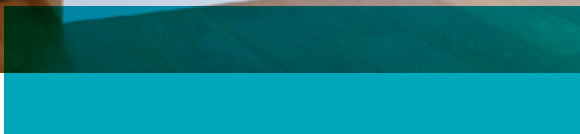


## SAFE'n'SOUND®

Build your business by recommending ROCKWOOL's Fire & Sound Dampening Insulation for use inside interior walls, and ceilings & floors between rooms.





## Specify ROCKWOOL Safe'n'Sound® for every home.

**Home life is changing, so sound dampening is more important than ever.**

Life is getting louder around the home. Televisions, home theaters, computers and video games blare from almost every room. Family cell phones constantly ring. More people work from home offices and entertainment rooms are the norm.

More and more, sound dampening is a must-have requirement for any modern family home. And, it's an ideal revenue-generating opportunity to offer ROCKWOOL SAFE'n'SOUND® – the premium acoustic insulation for interior walls and for ceilings between floors.



**Satisfy your customers by creating a quieter home.**

Don't wait for your home buyers to ask about ways to make their homes quieter, safer and more comfortable. Make peace and quiet and fire protection available on every new build – with ROCKWOOL SAFE'n'SOUND®.

Over 50% of all homeowners said they would have added sound dampening if given the opportunity.



Unlike other insulation, ROCKWOOL SAFE'n'SOUND® is performance-tested to provide higher sound absorption against low frequency (bass ranges).





**Work with your existing insulation installers.**

ROCKWOOL SAFE'n'SOUND® can be installed by your existing insulation contractors & installers. The batts stay firmly in place without sagging or slumping. It cuts quickly and accurately for optimum fit and performance. Use resilient channels to reduce sound transmission even more.



**With SAFE'n'SOUND®, it's a win-win for you and your customers.**

You get the added benefits of:

- ✓ Increasing revenue in upgrade packages
- ✓ Working with existing trades to install ROCKWOOL SAFE'n'SOUND®
- ✓ A customized homeowner upgrade package sales tool and on-site sales representative training
- ✓ Differentiating your homes from the competition by adding value

**SAFE'n'SOUND® for Wood Studs**

Coverage:  
 16" on center = 59.7 ft<sup>2</sup>  
 24" on center = 60.1 ft<sup>2</sup>



**SAFE'n'SOUND® for Steel Studs**

Coverage:  
 16" on center = 64.0 ft<sup>2</sup>  
 24" on center = 64.0 ft<sup>2</sup>

Your home buyers win because they enjoy:

- ✓ A significantly quieter, more comfortable home environment
- ✓ Increased overall home purchase satisfaction as noise between rooms is no longer an issue
- ✓ Added security knowing that, because ROCKWOOL insulation doesn't burn, it will not produce smoke or toxic gases
- ✓ An attractive selling feature in the event they sell their home



Fire resistance makes ROCKWOOL SAFE'n'SOUND® an easy sell. Because it doesn't burn, SAFE'n'SOUND® can delay the spread of fire for added safety.

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 approx. 10,500 passionate colleagues in 38 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 & offshore.

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