



# Johns Manville Spider® “Wows” Custom Home Builder

## Situation:

Stolte Construction, a custom home builder in Iowa, is well-known for its high-end designed homes. Last November, the company started construction of a 4,500-square-foot executive two-story custom home in the Tournament Club of Iowa subdivision of Polk City, one of the most affluent developments in the state. Because custom home buyers have discriminating tastes and needs, Stolte expected quite a bit of homeowner participation in the product specification and selection.

“With Iowa’s hot, humid summers and cold, dry winters, thermal performance and energy efficiency are crucial components of our homes,” said Shawn Stolte, president of Stolte Construction

Stolte’s insulation installer is Kinzler Construction of Ames, Iowa. Kinzler suggested JM Spider®, Johns Manville’s new fast-dry spray-in fiber glass insulation product. JM Spider is a formaldehyde-free fiber glass product that uses a revolutionary non-hazardous adhesive, which eliminates the need for netting and dramatically speeds up drying schedules. Its high speed binder dries more than six times faster than wet-applied cellulose, reducing the opportunity for mold and mildew growth.

## Solution:

Stolte agreed to install JM Spider in the home after learning about the product’s energy saving capabilities, its revolutionary fast-dry design and hassle-free installation. The JM Spider system includes fine-tuned directional nozzles, which allow installers to insulate band joists and narrow cavity widths, a lightweight blowing hose and sturdy lightweight spray nozzle to reduce installer fatigue, and a scrubber to easily create a uniform, flat finish. The system includes a vacuum feature to recycle unused product quickly and efficiently.

JM Spider was appealing from a callback perspective as well. Because there is little airborne fiber or dust associated with the installation, there was very little to no residue settling. According to Stolte, insulation residue on studs or other main structural features can lead to nail and screw pops and tape failures, which ultimately lead to callbacks – unpaid, unscheduled site work that interferes with builders’ scheduling and reduces profitability.

The fact that JM Spider is among JM’s full line of formaldehyde-free fiber glass insulation products was an added bonus for Stolte. “Green building is popular with our clientele and is definitely a talking point for buyers in all markets,” said Stolte. “Using green building products and techniques shows potential buyers that Stolte Construction cares about the health of their home.”

## Results:

Stolte’s 4,500 square-foot home was fully insulated with JM Spider in just two days. “I was impressed by the speed of installation and at the condition of the property once the insulation was installed. There was very little residue, making cleanup very quick,” said Stolte. “We installed the insulation on a Thursday and Friday – by Monday, the sheetrock work was underway.”

Stolte was pleased not only with the speed of installation, but also with the final result. “There was quite a bit of a ‘wow’ factor throughout the whole process. I’d never seen fiber glass shot in place like that! JM Spider provides a competitive advantage in that we can effectively upgrade an R19 wall to an R23.”

“I will definitely use JM Spider again,” added Stolte. “Because JM Spider increases energy efficiency and is formaldehyde-free, my homes are more appealing. I can, and do, sell that value against the homes built by my competitors.”

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