



ADOPTING ECOSE® TECHNOLOGY

FREQUENTLY ASKED QUESTIONS

As a part of our ongoing commitment to sustainability, Manson Insulation is replacing formaldehyde-based binders with a range of glass mineral wool insulation featuring Knauf Insulation's revolutionary ECOSE Technology. What does this mean for you? Read on to find out.

Why is Manson making this change now?

Manson believes there is no greater time than now to renew our global priority of moving away from a formaldehyde-based binder. Switching to a more sustainable solution is the right thing to do.

Will pricing change because of this transition?

No, the pricing will not change as a result of this enhancement. We are committed to raising the bar for product quality, providing you with better, more environmentally friendly products at a comparable price to traditional fiberglass insulation.

Are there any plans to change how Knauf and Manson work together in the future?

The primary motive behind this transition is simply for Manson to adopt a more sustainable product and leverage ECOSE Technology. At this time, there are no plans to change or phase out any commitment to the Manson brand.

What are the benefits of this change?

In addition to the environmental benefits of switching to a more sustainable solution, Manson will remain a specified brand under the support of Knauf. That means Manson can now be requested if building designers require more sustainable products that contain no additional formaldehyde.

How is Knauf going to promote this transition?

Knauf will promote this enhancement as part of its global initiative to use the best available technology whenever possible. Manson is making this change in the interest of more sustainable solutions and will promote accordingly in alignment with Knauf's transformative impact on the insulation industry.

When will Manson switch over to ASJ+ jacketing?

The majority of the market uses ASJ and, at this time, there is no demand to make a change.

Are there going to be any changes to the packaging?

Yes. The packaging will change to reflect ECOSE Technology and accompanying certifications as well as results in improved quality of the package.

Will the change impact inventory availability?

No. Inventory will be available to those that need it based on service level. This transition will make us more reactive to sudden change in demand.

Can Knauf distributors buy Manson products?

Due to the exclusive nature of the relationship with existing Manson customers, other distributors are unable to purchase Manson products.

What environmental certifications will Manson products now have?

Products made using ECOSE Technology will adhere to the following certifications.

- GREENGUARD and GREENGUARD Gold
- Environmental Product Declaration (EPD)

How will this change impact service and support?

Manson will continue to provide consistent, reliable service and support.

Will Manson product data sheets have the same information as Knauf's?

Manson product data sheets and product literature will be updated to reflect the addition of ECOSE Technology and accompanying certifications.