



Press release
For immediate release

A first Quebecer hemp fibre insulating material gets a National Building Code of Canada (NBC) conformity assessment.

Val-des-Sources, Quebec, April 29, 2024 – Canadians will now be able to isolate their houses with hemp. After more than four years of procedures, Nature fibres’ Profib Mat becomes the first NBC part 9 compliant hemp insulating material in Canada.

“For us, it’s the culmination of a colossal work for our product to be accepted by the construction market,” explains Christiane Bérubé, CEO of Nature fibres. “Even if similar insulating materials have been used and accepted for a few decades in Europe, in North America, no norms or technical guides existed to confirm the safety and effectiveness of the product,” she continues.

Here, the Canadian Construction Materials Centre (CCMC), under the National Research Council Canada, assesses material compliance to the different codes throughout the country by conducting technical reviews. Profib Mat’s case was special since it’s the first building insulating material made of plant-based natural fibres. A new technical guide has been developed to evaluate if the Profib Mat insulating material reached the performance level required by the NBC in different tests like heat, corrosion and mildew resistance. The Standards Council of Canada also supported Nature fibres through the procedures, namely by financing many technical tests.

One of the core virtues of the Profib Mat insulation material is its high specific heat capacity, which allows for maintaining the interior temperature of a building for a longer period of time. “Most people only check the R-values when choosing their insulating material. However, the capacity to maintain the warmth or the coolness of a building has a significant impact on energy saving and the resilience of the construction in case of a power outage for example,” notes Mrs. Bérubé. Natural fibres also can regulate ambient moisture and contribute to creating a much more stable indoor comfort all year long. And finally, this new insulating material has a low ecological footprint which makes it a smart alternative to reduce the carbon footprint of buildings. “Transitioning the Canadian housing stock to net-zero emissions is a crucial part of Canada’s 2030 Emissions Reduction Plan and creates new opportunities to

promote bio-sourced construction materials, like Nature fibres' materials. I congratulate Nature fibres and I wish them the greatest success," said Alain Rayes, member of parliament for Richmond-Arthabaska.

This business from the Estrie region was founded in 2017 in the municipality of Val-des-Sources thanks to the support of the Economic Diversification Fund. "We are pleased to see that what will drive the future economy is the emergence of new businesses and strategic sectors issued from the Economic Diversification Fund program. The depth of the visionary ideas of the time resonates today throughout Quebec," declares Mr. André Bachand, member of the National Assembly for Richmond. "Because of its perseverance and its commitment, Nature fibres is about to make history in the region, inspired by sustainable development and ecological materials. We are very proud of this!" adds Mr. Hugues Grimard, prefect of Les Sources RCM and mayor of Val-des-Sources.

About Nature fibres

Nature fibres is the first company in North America to specialize in the industrial production of ecological building materials. The company's mission is to manufacture and distribute eco-friendly, energy-efficient insulating products that have a positive impact on the environment and on people's health. The enterprise was founded in 2017 and is part of Vivaco Groupe Coopératif who provides agriculture, equipment, renovation and energy products and services.

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