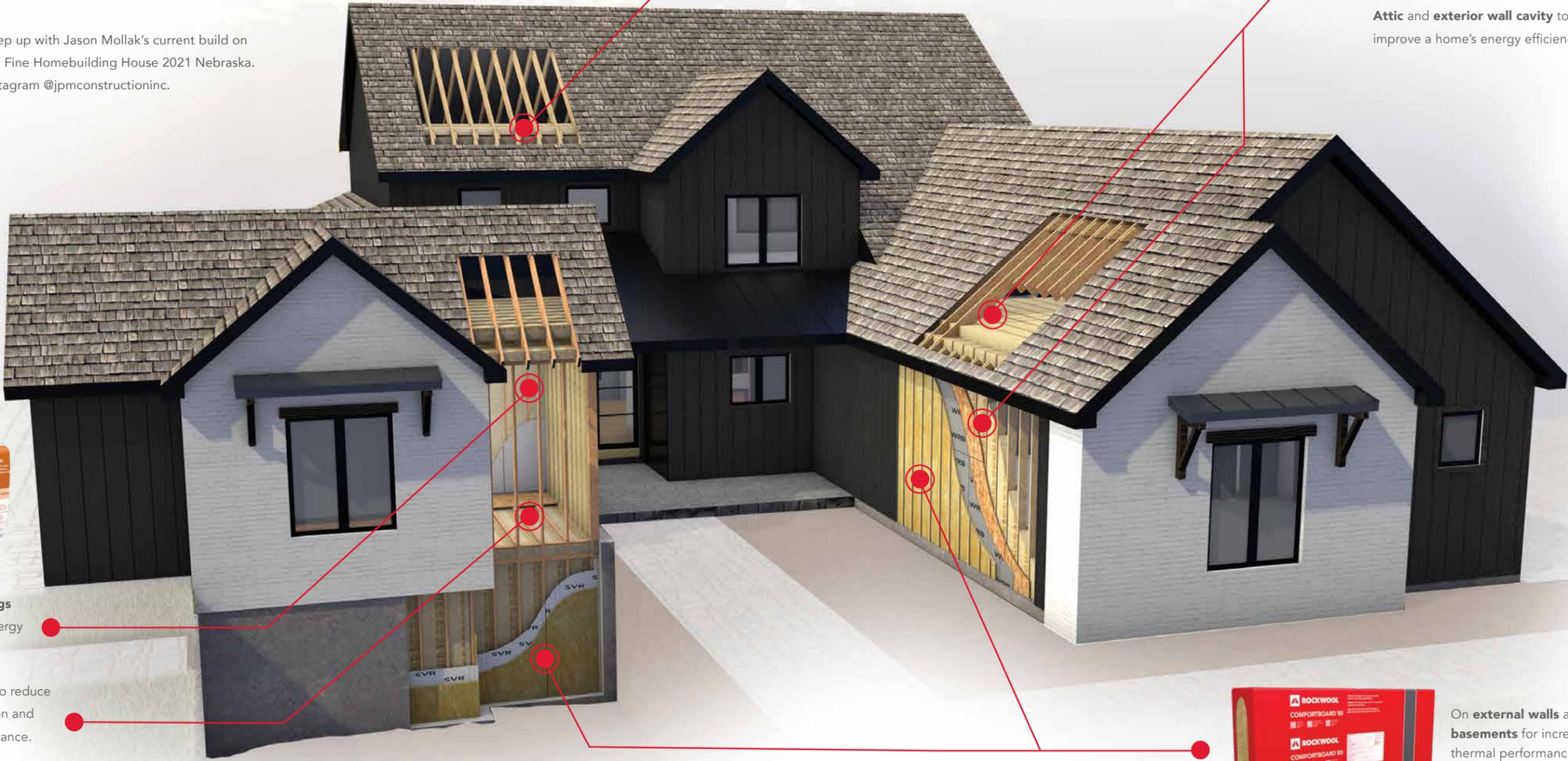
Not only does our **stone wool** take insulation performance to the next level, but it also **reduces noise pollution, boosts comfort and privacy**, and is a key component in **fire-resilient residential buildings**.



Keep up with Jason Mollak's current build on the Fine Homebuilding House 2021 Nebraska. Instagram @jpmconstructioninc.



Attic and exterior wall cavity to improve a home's energy efficiency.



Inside interior walls and ceilings for soundproofing as well as energy efficiency and fire resistance.

Between floors to reduce sound transmission and improve fire resistance.



On external walls and basements for increased thermal performance, water repellency and sound absorbency.

## Connect With Our Support Team

At ROCKWOOL, we're all about building your success. From product and installation basics to technical questions about code compliance and building science, our team of professionals offers premium support to the R-Class.



### Sales

You'll find our ROCKWOOL sales team on the road at jobsites just like yours, training and connecting directly with R-Class™ builders. Reach out to the ROCKWOOL sales professional in your region to set up an in-person or virtual meeting to learn more about your builds and where to find our products.

### Technical Services

Whether you're new to ROCKWOOL stone wool and just have some basic questions or need a deeper dive into details that drive the performance of your builds, our technical service reps are here to become a new, valued member of your team. Reach our experts by phone or email five days a week.

### Building Science

Whether you need help with code compliance evaluations, dew point calculations or energy modeling, this team of building science experts is next-level. ROCKWOOL Building Science works with our more advanced builders to perfect the thermal efficiency and resiliency of each building design, reaching far beyond insulation.

"Our approach to building is about responsibility. We build that house not only for our clients, but for the next generation that will be living in that house, and they're dealing with the choices we make today."

— TRAVIS BRUNGARDT & JOE COOK  
Catalyst Construction, Kansas

### DID YOU KNOW?

Our products have no aging effect and can be counted on to provide efficient, safe, comfortable, quiet and durable buildings that endure and protect against moisture issues — the number one cause of building envelope failure.





## Exceptional Benefits for High-Performance Builds

When you use our stone wool insulation products after joining R-Class, you'll be able to participate in our exclusive member benefits and tiered rebate program. Grow your business while earning rebates and incentives.



"We really enjoy working with the building community – teaching building science and how it impacts their material choices."

**– DAN EDELMAN**  
**ROCKWOOL National Business Development Manager, U.S.**

"We constantly use ROCKWOOL insulation inside the cavity and the rigid insulation outside. We stand behind the product, we enjoy using it. We specify ROCKWOOL for our benefit and the project's benefit."

**– NICK SCHIFFER**  
**NS Builders, Massachusetts**

	BRONZE TIER	SILVER TIER	GOLD TIER
	USES 100 PACKS ANNUALLY	USES 500 PACKS ANNUALLY	USES 1,000 PACKS ANNUALLY
Virtual installation training	✓	✓	✓
In-person jobsite installation training		✓	✓
Product sales & support literature	✓	✓	✓
Premium sales & technical support	✓	✓	✓
Rebate opportunities	\$1.50 PER PACK* OR \$150 AND UP	\$2 PER PACK* OR \$1,000 AND UP	\$3 PER PACK* OR \$3,000 AND UP
ROCKWOOL knives & gloves	✓	✓	✓
ROCKWOOL hats & shirts for your crew		✓	✓
ROCKWOOL Carhartt gear for your crew			✓
R-Class Builder Project Highlight on ROCKWOOL social media & email		✓	✓
Tour the newest ROCKWOOL plant & Brand Experience Center in WV as our guests			✓

\* Per pack or 48x96 board. Rebates based on purchased or installed product. Pro-rated annual rebate period begins with date on first purchase receipt.

# Dedicated to a Sustainable Future

At ROCKWOOL, we transform volcanic rock into stone wool, creating safe and sustainable products that help people and the communities where they live, learn, work, play and thrive.

As a homebuilder, you have the opportunity to transform the future of building.

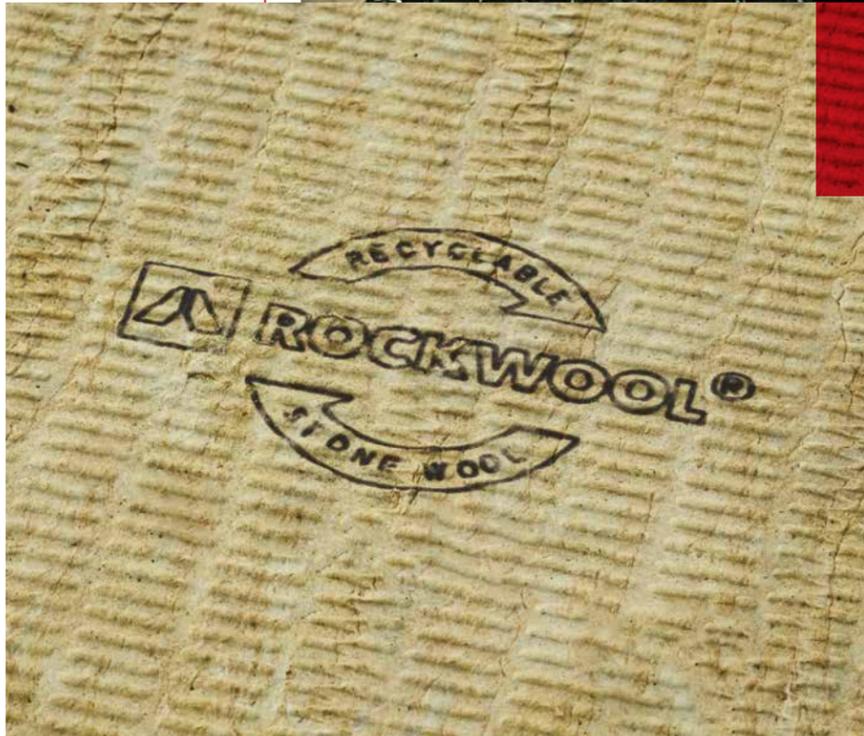
By committing to learn about how buildings perform while using materials and techniques that reduce the long-term energy demands of buildings, you have the power to significantly impact your community.

Through sharing that knowledge with homeowners and builders everywhere, you become the future of building.

## Welcome to the R-Class

### DID YOU KNOW?

The cumulative cost of weather and climate disaster events since 1980, adjusted for inflation, exceeds \$1.875 trillion. (National Centers for Environmental Information). A 2018 study by the National Institute of Building Science concluded that investment in risk mitigation can save an average of \$6 in damage for every \$1 spent.



"The price upgrade to use ROCKWOOL is minimal. It outperforms everything else. Knowing my homeowners will never have a mold or mildew issue gives me peace of mind."

**JEFF HARVEY**  
Harvey Homes & Interiors, Ontario



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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