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**GEORGE CHRENKA,  
VICE PRESIDENT OF TECHNICAL SERVICES  
NU-WOOL**

## Between the Lines of a Recycled Newspaper-Based Insulation Product

Ever wonder what happens to all those newspapers that are sent to the recycling facility every day?

In some cases, you might have to look no further than the structural walls of your home or office. The **Nu-Wool WALLSEAL Premium Thermal and Sound Insulation** product from Nu-Wool Inc. is made up of 85% recycled materials, namely old newspapers.

Used as a non-structural thermal and sound insulating material in commercial or residential buildings, this loose fill insulation consists of a uniform low-density mixture of recycled cellulosic fibers—namely old newspapers—combined with fire retardant borate-based chemicals.

George Chrenka, Vice President of Technical Services for Nu-Wool, says, “**Nu-Wool WALLSEAL** is ideal for owners and contractors that want a ‘green’ insulation product that can provide up to 40% savings on energy bills as compared to conventional insulation materials and an exceptional fire rating.”

Established in 1949, Nu-Wool is the oldest cellulose insulation manufacturer in the country and has been an Energy Star Partner for 15 years.

“Although **Nu-Wool WALLSEAL** has been in the marketplace for some time, not all building officials are familiar with it,” adds Chrenka.

Therefore, Nu-Wool contacted ICC Evaluation Service, Inc.® (ICC-ES®), a subsidiary of the International Code Council® (ICC®), to obtain an independent technical evaluation of this innovative recycled newspaper-based product.

“The ICC-ES evaluation reports have become a benchmark in the industry,” explains Chrenka. “More than ever, building officials require an evaluation report before they’ll let a contractor move forward with an alternative product.”

### Independent Evaluations Guide Acceptance

Nu-Wool worked with ICC-ES to identify applicable code requirements that encompassed the intended uses for the insulation material. The evaluation process identified code requirements for cellulosic insulation but also looked at test protocols for evaluating specific end uses such as fire blocking and fire walls. The evaluation report pulls together all of the various requirements and information into one location that makes it easy to establish code compliance.

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 premium thermal and sound insulation received the ICC-ES ESR-2217 evaluation report July 1, 2008. The **WALLSEAL** insulation product is most frequently sprayed-in-place into concealed spaces of walls, partitions, or roof ceiling or floor ceiling assemblies, attics, crawl spaces walls and partitions. The loose-fill insulation can be blown into concealed spaces and installed into final position with a pneumatic device.

Chrenka says, “Almost immediately, we benefited from earning the ESR-2217 evaluation report.”

### Greener, Quieter Walls

The **WALLSEAL** green insulation assembly has been used on a wide range of projects from hospitals and schools to office buildings and residential complexes. For instance, the **WALLSEAL** insulation product has been used to insulate the

interior walls for the new “Sleep Clinic” at the New Albany Medical Center in Ohio, the Hope Lodge’s exterior steel stud walls in Grand Rapids, Michigan and the interior walls of the St. Vincent Mercy Medical Center in Toledo, Ohio.

“The ICC-ES evaluation report gives us the opportunity to demonstrate the benefits of this innovative product,” concludes Chrenka. “Since we got the ESR-2217, it’s been much easier to get the attention of the industry and especially the building officials—in most cases it’s the first thing they ask for and it has certainly made our ability to market the product a whole lot easier. The ICC-ES process has become an integral part of our new product marketing program.”

NU-Wool looks forward to submitting the **WALLSEAL** product to the ICC-ES’s newly introduced SAVE™ program. The SAVE program, currently under development by ICC-ES, evaluates the sustainable attributes of various products and systems. This new program will launch in fall 2008.

To find out more about this product, view ESR-2217: **NU-Wool WALLSEAL Premium Thermal and Sound Insulation**, ([www.icc-es.org/reports/pdf\\_files/ICC-ES/ESR-2217.pdf](http://www.icc-es.org/reports/pdf_files/ICC-ES/ESR-2217.pdf)). All ICC-ES evaluation reports can be accessed and downloaded free of charge at [www.icc-es.org/evaluation\\_reports](http://www.icc-es.org/evaluation_reports) and are readily searchable based on attributes such as product type, manufacturer or report number.



Nu-Wool WALLSEAL Premium Thermal and Sound Insulation



Nu-Wool WALLSEAL

*This article is intended to provide information on a new or innovative building product or system for which an ICC-ES Evaluation Report has recently been issued. It should not be construed as a product endorsement or a recommendation for its use.*