

Save energy Save money

What your customers need to know about the benefits of insulation:

- Without adequate insulation, around a third of energy used for heating and cooling homes is wasted.
- Insulation is the most effective way of reducing energy bills
- Properly installed insulation reduces heat transfer – so the home stays cool in summer and warmer in winter.

Winner – Eurofins Gold Award

EarthWool™ is the world's first insulation product to receive the coveted Eurofins Indoor Air Comfort Gold standard award. This recognition underpins Knauf Insulation's commitment to provide customers in Australia with world leading products which meet the growing market demand for more sustainable and environmentally friendly construction materials – www.eurofins.com



For more details on EarthWool™ visit:
www.knaufinsulation.com.au
www.feelgoodinsulation.com.au

FREE Feel Good Insulation DVD

To help explain to homeowners how insulation can make their homes more comfortable in any season. To order yours:
Ring 1800 KNAUFI



“Does EarthWool™ really feel so good?
KN'OATH!”

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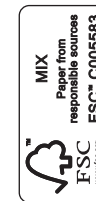
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KNAUFINSULATION
it's time to save energy



EARTHWOOL
the feel good insulation

EARTHWOOL
the feel good insulation

“I don't miss the
ITCH!”
Make the switch



KNAUFINSULATION
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Can insulation really feel THIS good?

Knauf Insulation's new EarthWool™ products don't look or feel like any insulation you've ever experienced, that's because the natural brown colour represents a level of sustainability and ease of handling never before achieved in Australia. The colour and 'super soft' feel comes from a revolutionary sustainable binder which does not contain the oil based chemicals, added formaldehyde or artificial colours commonly used in other insulation.

EARTHWOOL
the feel good insulation

Not as itchy

The 'super soft' feel of EarthWool™ comes from a revolutionary, patented binder made using renewable bio-based materials.

Make the switch!

Made using recycled glass

EarthWool™ is made using recycled glass bottles and sand making it the best choice for environmentally conscious customers.

Reduced handling

Unique compression packaging means more insulation per truck load.

Fire safe

Unlike other types of ceiling insulation, EarthWool™ is non-combustible.

Blocks sound

EarthWool™ absorbs sound for a quieter home.

Enhanced indoor air quality

With no added formaldehyde, EarthWool™ provides high indoor air quality and is suitable for use in households with allergies.



EarthWool™ Insulation

- Recommended for installation in both walls and ceilings
- Extra rigid for 'friction-fitting'
- Extra high compression packaging to maximise volume per pack
- 'Super soft' for easier installation
- Available in a wide range of R-values



Easy to install

EarthWool™ is a soft touch when it comes to installation too. It makes the job quicker and easier, so you can get more done in less time.

EarthWool™ Wall Insulation

Step 1 Measure between studs to determine the correct insulation batt width (e.g. 430mm or 580mm).



Step 2 Wall batts can be friction fitted between studs. Use string to hold in place (if required). Ensure batts do not protrude beyond the line of the studs.

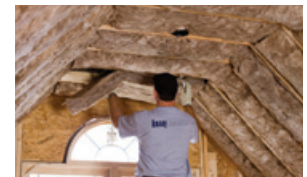


EarthWool™ Ceiling Insulation

Step 1 Measure between joists to determine the correct insulation batt width (e.g. 430mm or 580mm).



Step 2 After unwrapping, 'energise' the batt by gently 'bouncing' it on its side ensuring the product expands to the thickness on the label.



Step 3 Place insulation in accordance with AS3999 and NZS4246, ensuring suitable clearances from recessed lights, extractor fans, chimney elements and piping as appropriate. Place insulation **under** electrical cables.

Step 4 Always make sure butted joints have good friction fits, with an evenly spaced finish height of insulation.

See www.knaufinsulation.com.au for more information.