



A Naturally GREEN Product

GREEN Since 1949

More than 60 years ago, Nu-Wool Co., Inc. began using recycled newspaper to manufacture its environmentally safe and effective cellulose insulation. Converting recycled paper to insulation used in the walls and attics of buildings helps keep it out of landfills where it has the potential to pollute the environment. Recycling paper also reduces the number of trees used to produce new paper. The amount of Nu-Wool Premium Cellulose Insulation in an average-sized new home is the equivalent of 39 trees!



Manufacturing Process

Cellulose insulation makes efficient use of natural resources. Independent University and lab studies, as well as actual homes, show that buildings insulated with cellulose insulation are heated and cooled more efficiently, using up to 40% less energy than conventionally insulated buildings, contributing to energy conservation and saving homeowners up to 40%* on utility bills.

ENERGY SAVINGS

Choosing Nu-Wool Premium Cellulose Insulation can save up to 40%* on energy bills!

Using Nu-Wool Premium Cellulose Insulation is more than a smart choice for its comfort and savings benefit, it is environmentally friendly even in the manufacturing process. Fiberglass insulation is made by melting sand and recovered glass in gas-fired furnaces. It takes at least 8,500 BTU's of energy to produce a pound of fiberglass insulation. Cellulose insulation is produced by processing post-consumer recovered paper through electrically driven mills. Estimates for the embodied energy of a pound of cellulose vary from 150 to 750 BTU's. Converting BTU's-per-R, it takes at least 10 times more energy to make fiberglass insulation than to produce cellulose insulation.

Nu-Wool, leading the LEEDership movement

Because of Nu-Wool's high post consumer recycled content and energy efficient properties, projects using Nu-Wool can earn significant points toward LEED certification.



Nu-Wool Premium Cellulose Insulation

- Less energy to manufacture
- + Less fuel consumed in buildings with cellulose insulation
- = Lower greenhouse gas emissions

Choose Nu-Wool and Reduce Air Pollutants

When you choose Nu-Wool Premium Cellulose Insulation, you are also choosing to reduce air-pollutants from electrical power and on-site combustion sources known to produce acid-rain and smog. Since less energy is used to manufacture cellulose insulation, and less fuel is consumed in buildings using cellulose insulation, the greenhouse emissions are greatly reduced.

ICC-ES SAVE verified GREEN Product



Nu-Wool Premium Cellulose Insulation is the first cellulose insulation product to be evaluated and verified by the ICC-ES SAVE™ Program. The VAR™ report for Nu-Wool Premium Cellulose Insulation is VAR-1005 and can be viewed at www.nuwool.com

The Sustainable Attributes Verification and Evaluation™ Program is a new program created by the ICC Evaluation Service (ICC-ES) to provide reliable information about claims made by manufacturers of sustainable products. The evaluation, based on guidelines for sustainability, includes inspection of the manufacturer's production process and product testing at recognized laboratories, where applicable. The end result is a Verification of Attributes Report™ (VAR™), which provides technically accurate product information that can be helpful to those seeking to qualify for points under major green rating systems.

When you put it all together, it's hard to find any product "greener" than Nu-Wool Premium Cellulose Insulation!



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