



## A Naturally "Green" Product

More than 50 years ago, Nu-Wool Company, Inc. began using recycled newspaper to manufacture its environmentally safe and effective cellulose insulation. Nu-Wool now processes at least 200 tons of recycled paper each business day. That's the equivalent of 2,550 trees! Putting all this paper to use in the walls and attics of buildings helps keep it out of landfills, where it has the potential to pollute the environment.



## "GREEN" BENEFITS

It's not wool, it's Nu-Wool...  
and it's **"green"**

## Manufacturing Process

Cellulose insulation makes efficient use of natural resources as well. Independent University and lab studies 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 Engineered Cellulose Insulation can save up to 40%\* on energy bills!

Using Nu-Wool Engineered Cellulose Insulation is more than a smart choice for its comfort and savings benefits, 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 this to BTU's-per-R, it takes at least 40 times more energy to make fiberglass insulation than to produce cellulose insulation.

## Choose Nu-Wool and Reduce Air Pollutants

When you choose Nu-Wool Engineered 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 atmospheric emissions which contribute to global warming are much reduced.



## Nu-Wool is Energy-Efficient

ENERGY STAR® labeled products use less energy than other products, save the homeowner money on utility bills, and help protect the environment. ENERGY STAR is a voluntary partnership among the U.S. Department of Energy, the U.S. Environmental Protection Agency, product manufacturers,

local utilities, and retailers. Partners help promote energy efficient products by labeling them with the ENERGY STAR. By choosing Nu-Wool for the home, utility bills will be lower, and the environment will benefit at the same time.

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



\*Savings vary. Find out why in the seller's fact sheet on R-values. Higher R-values mean greater insulation power.