

# R-Class

BUILDER PROGRAM



**RANDY RAND**  
r.haus design build  
Won & Done Sweepstakes Winner  
Orono, Maine



# 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 repellence, sound absorption and durability that set the standard for high-performance building insulation everywhere.

## The R-Class

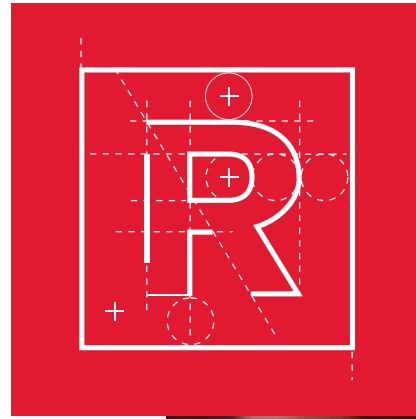
ROCKWOOL R-Class is our premium partnership program for builders who want more. It's a community for those who take great pride in their craft and want to learn about better materials and installation techniques that will ensure their homes are comfortable, beautiful, efficient and built to last.

## 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 that makes all the difference in high-performance insulation. Scan the QR code to learn more.



"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  
Prarie Village, Kansas



# 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

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.

“Building science and the control layers are important. You can't just haphazardly put these together for your builds. I just can't see a better choice for an insulation product than ROCKWOOL stone wool.”

– PHIL MANNON  
Credence Construction LLC  
Won & Done Sweepstakes Winner  
Duluth, MN



# INSPIRED BY NATURE.

## FIRE SAFE

Like the basalt rock it is made from, ROCKWOOL stone wool insulation is fire resilient by nature with no added chemical flame retardants.

Capable of withstanding temperatures of over 2150 °F (1177 °C), a melting point that exceeds the temperatures of most commercial and residential building fires, it works to contain fire and prevent its spread.

The noncombustible characteristics of stone wool insulation mean that it will not develop toxic smoke or promote flame spread, even when directly exposed to fire.

## MOISTURE RESISTANT

ROCKWOOL stone wool is water repellent by nature. During wet and rainy weather, stone wool insulation keeps buildings warm and dry without reduction in thermal performance over time.

It also resists moisture in humid climates, protecting the long-term health of buildings and the people within them.

## VAPOR OPEN

The vapor permeable nature of ROCKWOOL stone wool insulation allows water vapor to diffuse through without becoming trapped.

Other building materials, including some insulation types, can work as vapor retarders or barriers and can greatly reduce the drying potential of many typical building assemblies.

When used appropriately along with other roof assembly layers and materials, stone wool insulation becomes part of an assembly that holds minimal risk of decay, mold, and mildew. This contributes to securing healthy, comfortable indoor environments.

## SOUND ABSORBENT

ROCKWOOL stone wool insulation has an open, porous structure, which makes it highly efficient at absorbing sound. This, in addition to its resistance to airflow, significantly reduces the ability of noise to travel through the building enclosure.

Stone wool contributes to human health and well-being by providing quiet spaces to live and work avoiding health issues associated with noise pollution, such as diabetes and increased blood pressure.

## DURABLE

Just like stone, ROCKWOOL stone wool insulation is durable and keeps its shape and insulation properties over time. Its insulation performance is unaffected by humidity and temperature changes.

When it is appropriately installed, stone wool insulation needs no technical supervision or maintenance throughout the building's lifetime. Sample testing from existing buildings shows that ROCKWOOL stone wool retains its performance for 65 years — and counting!

## CIRCULAR

Based on one of Earth's most abundant raw materials, stone wool is circular by nature — and for long-term sustainability, a "circular economy" is the answer.

The building sector produces one-third of all waste, much of which ends up in landfill today. However, stone wool can be recycled again and again without ever losing performance.

The technology at ROCKWOOL allows the use of waste from other industries as alternative raw material.

Overall, ROCKWOOL upcycles waste materials, recycles its own waste in closed loops, and design products for long life and indefinite recycling.

# Insulation That Performs

THERE'S INSULATION, AND THEN THERE'S ROCKWOOL STONE WOOL

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.



"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.  
Grand Rapids, Minnesota

## ROCKWOOL Comfortboard® 80

ROCKWOOL Comfortboard 80 rigid stone wool insulation boards are designed for use as exterior continuous insulation in residential and commercial construction.

Suitable for above or below grade applications, Comfortboard increases the thermal performance of the building envelope.

### Reduce Thermal Bridging

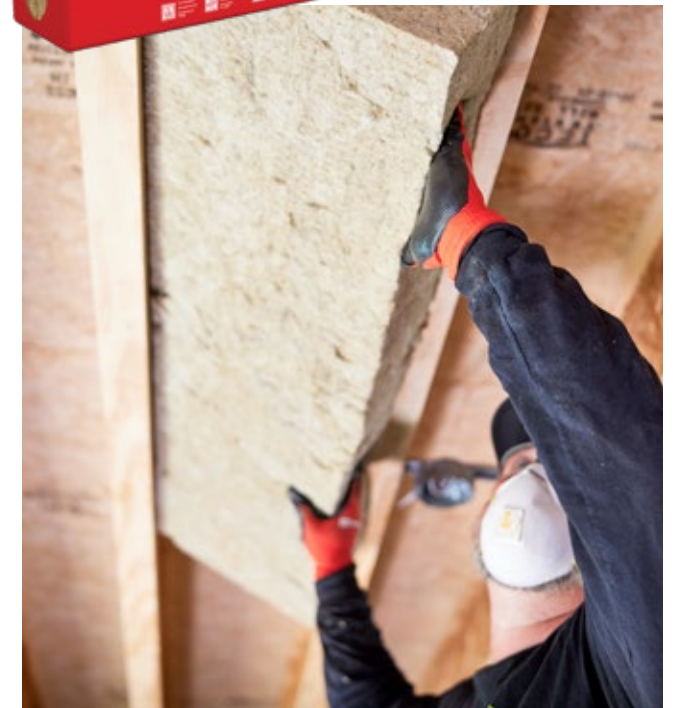
Comfortboard 80 provides a continuous layer of insulation, reducing thermal bridging and increasing the effective thermal performance of the building envelope with an R-value of 4.2 per inch.

### Typical Applications

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

### 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

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 more comfortable.

## 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®

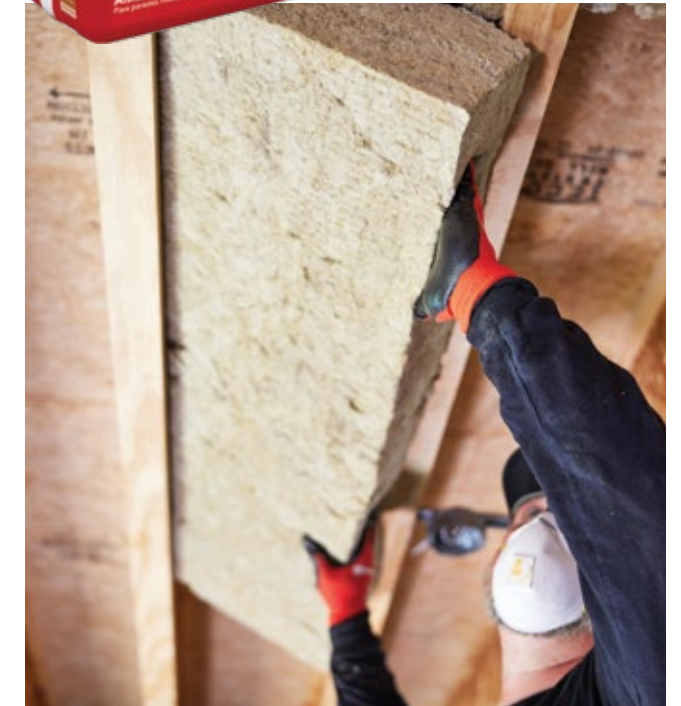
ROCKWOOL Safe'n'Sound is a stone wool batt insulation designed for interior wall partitions, floors and ceilings for wood- and steel-frame construction where superior fire resistance and acoustical performance is required.

## Insulate for a Quiet Home

Safe'n'Sound is an innovative, high-density insulation that's specifically designed to absorb sound and help prevent noise from traveling between rooms. 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)

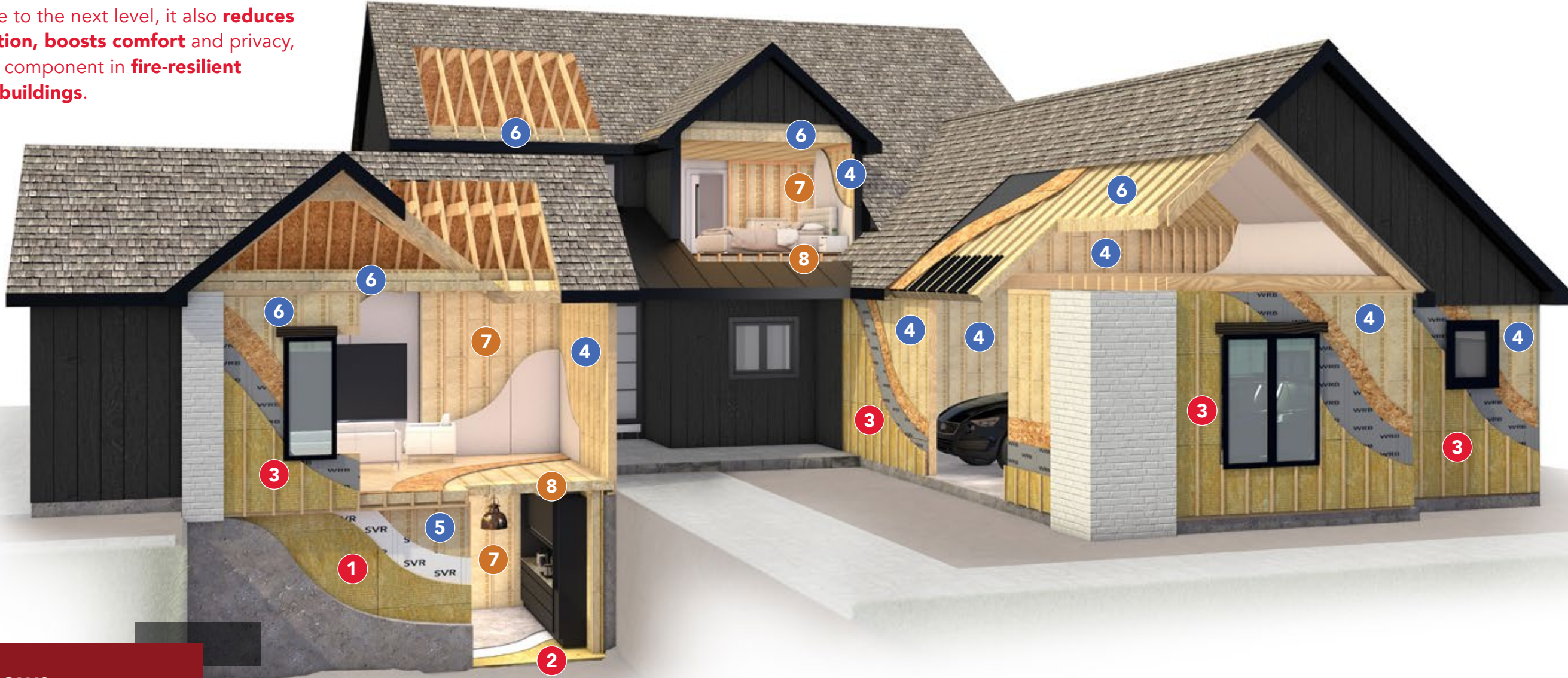
Using Safe'n'Sound, 5/8" drywall; (type x):  
Provides – Fire Rating: 1 hour; Sound Transmission Class (STC): 52

### 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 Stone Wool Insulation Product & Applications

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



## DID YOU KNOW?

ROCKWOOL Comfortboard is the only building insulation product certified by the California Office of the State Fire Marshal Building Materials Listing Program\*.



**Comfortboard® 80**  
Rigid board designed for exterior continuous insulation applications

- 1 Below Grade - Foundation (Interior/Exterior)
- 2 Below Grade - Underslab
- 3 Above Grade - Continuous



**Comfortbatt®**  
Semi-rigid thermal batt insulation designed for exterior studs

- 4 Exterior Wall - Stud Cavity
- 5 Below Grade - Basement Stud Cavity
- 6 Attic/Pitched Roof - Conditioned & Unconditioned



**Safe'n'Sound®**  
Premium fire and soundproofing insulation for interior walls and ceilings between floors

- 7 Interior Wall - Stud Cavity
- 8 Floor/Ceiling - I-Joist/Joist Cavity

\* The California Office of the State Fire Marshal's Building Materials Listing Program includes materials tested to confirm they meet stated performance and reliability features. Comfortboard has been certified by the California State Fire Marshal's Building Materials Listing Program (BML). ROCKWOOL products are the only building insulation products certified by this program.

## 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.

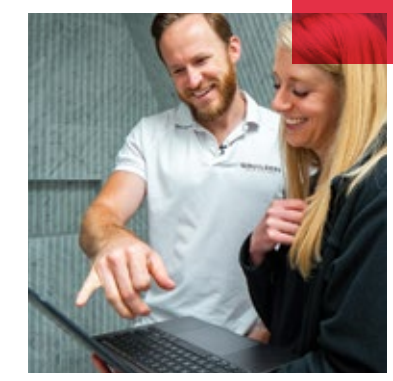






## Exceptional Benefits for High-Performance Builds

Grow your business while earning rebates and incentives for choosing to better your builds with ROCKWOOL stone wool insulation.



“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**  
**Boston, Massachusetts**

“Being able to achieve the fire stopping with just putting batts in – it’s pretty super.”

– **Jason Mollak**  
**JPM Construction**  
**Omaha, Nebraska**

|  | 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   | <b>\$1.50 PER PACK*<br/>OR \$150 AND UP</b> | <b>\$2 PER PACK*<br/>OR \$1,000 AND UP</b> | <b>\$3 PER PACK*<br/>OR \$3,000 AND UP</b> |
| ROCKWOOL knives & gloves   | ✓   | ✓  | ✓  |
| ROCKWOOL hats & shirts   |   | ✓  | ✓  |
| ROCKWOOL Carhartt gear   |   |  | ✓  |
| R-Class Builder Project Highlight on ROCKWOOL social media                   |   | ✓  | ✓  |
| 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  
Toronto, Ontario





## ROCKWOOL

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1-800-265-6878  
rockwool.com

ROCKWOOL Group is the world leader in stone wool products, from building insulation to acoustic ceilings, external cladding systems to horticultural solutions, engineered fibers for industrial use to insulation for the process industry and marine & offshore. We are committed to enriching the lives of everyone who experiences our products and services, and to helping customers and communities tackle many of today's biggest sustainability and development challenges including energy consumption, noise pollution, fire resilience, water scarcity, urban flooding, and more.

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