SUSTAINABILITY STORY

NU-WOOL®
PREMIUM CELLULOSE INSULATION | GREEN SINCE 1949
by SOPREMA

Cellulose is a naturally **carbon storing** material, meaning it helps to decrease the carbon footprint of your home!

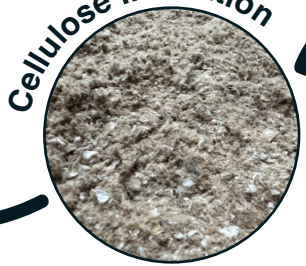
Promotes **energy efficiency** in the building due to cellulose's excellent thermal insulating properties and its ability to reduce air infiltration. Cellulose helps save energy, which decreases operational carbon and results in saving money on heating & cooling bills.

The amount of cellulose insulation used in an average sized home is equivalent to saving **39 trees!**

Installed into a home or building

Cellulose has a **zero-waste** installation process, as all excess material can be vacuumed up and reused for other application sites!

Recycled into



The manufacturing process for **cellulose insulation uses 10x LESS energy** than what is necessary to manufacture fiberglass!

Nu-Wool processes more than **70 million pounds (35,000 tons) of recycled paper** into cellulose insulation products each year!

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