



“In a market where many products claim to be green, our ICC-ES® SAVE™ report puts the credibility of an ICC-ES® verification behind NU-WOOL WALLSEAL—and our customers know they’re really going green.”

GEORGE A. CHRENKA
VICE PRESIDENT, TECH SERVICE
NU-WOOL® COMPANY, INC.

Going green... from the inside out with Nu-Wool

An architectural firm recently called **Nu-Wool®** with a question that’s being heard more and more in today’s market: *does your product qualify for a Green Building Rating?* The answer: yes, **WALLSEAL** qualifies and **Nu-Wool** can prove it.

Nu-Wool WALLSEAL consists of a uniform low-density mixture of recycled cellulose fibers and fire-retardant borate-based chemicals. The insulation is available in both a loose-fill and spray-applied form, and contains a remarkable 20% pre-consumer recycled content and 65.83% post-consumer recycled content.

“So many products today claim to be ‘green’ or recycled,” says George Chrenka, Vice President, Tech Services at **Nu-Wool**. “In some cases there is only 4% post consumer materials, and customers have become skeptical. That’s why the **ICC-ES® SAVE™ Verification of Attributes Report™ (VAR™)**, VAR-1005, is important to **Nu-Wool**; the ICC-ES® name is trusted, so people know that the product will contribute to a more green building with increased certified recycle content.”

To date, **Nu-Wool WALLSEAL** insulation is the only cellulose insulation to obtain a report under the **Sustainable Attributes Verification and Evaluation™ Program (SAVE™)** created by ICC Evaluation Service® (ICC-ES®). **SAVE™** is a new program





created by ICC-ES® to provide reliable information about claims made by manufacturers of sustainable products. The evaluation is based on guidelines for sustainable attributes, including inspection of the manufacturer's production process as well as product testing at recognized laboratories where required by the guidelines. The **SAVE™ Program** can help builders seeking points under major green rating systems and assures homeowners that a product labeled "green" actually meets the requirements set forth in the guidelines.

The **SAVE™** application process is designed to be affordable and timely in processing and issuing the report. "The **SAVE™** application process is detailed but very timely," says Chrenka. "With the credibility of ICC-ES® behind it, deciding to go through the verification process was a no-brainer for us—before, we had to generate detailed paperwork to spec the product's post- and pre-consumer recycled content, but now we just mail out our **VAR™**."

Nu-Wool products are currently distributed on the East Coast west to the Mississippi River. Mr. Chrenka added, "We're getting calls from all over the country, as interest in green products is increasing the demand for **Nu-Wool**. We're currently considering expanding our distribution area."

Nu-Wool also received ICC-ES® Evaluation Report ESR-2217 in July 2008. Chrenka adds, "The ICC-ES® team evaluated the WALLSEAL insulation product's physical, thermal resistance, sound transmission, surface-burning characteristics, fire blocking and applications for compliance with the 2006 I-Codes. This is an extremely rigorous, quality process that provides an excellent verification of a product's quality and capabilities."

"The ICC-ES® **SAVE™ VAR™** at <http://saveprogram.icc-es.org/reports/pdf/VAR-1005.pdf> and Evaluation Report at www.icc-es.org/reports/pdf_files/ICC-ES/ESR-2217.pdf give us the opportunity to demonstrate the benefits of this innovative product," concludes Chrenka. The ICC-ES® process has become an integral part of our new product marketing program."

To find out more about this product, view VAR-1005: Nu-Wool WALLSEAL Premium Thermal and Sound Insulation, issued April 1, 2009. All SAVE™ VAR™s can be accessed and downloaded free of charge at www.icc-es.org/save.

This article is intended to provide information on product for which an ICC-ES® VAR™ has recently been issued. It should not be construed as a product endorsement or a recommendation for its use.