

Why smart home tech will revolutionize the green building industry

EEBA • September 27, 2016

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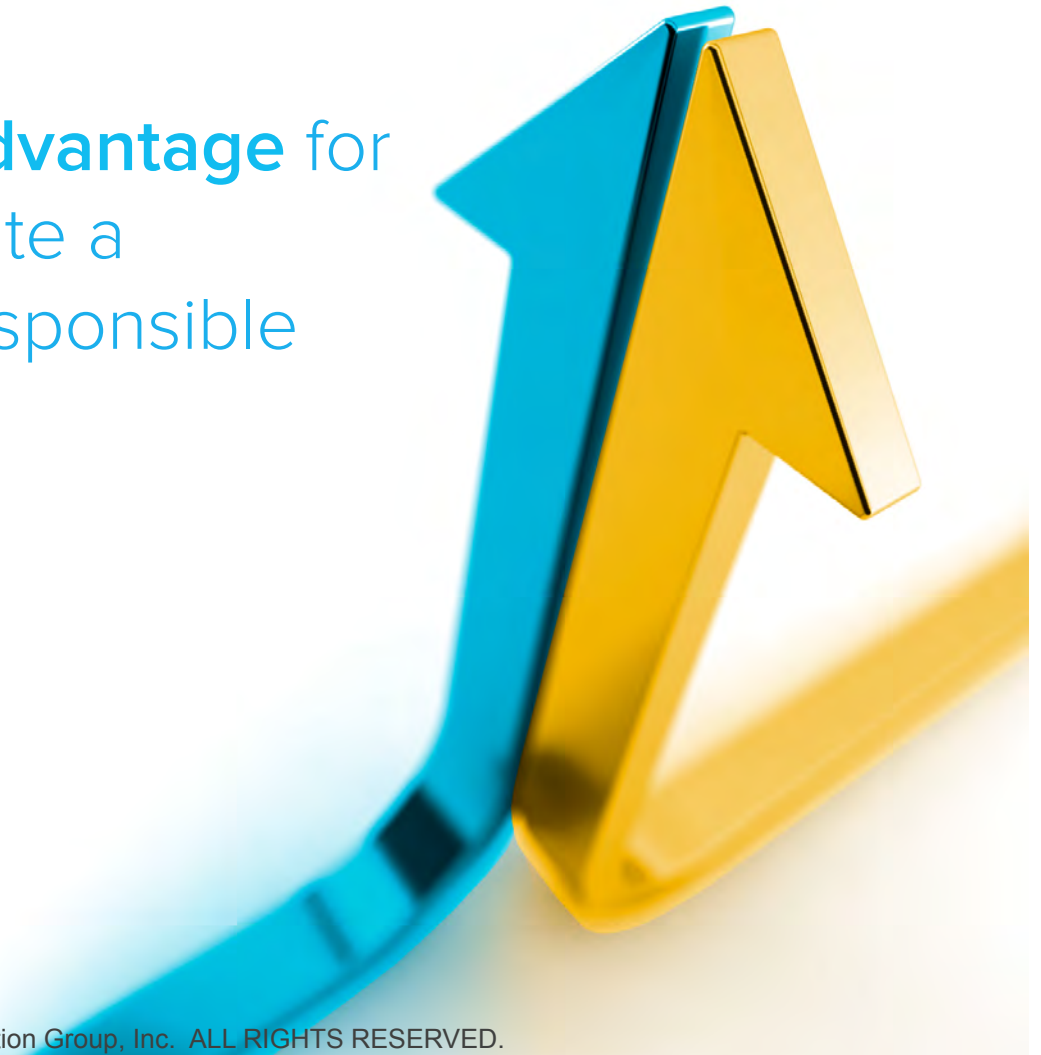
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Gain a sustainable advantage

Our Vision: Every home & building in America is energy responsible and sustainability is ordinary



We create **a market advantage** for organizations that create a sustainable, energy-responsible future.



energypulse™

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<http://sheltongrp.com/lp/energy-pulse-2015-special-report/#gendergap>

The Smart Home Gender Gap

What it is and how to bridge it

The smart home technology market is a sleeping giant – and no one's sure exactly when it will awaken. Many market observers think the tipping point will be an advance in technology that proves impossible for consumers to resist. But we think market success may actually hinge on speaking credibly to an audience that has been largely overlooked: women. See what our research shows about the smart home gender gap: what it is and how to bridge it.

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Who is responsible if the car crashes with self-driving technology?

Energy efficiency is...

What is your reaction to the term "smart home"?

Reaction	Percentage
Excited	29%
Confused	36%
Interested	44%
Skeptical	

Most frequently "smart home"

The Smart Home Gender Gap

What it is and how to bridge it

Fill out form to download

<http://sheltongrp.com/lp/energy-pulse-2015-special-report/#gendergap>



Smart Home Strategies for Utilities

Five reasons you should get in the game

The energy landscape is changing, and utilities are retooling old business models to include more products and services. Smart home technology is a natural fit, offering utilities unbeatable opportunities for increasing customer revenue and loyalty. But you'd never know it, judging by how slowly utilities are moving into the space. Our research shows that now is the time to act – and we've got five compelling reasons why.

The short answer



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9%

choose **smart thermostats** as one of the top things that have an impact on making a home more energy efficient

9%

choose **insulation** as one of the top things that have an impact on making a home more energy efficient

Source: Energy Pulse 2015

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The longer answer

1.8b

Connected home devices expected to ship in 2019

\$490b

Expected connected home revenues in 2019

Source: <http://www.businessinsider.com/connected-home-forecasts-and-growth-report-2015-4>

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60%

believe a fully connected home will be achievable
within five years

Source: www.throughtek.com/report/ThroughTek_Internet%20of%20Challenges%20Report.pdf

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84%

of smartphone or tablet owners either currently, or plan to, control a connected home device in the next year

Source: Energy Pulse 2015

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N=1,423

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39%

prioritize smart thermostats as the technology they'd
“try” if given a chance

Source: Energy Pulse 2015

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N=920

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Within the year...

19.8m

Likely household penetration for smart thermostats

19.5m

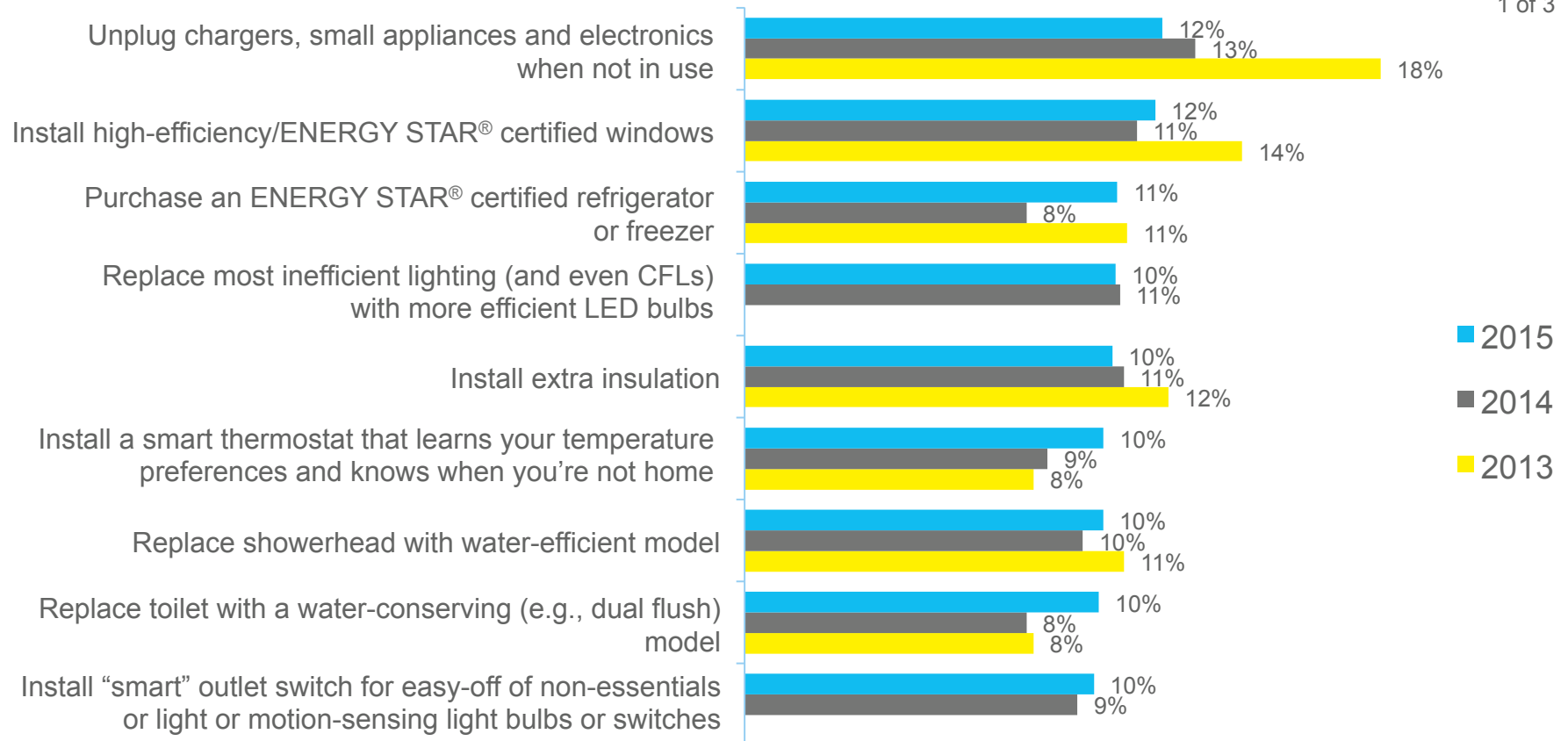
Likely household penetration for smart lighting

Meanwhile...

Likelihood of doing nearly every EE
home improvement we track is in a
3-4 year flatline.

Propensities have declined and stagnated

1 of 3

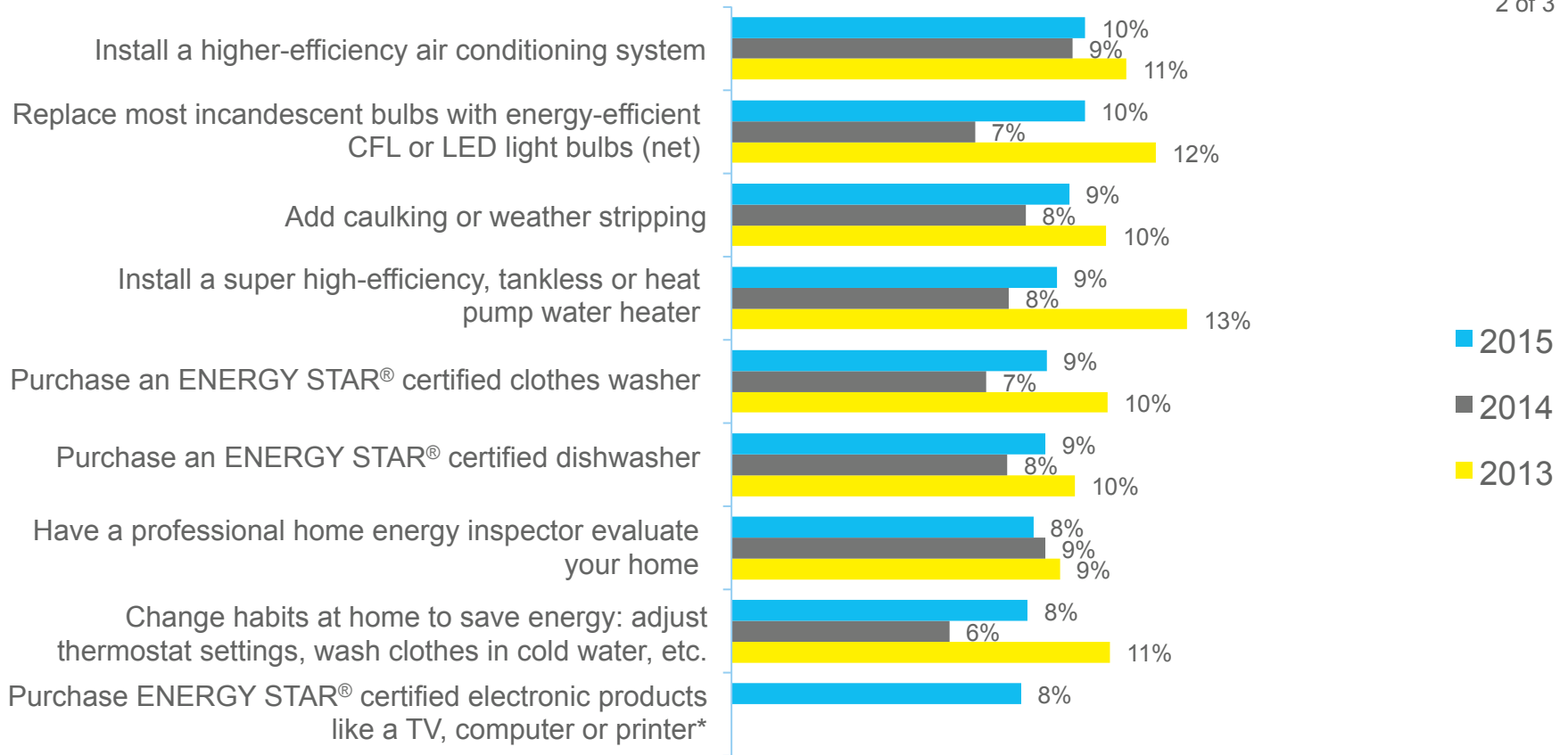


N=2,029

Energy-Efficient Home Activity Propensity

energypulse™
2015

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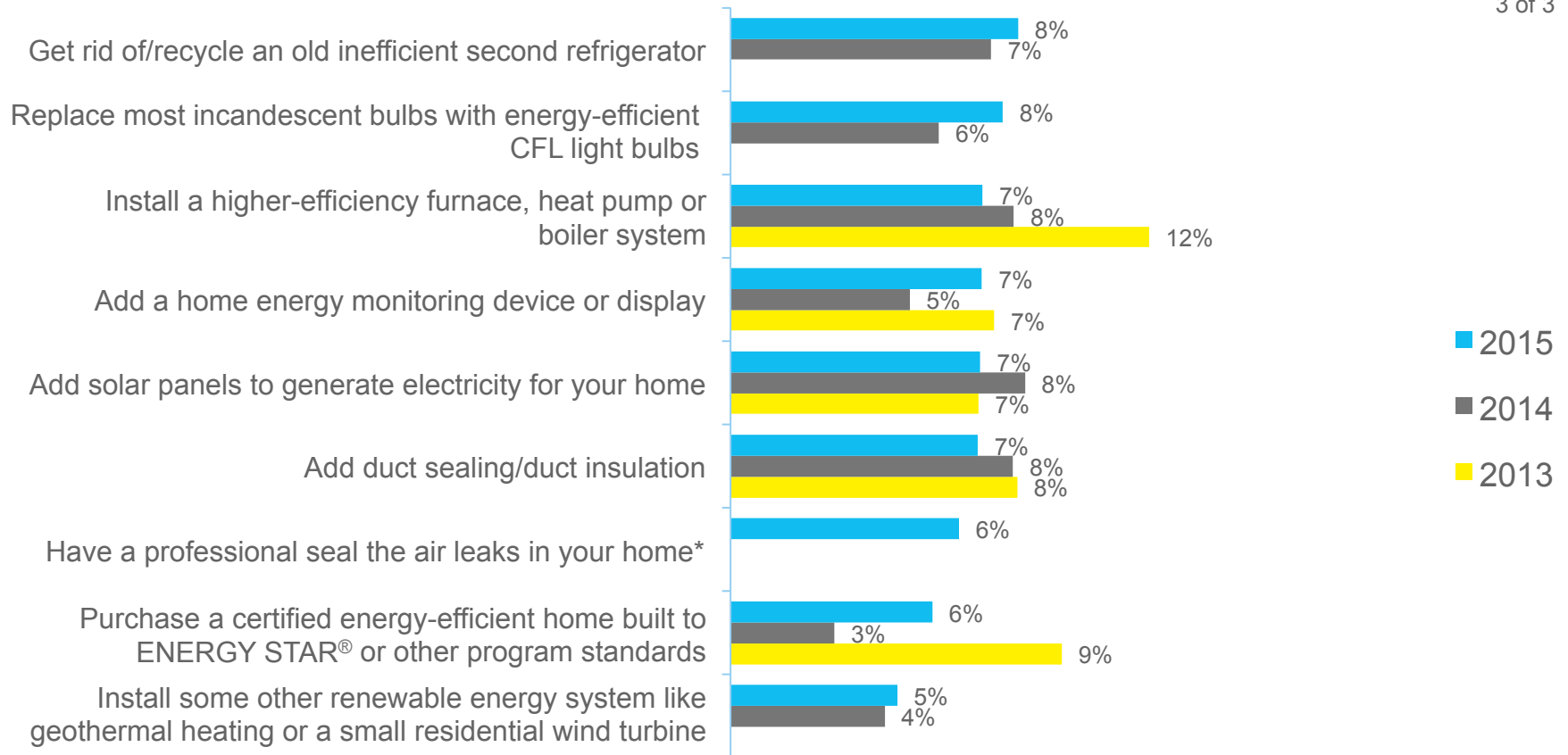
*New item in 2015

N=2,029

Energy-Efficient Home Activity Propensity – Continued

energypulse™
2015

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*New item in 2015

N=2,029

Energy-Efficient Home Activity Propensity – Continued

energypulse™
2015

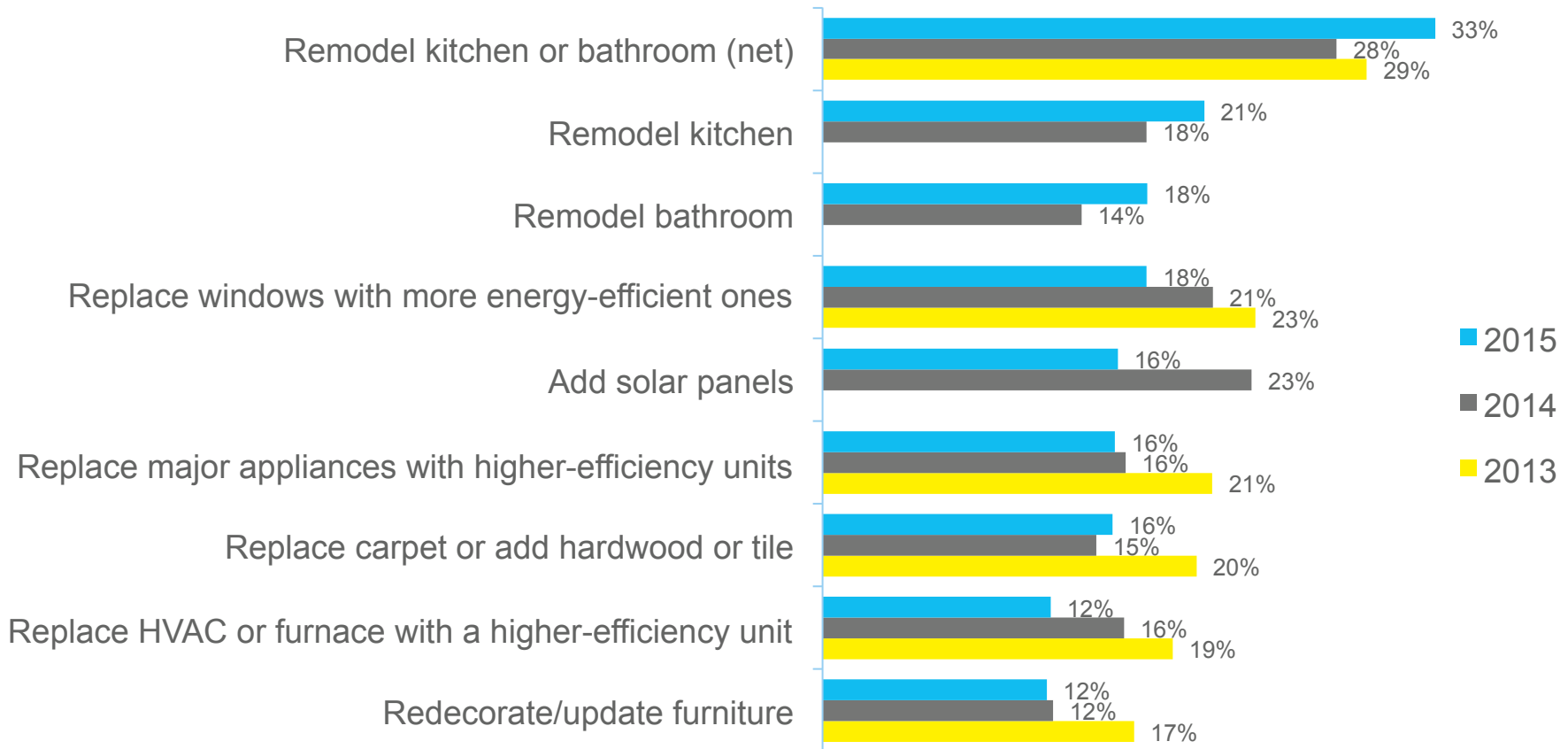
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Most homeowners prioritize aesthetic remodeling



N=2,029

Q15 – If you were suddenly given \$10,000 to make home improvements, which two of the following things would you do?

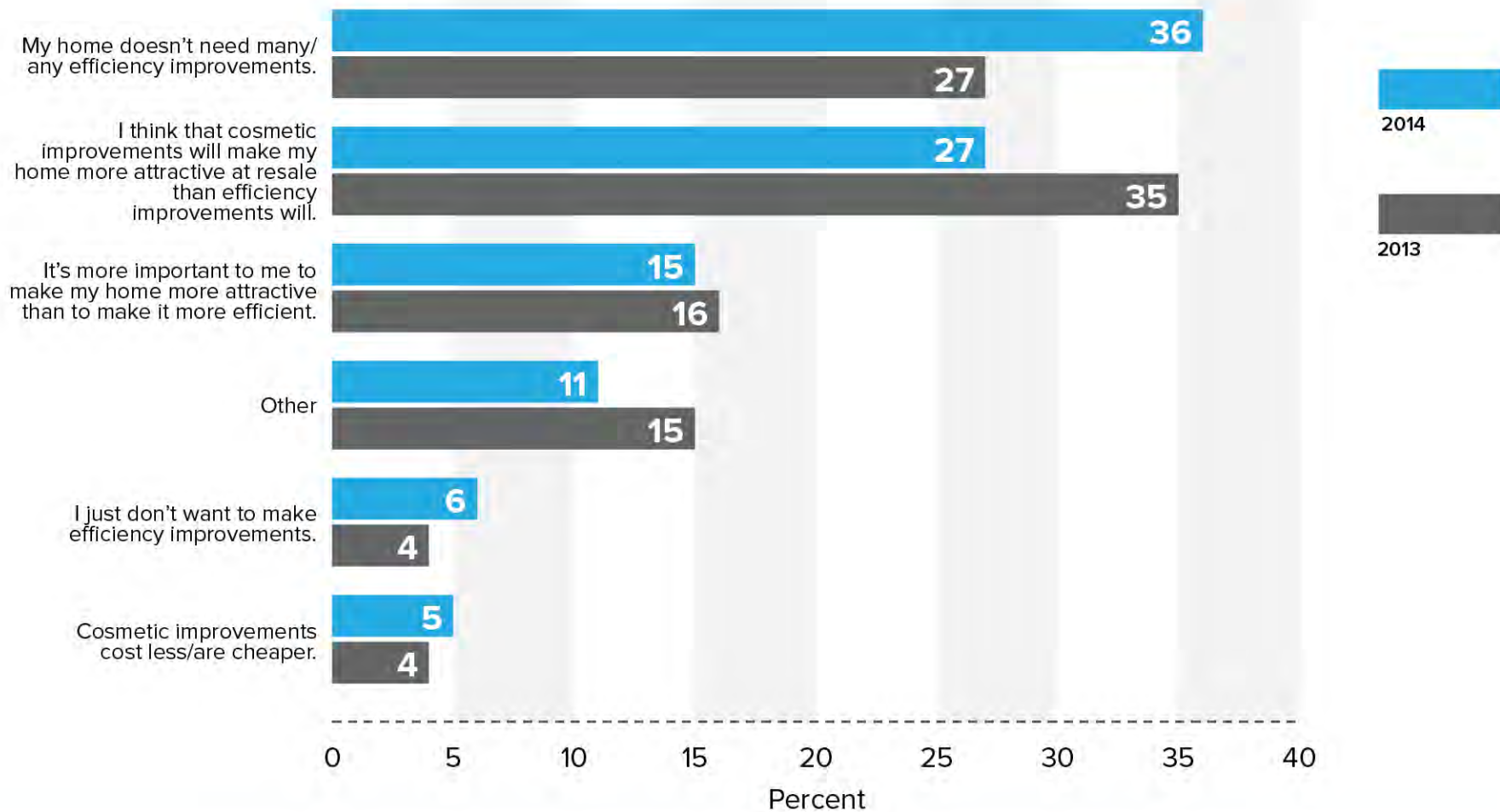
energypulse™
2015

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43%

Plan to make aesthetic improvements

They deny they have a problem & don't think efficiency is "worth it".



N=479

You say you're likely to make cosmetic improvements to your home, but earlier you said you were not likely to make very many energy efficiency improvements. Why is that?

energypulse™
2014

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By contrast...

66%

of those who said they had installed a smart thermostat in their current home saw a reduction in their energy use due to their smart thermostat

Source: Energy Pulse 2015

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N=212

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70%

Say energy conservation is important-very important in the way it impacts their daily purchases and activities.

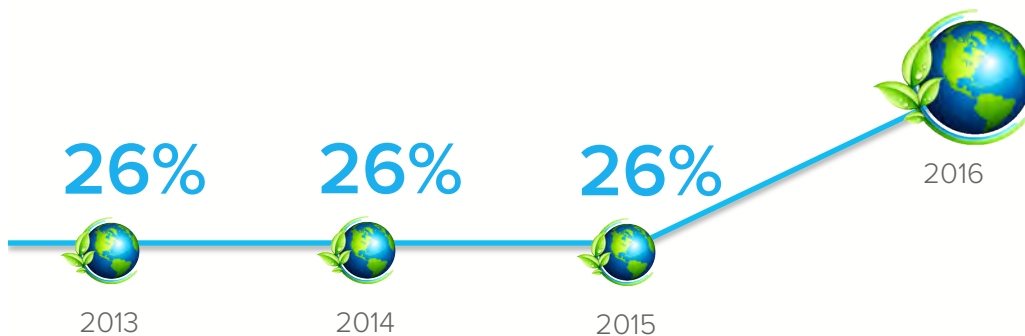
Source: Energy Pulse 2015

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45%

say buying/using eco-friendly products is an important part of their personal image

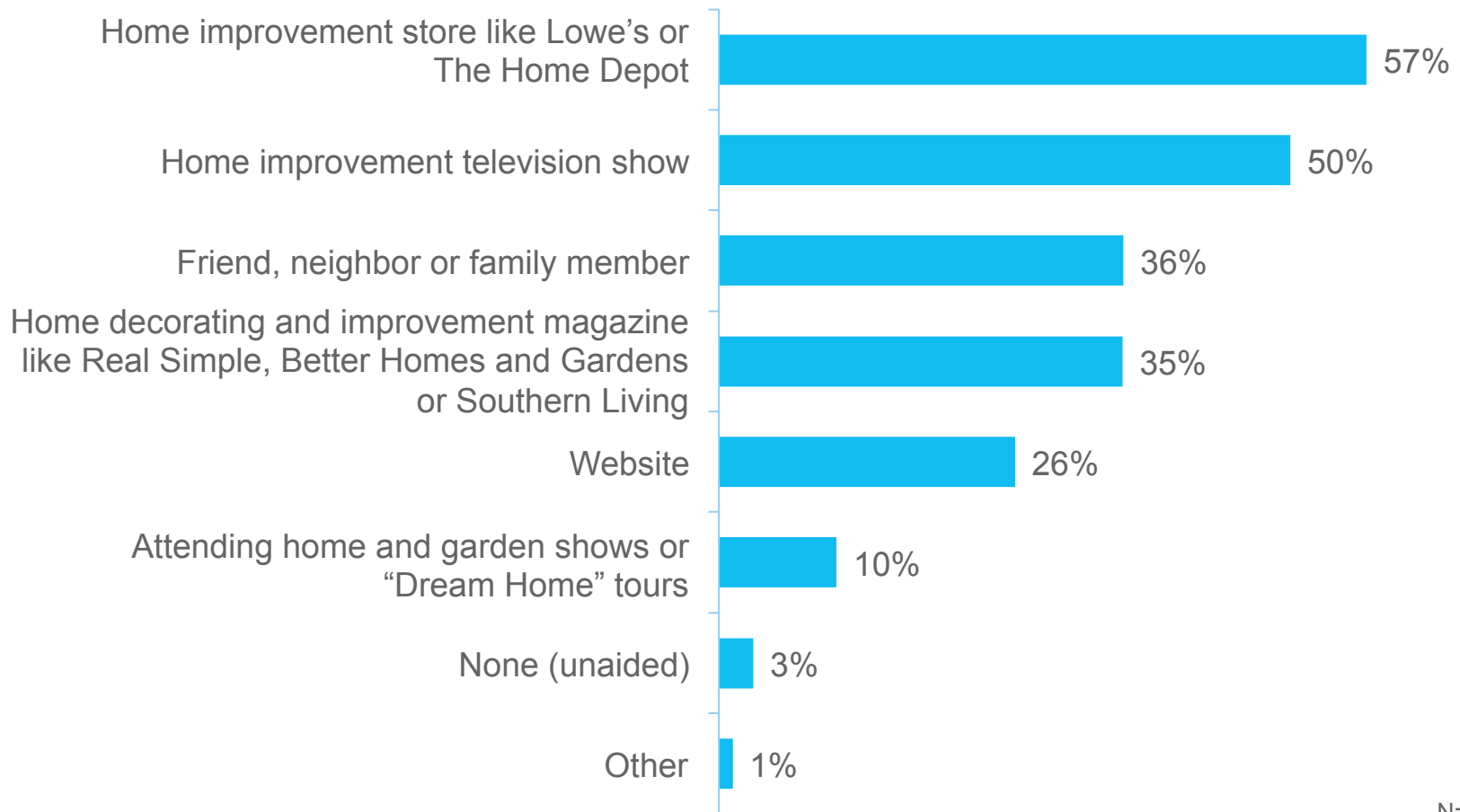


COOL

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One more piece...



N=1,025

Q41 – Where do you get ideas and information for home improvements?

energypulse™
2015

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Walmart has a connected home section for online shopping.

Product offerings continue to increase and now include smart appliances, health and fitness. The site even allows searching by platform.

The screenshot shows the Walmart website's 'Smart Life Hub' section. At the top, there's a navigation bar with the Walmart logo, a search bar, and links for 'Home Improvement', 'SmartThings', and 'My Account'. Below the navigation, there are promotional banners for 'SPOOKTACULAR SNACKING' and 'LIMITED TIME ONLY!'. The main content area features a large image of a house at night with the text 'Smart Life Hub' and 'Make your home smarter, your family safer and your life easier with these simple, money-saving solutions and devices.' Below this, there are 'Featured Categories' represented by icons: Safety & Surveillance, Energy & Lighting, Smart Kits & Hubs, Smart Health & Fitness, Smart Appliances, Cut the Cable, and a '5' icon. At the bottom, there's a 'Shop By Platform' section with logos for Nest, Samsung SmartThings, WeMo, Wink, and Apple HomeKit.

What is home automation?

The goal of home automation is to make life simpler for busy families. By connecting everyday things in your home to your smart device, you can control them from just one place, wherever you are. It may sound complicated, but getting started is easy and we'll help explain along the way.

[Get started ▶](#)

Benefits of a smart home

<p>Safety Monitor your home, secure your front door and control your lighting when you are away.</p>	<p>Entertainment Turn on music or TV shows with just your voice, and set lighting "themes" for entertaining.</p>
<p>Energy savings Assess energy usage and have better control over heating or cooling with a smart thermostat.</p>	<p>Convenience Imagine lights gently waking you up as the thermostat warms your home before getting out of bed, or opening the garage door with your smartphone.</p>

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Target is creating a smart home section in stores.

Target's Open House includes connected light bulbs, baby monitors, sprinklers, doorbells and more, displayed in rooms with clear plastic furniture to better highlight the devices and their uses.

Target announced in June it would expand to three more existing stores (Minneapolis, Cupertino, CA and NYC) which would have a "connected living experience" department.



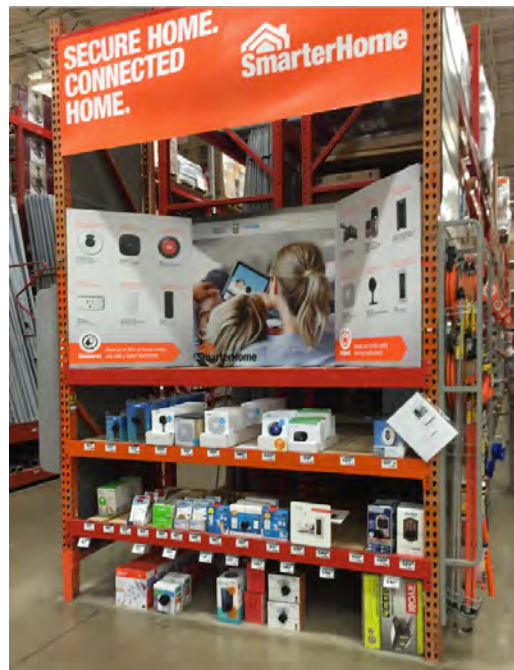
Best Buy built a demonstration model of a connected home in the Mall of America.

Connected products displayed include Samsung Family Hub refrigerator, ecobee 3 smart thermostat, Yale smart locks, and Philips Hue lighting.



Many big-box, brick-and-mortar stores now have connected home display space.

- For Lowes, EE products (except for lighting) generally do not have separate displays, but are included with all products in the category.
 - End cap displays are used to highlight connected home products separately.



So let's recap:

- People care about energy efficiency, and being green is now a mainstream value
- It's a mainstream concept because it's cool
- Smart home devices are cool
- People can give themselves permission to buy smart home devices because they'll save energy
- And because they're really convenient
- And because they see them everywhere when they're shopping – clearly everyone's doing it, so I should, too!

To leverage the promise of smart tech and
push green building forward...



We'll need to bridge the gender gap.

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Profile of home technology enthusiasts (13% of the population):

- Male
- Millennials or Gen X
- Well-educated, with bachelor's degree or higher
- High income (\$75K+)
- White-collar and professionals
- Married with children present in the household
- Homeowners (83%)
- Predominantly white, but over-index for minorities (index 126)
- Concerned Parents, True Believers



Women are the driver behind home purchases, yet they are ...

- Less likely to be technophiles or home technology enthusiasts
- Less likely to prioritize home automation when spending money on their homes
- More likely to prioritize making their homes healthier/safer and more beautiful
- Significantly less likely to think that smart/connected homes help save energy, make people feel more secure, or save money

Source: Energy Pulse 2015

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So we must position smart home tech as easy, undaunting and as a means to an end to achieve what she really wants – a comfortable, beautiful, quality home.

How to

Building an effective campaign

- Be super clear about who your target audience actually is
 - Profile past buyers, not future/likely buyers
- Be where they're searching
 - Contextual targeting
 - Behavioral targeting
 - Retargeting
- Use messaging that hits their care-about's
 - Comfort, control, health, peace of mind and/or resale value
- Leverage their desires
 - Remember that aesthetics trump efficiency/sustainability
- Learn from results
 - Do A/B testing; ditch what's not working
- Make it super easy for them to act; give them no more than two actions to take.

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Thermal Performance Air Tightness Acoustics Moisture Management

There's more to insulation than you think.

[Find out more](#)

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SMARTBATT™ knows how to help keep mold out of your walls.

[Find out how](#)


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When "good enough" isn't good enough, **choose CertainTeed Insulation.**

[Find out more](#)

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Remodeling? **Your insulation matters.**

[Choose CertainTeed](#)

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SMARTBATT™ Insulation helps protect your home & family.

[Here's how](#)

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Engineered for **comfortable** to protect

[Find out more](#)



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What's going on between your studs? Insulation 101

Insulation isn't rocket science, but it *does* involve some other sciences: building science, materials science and some basic physics. Fortunately, you don't need to know all that to choose the right insulation for your project. You just need a few of the basics.

Why you're insulating

It's not complicated, but there's more to it than simply keeping your home comfortable, temperature-wise.

- **Energy efficiency.** Insulation can make a big difference in your energy bill. That means a more comfortable budget.
- **Acoustics.** Your home should be an oasis of peace and quiet. Insulation can help block the sound of your neighbor's parking dog and the movie the kids are watching in the next room.
- **Moisture management.** When moisture gets into your wall cavities, it can condense on every surface and create a breeding ground for mold, mildew and wood rot. A vapor retarder installed with your insulation can help keep moisture out; some types can do even more.
- **Air tightness.** Air (and noise and moisture) can sneak into and out of your home through the tiniest of gaps. The right insulation system, properly installed, can help with that.



How insulation works (just in case you care)

Heat flows from warmer areas to cooler ones. That's basic thermodynamics. Insulation works by slowing that flow of heat. Whether it's fiberglass, foam or blown-in, it's the little pockets of air (or other gas) between the fibers or within the foam that create *thermal resistance*, which is given as the insulation's R-value (see below).

We could get even more technical and tell you that there are three different types of heat flow (aka *heat transfer*). We could explain that insulation works by slowing *conductive* heat flow, and it's the *conductivity* of the air in the pockets that determines the thermal resistance of the material. We could also tell you that the U-factor you may have heard of when you selected new windows or doors measures heat transfer, and that R-value is U-factor literally turned on its head – its inverse. But we won't.

The vocabulary

Batt: Batts are panels of insulation, sized for the most common widths between studs and joists. The term refers both to pre-cut lengths of insulation and the big fat rolls you see at retail stores.

Envelope: Just as a paper envelope is the wrapping on a piece of mail, a building's envelope is its "wrapping": the totality of what separates the indoor, conditioned and the outdoor, unconditioned environments. Technically it comprises a weather barrier, an air barrier and a thermal barrier, but the term is often used to mean the building enclosure.

Facing/urfaced: Some insulation comes with a facing (see "Kraft" below), some doesn't. We're sure you can figure out which is which.

R-value: If you were paying attention up in the How Insulation Works section above, you already know this one. R-value is a measure of how well a material – your insulation – resists the flow of heat through it. The recommended minimum R-value for your home depends on where you live – your climate zone.

Kraft: Sometimes capitalized, sometimes not, but never does it have anything to do with mac & cheese. Kraft is what many companies and contractors call that paper facing attached to batt insulation. The facing typically incorporates flanges (flaps of paper) on both edges used for stapling the insulation in place. Kraft facing also performs as a vapor barrier, but perhaps not optimally.

Vapor barrier/retarder: A vapor barrier is meant to block the movement of moisture (water vapor) through walls, ceilings and floors.

Note that "barrier" is actually a misnomer. "Retarder" is the more accurate term, because most materials have some degree of permeability, so some moisture can still get through. Call it what you will though, the point – the very important point – is moisture management. Left uncontrolled, moisture can lead to mold and wood rot issues, putting your home and your family at risk.

The types of insulation appropriate and available for remodeling projects

There are many different forms of insulation, but not a few you need to know about for a remodeling project. Here are the ones appropriate for walls built with wood studs in a residential building.

Fiberglass batt, faced: For exterior walls and interior walls in kitchens, bathrooms and laundry rooms – anywhere a vapor retarder is appropriate.

Fiberglass batt, unfaced: For exterior walls when installed in conjunction with a vapor retarder. Also appropriate for interior walls to dampen room-to-room noise.

Blown-in fiberglass: Blown-in fiberglass can provide superior R-value. It easily fills all voids, so it's great for irregular cavities.

Spray polyurethane foam: Commonly called spray foam or SPF, this product provides the highest insulation R-value per inch, expands to seal every crack and void and is ideal for tough to insulate areas like rim joists and crawls spaces.

So there you go. That's pretty much everything you need to know to talk to your contractor or choose the right insulation for your project. Now go test your insulation IQ by taking this **fun little quiz** – it's easy, and most of the answers are right here in this article. When you're done, you can explore the rest of that page to continue building your knowledge and learn about the full range of insulation products available from CertainTeed.

5 things DIYers need to know

Insulation isn't pretty. Choosing countertops, flooring, wall colors and window treatments – that's the fun part of building or remodeling a home. Those are the things that will make your home pretty and impress your visitors. Insulation? Not so much.

So why think about it? Why not just let your builder or contractor put whatever into your walls?

Because it's way more important than you think. Here are the top five reasons you should give your insulation some serious thought.

1. There's more to it than you think

Insulation products can – and should – do more than help maintain comfortable temperatures within your home and help control your energy bills. Thanks to some recent advances in building science, today's insulation products can go much further in helping you:

- Achieve a truly comfortable environment – and that involves air quality, noise levels, and an air-tight home
- Guard your family's health
- Protect the investment you've made in your home



2. Your climate matters

This is probably the most straightforward part of choosing insulation. Insulation comes in different "R-values," which measure its ability to block cold air movement from one side of it to the other. The colder your climate, the higher the R-value you'll need to stay comfortable – and energy efficient.

3. What you're insulating matters

We hope you don't think it's only your exterior walls that need insulation. It's crucial to insulate attics, basements and crawl spaces as well, and by helping reduce room-to-room noise, insulating the walls between rooms can make a big difference too. The tricky part can be in knowing the right kind of insulation to use in each area.

4. The type – and even the brand – of insulation products matter

Fiberglass batts, blown-in fiberglass, spray foam, vapor barriers ... what type will you use in which areas of your home? While you can get different insulation products from various manufacturers, you must understand that even standard fiberglass batts are not all created equal. Some are certified by independent organizations like GREENGUARD. Others aren't. Some help with moisture management. Others don't. And to date, only one can be considered "smart." From CertainTeed, SMARTBATT™ with MoistureSense™ Technology helps control the moisture that can seep into your walls, and in doing so, helps protect your home and the ravages of mold, mildew and rot.

5. You need to get it right the first time

It's not enough to get it right, you also have to do it right.

Don't like the color of your walls? Easy enough to repaint. Don't like that rug as much as you thought you would? Simple – get a new one. With many of the decisions you'll make building or remodeling your home, it's not the end of the world if you find your choice was not quite right. But if you discover mold, noise, draftiness or temperature problems after your walls are closed up, fixing them is going to be trouble. Big, expensive trouble.

We hope these tips have given you some food for thought. With just a little bit of knowledge, you'll be able to make insulation choices that will create the comfort, efficiency and protection your family deserves.

To help you get started, let's find out what you really know about insulation.

Take our quiz

Tip: It's easy! Most of the answers are right here in this article.

H2O: Friend or foe?

Rainbows, babbling brooks, long hot baths... there's no denying the glories of water – but it does have a dark side. No, we're not talking about floods, tsunamis or the sudden downpour that catches you without an umbrella. We're talking about a stealthy, insidious threat to the health of your family and your home: moisture in the air that creeps unnoticed into the walls of your home.

Moisture's mischief – it's not harmless

In hot humid summers, moisture migrates into your walls from the outside. In cold dry winters, moisture generated by everyday family activities – cooking, laundry, bathing, and such – seeps in from the inside. (Bet you didn't know that the average family of four generates two to three gallons of water vapor every day!)

Once inside your wall cavities, that moisture will condense on every surface, creating a breeding ground for mold and mildew. Once it gets started, that nastiness will grow and spread. Eventually its spores can make their way out of your walls, into your living space and into the air your family breathes every day. Asthma and allergic reactions, including eye irritation, runny noses, coughs and other respiratory symptoms, can soon follow.

If you wonder, even for a minute, whether enough moisture can get into your wall to cause real problems, just Google "mold inside wall cavity" and look at the images that come up. I dare you.

And it's not just the health of your family you need to worry about. The health of your home is at stake as well. Moisture is a catalyst for wood rot, which can eat away at your home's structure and potentially lead to some very costly damage.

Moisture in your home is unavoidable – that's the bad news. The good news is that thanks to modern science, it is manageable. Thanks to modern science, there is a SMART way to control the risks that moisture creates.

Right now – while you're planning or in the process of remodeling your home – is the time to take advantage of that science.

Insulation with an IQ

SMARTBATT™ by CertainTeed is the first and only insulation that can help protect your home and family against mold and rot. At its core is a fast drying, sustainable fiberglass wool. Unlike conventional vapor barriers and kraft facings, its patented MoistureSense™ facing is a smart vapor retarder – its pores open and close based on the humidity in your walls. In low humidity, SMARTBATT blocks indoor moisture from getting into your walls. In high humidity, it lets moisture escape to the air-conditioned indoors.

If you're planning or have already started to remodel, renovate or build a home, you need to know about – and ask for – SMARTBATT.



[Learn how it works](#)



INSULATION ISN'T PRETTY.

Insulation isn't the fun part of building or remodeling a home. So why not just let your builder or contractor put whatever into your walls?

Because it's way more important than you think. Here are five reasons you should be giving your insulation some serious thought.



There's more to it than you think

Insulation can – and should – do more than help keep you warm.



Where you live matters

Insulation comes in different "R-values." The colder your climate, the higher the R-value you'll need.



What you're insulating matters

Attics, basements, inside and outside walls ... insulating different areas means using different insulation products.



The type – and even the brand – of insulation matters

Make sure yours is made by a company known for innovation.



You need to get it right the first time

After your walls are closed up, replacing your insulation is going to be big, expensive trouble.

So start thinking about insulation.

To help you get started, let's find out what you really know about it.

[Take our quiz](#)

Take your knowledge to the next level by exploring our [Think about Insulation](#) resources and tools.

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**MOISTURE
IS AFOOT.**

Rainbows, babbling brooks, long hot baths ... there's no denying the glory of water – but it does have a dark side. Moisture in the air creeps unnoticed into the walls of your home where mold, mildew and rot can pose threats to the health of your family and your home.

That moisture is unavoidable – but it's manageable. Thanks to CertainTeed, there's now a very smart way to take control of the risks that moisture creates: SMARTBATT™ insulation with MoistureSense™ Technology.



MoistureSense™ – the brains behind SMARTBATT

SMARTBATT's MoistureSense facing is a smart vapor retarder that adapts to the humidity in your walls.

[Show me how it works](#)

While you're at it, check out our [SMARTBATT web page](#) for tools, resources and more information.

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**RELAX.
COMPLETELY.**

Think about it. Comfort is not just about the temperature in your home. It's also about air quality, noise levels, drafts ... and saving money on your energy bills.

Now think about the insulation going into your home ... because it can have a huge impact on all of those.

CertainTeed insulation products are engineered to help you achieve **Complete Comfort**.



More comfort, more choice

Known for quality, known for innovation, CertainTeed offers the industry's most comprehensive line of insulation products.

- Sustainable Insulation® fiberglass batts
- SMARTBATT™ – the industry's only moisture-managing fiberglass batts
- MemBrain™ – the state-of-the-art smart vapor retarder
- CertaSpray® spray foam insulation
- OPTIMA® blow-in insulation
- InsulSafe® SP – blow-in attic insulation
- Hybrid solutions – advanced product combinations that provide superior thermal resistance, moisture management, an air-tight seal and outstanding noise reduction

Ask your builder or contractor which CertainTeed solution is right for your project.

Ask now!

CertainTeed My CertainTeed account SMARTBATT™ SmartBatt™

It's time to think beyond aesthetics. Beyond countertops, cabinets and flooring. It's time to think about what's going inside your walls, because that's what affects your family's comfort – and even their health.

Insulation can – and should – do more than help maintain a comfortable temperature inside your home. But people planning to renovate, remodel or build a home, you need to learn how insulation can help keep your family fully comfortable and protect your investment.

You can learn about it right here.

What's to think about?

Energy efficient and comfortable homes ensure generations to come. That's why – in a rapidly changing market – the smart plan, today, inevitably has more durable, comfortable and eco-friendly technologies that can help protect both you now and your family better than ever before.

Take the time – and make the most – of renovation projects used in the spirit of your home while making a big difference to its air quality, noise level and more importantly, its ability to manage moisture and help reduce the potential for mold and other indoor air quality issues.

Why think about it now?

This is a time you need to think about it now, when your planning is focused on what your walls are doing right now, because repairing later can be a nightmare in a tight, budget and expensive time. So instead, savings and protecting your investment in the long run, you need to make the right choice now.

Why choose CertainTeed?

CertainTeed offers the widest selection of high-performance insulation products available. Our Certainteed™ brand is certified and tested for moisture control, temperature and odors. Protection of your investment in the challenge of your project, whether the owner is a homeowner, developer or a third party, is essential. CertainTeed has the right answer.

The Certainteed Advantage

There's no one else for moisture management. The Certainteed brand of smartBatt™ moisture and mold resistance insulation is the only insulation technology that can help protect both you now and your family better than ever before.

Watch this short video to see an example of Certainteed moisture SMARTBATT™ with MoistureSense™ Technology.

WHAT'S YOUR INSULATION IQ?

Test your knowledge by taking this fun little quiz.

[Start quiz](#)

TELL YOUR BUILDER OR CONTRACTOR YOU WANT CERTAINEED INSULATION

Click a button below and we'll send an email for you saying when it comes time to choose insulation for your project, you choose Certainteed SmartBatt has a professional on your project! Find a pro near you.

Building a new home? [Email your builder](#)

Remodeling your home? [Email your contractor](#)

Resources and calculators

- [SMARTBATT Insulation Installation](#)
- [Moisture and Acidity Calculator](#)
- [Insulation Calculator](#)
- [Energy Savings Calculator](#)

Learn more about Certainteed insulation

- Request a sample with us!
- Follow us on social media
- Get the latest news and updates
- Download our brochures
- Follow the Project
- Contact Us

CertainTeed My Certainteed account SMARTBATT™ SmartBatt™

Moisture is the enemy of a healthy home – it can lead to mold growth, health issues and even structural damage. SMARTBATT insulation with MoistureSense™ Technology knows that – you need to know that too.

SMARTBATT™ is the first and only insulation that helps protect your family and your home from moisture's damaging effects. If you're planning or have already started to renovate, remodel or build a home, you need to know about – and ask for – SMARTBATT.

Find out what makes it so smart.

Moisture management

Moisture will seep into your walls. It's unavoidable. Inside your walls, when you can't see it happening, mold and other problems can start. That's where smartBatt comes in. It's designed to help control moisture so it actually just a trickle your walls, creating a healthy place for moisture. SMARTBATT down!

When the humidity outside is low, SMARTBATT's smartBatt moisture response helps to prevent moisture generated by normal activities within your home, such as cooking, bathing and laundry, from seeping into your walls. Other than humidity, high humidity helps to slow the moisture inside the walls to seep into the conditioned environment of your home.

For a healthier family

Mold and moisture can have a significant impact on the quality of the air inside your home – the air your family breathes every day. When mold spores make their way into your home, they can trigger asthma and other allergies, making your children, your pets, and you all more susceptible. With SMARTBATT, you help reduce the risk of mold growth in your home and the risk of potentially serious health issues for those living in it.

For a healthier home

Moisture inside your walls can cause wood framing to rot. With advanced mold detection, along with its MoistureSense™, SMARTBATT can help reduce the risk of expensive structural damage to your home.

How SMARTBATT works to protect your home and family

As the smartBATT™ insulation, it's designed to help control moisture so it actually just a trickle your walls, creating a healthy place for moisture. SMARTBATT down!

When the humidity outside is low, SMARTBATT's smartBatt moisture response helps to prevent moisture generated by normal activities within your home, such as cooking, bathing and laundry, from seeping into your walls. Other than humidity, high humidity helps to slow the moisture inside the walls to seep into the conditioned environment of your home.

MoistureSense™ – The Smart Vapor Retarder and Air Barrier Film

There's a smart MoistureSense™ moisture control film that's smartBatt's secret weapon. It's designed to help control moisture so it actually just a trickle your walls, creating a healthy place for moisture. SMARTBATT down!

WHAT'S YOUR INSULATION IQ?

Test your knowledge by taking this fun little quiz.

[Start quiz](#)

TELL YOUR BUILDER OR CONTRACTOR YOU WANT SMARTBATT

Click a button below and we'll send an email for you saying when it comes time to choose insulation for your project, you choose SMARTBATT™ has a professional on your project! Find a pro near you.

Building a new home? [Email your builder](#)

Remodeling your home? [Email your contractor](#)

Resources and calculators

- [SMARTBATT Insulation Installation](#)
- [Moisture and Acidity Calculator](#)
- [Insulation Calculator](#)
- [Energy Savings Calculator](#)

Learn more about Certainteed insulation

- Request a sample with us!
- Follow us on social media
- Get the latest news and updates
- Download our brochures
- Follow the Project
- Contact Us

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Then think: are you doing everything you can to make sure your family is completely comfortable?

Moisture is the enemy of a healthy home – it can lead to mold growth, health issues and even structural damage. SMARTBATT insulation with MoistureSense™ Technology knows that – you need to know that too.

SMARTBATT™ is the first and only insulation that helps protect your family and your home from moisture's damaging effects. If you're planning or have already started to renovate, remodel or build a home, you need to know about – and ask for – SMARTBATT.

Find out what makes it so smart.

Thermal Performance

SmartBatt™ smartBatt moisture and mold resistance insulation is the only insulation technology that can help protect both you now and your family better than ever before.

Air Tightness

As air flows into a room through gaps, cracks and other openings, the air quality can suffer. That's where smartBatt comes in. It's designed to help control moisture so it actually just a trickle your walls, creating a healthy place for moisture. SMARTBATT down!

Moisture Management

Moisture inside your walls can cause wood framing to rot. With advanced mold detection, along with its MoistureSense™, SMARTBATT can help reduce the risk of expensive structural damage to your home.

Acoustic

SmartBatt™ smartBatt moisture and mold resistance insulation is the only insulation technology that can help protect both you now and your family better than ever before.

SMARTBATT™ smartBatt moisture and mold resistance insulation is the only insulation technology that can help protect both you now and your family better than ever before.

Watch this short video to see an example of Certainteed moisture SMARTBATT™ with MoistureSense™ Technology.

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[Start quiz](#)

TELL YOUR BUILDER OR CONTRACTOR YOU WANT CERTAINEED INSULATION

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Resources and calculators

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Learn more about Certainteed insulation

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SMARTBATT is the first and only insulation that helps protect your family and your home from moisture's damaging effects. If you're planning or have already started to remodel, renovate or build a home, you need to know about – and ask for – SMARTBATT.

Find out what makes it so smart.



Moisture management

Moisture will migrate into your walls. It's unavoidable. Inside your walls, where you can't see it happening, mold and mildew problems can start. Traditional vapor barriers intended to help control moisture can actually trap it inside your walls, creating a breeding ground for nastiness. SMARTBATT doesn't.

When the humidity outside is low, SMARTBATT's facing remains moisture tight to prevent the moisture generated by normal activities within your home, such as cooking, bathing and laundry, from seeping into your walls. When the humidity is high, it opens up to allow the moisture inside the walls to escape into the conditioned environment of your home.



For a healthier family

Mold and mildew can have a significant impact on the quality of the air inside your home – the air your family breathes every day. When mold spores make their way into your home, they can trigger asthma and allergic reactions, including eye irritation, runny noses, coughs and other respiratory symptoms. With SMARTBATT, you help reduce the risk of mold growth in your home and the risk of potentially serious health issues for those living in it.



For a healthier home

Persistent moisture inside your walls can cause wood framing to rot. With outstanding drying capabilities along with its MoistureSense facing, SMARTBATT can help reduce the risk of expensive structural damage to your home.



Watch this short video to learn more about how SMARTBATT deals with moisture within your walls.

How SMARTBATT works to protect your home and family

At the core of SMARTBATT is a **sustainable** fiberglass wool engineered for superior drying capabilities along with thermal resistance (measured by R-value) and noise reduction. Unlike traditional polyethylene vapor barriers and kraft facings, the SMARTBATT MoistureSense facing is a **smart vapor retarder** – its permeability adjusts according to the humidity inside your walls.

MemBrain™ – The Smart Vapor Retarder and Air Barrier Film

There's a smart, MoistureSense solution even if you're using unfaced or blow-in insulation. Installing MemBrain along with either adds both continuous air tightness and adaptable moisture protection.



WHAT'S YOUR INSULATION IQ?

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[Start quiz](#)



TELL YOUR BUILDER OR CONTRACTOR YOU WANT SMARTBATT

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[Email your builder](#)

Remodeling your home?

[Email your contractor](#)

Resources and calculators



Results:

- Generated nearly 20,000,000 impressions and over 74,000 clicks to the brand's website — for less than half of the cost of one small advertisement in some leading home renovation magazines (a **savings of over 1400%** in terms of CPM).
- The campaign's click-through rate exceeded Google industry benchmarks for display advertising **by over 500%**.
- Our pre-roll video placement finished with a **76% completion rate** vs. the average of 59%.



Discussion

Thank You!

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