



FOAM BLOWS

Current code-minimum construction:

Inefficient, made of foam, fiberglass, chemicals & VOCs

Current building materials are designed to maximize profit not comfort and safety

- Developed by petroleum and chemical industries
- Made to tear down in 30 years
- Safe when covered by drywall
- Inefficiencies corrected by cranking the heat and AC
- Works against nature in an attempt to battle encroaching mold growth
- Manufactured to maximize profit



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SMART WALLS FOR SMART PEOPLE

AN ELEGANT SOLUTION TO A COMPLEX PROBLEM

Pro Clima | Havelock Wool | Gutex

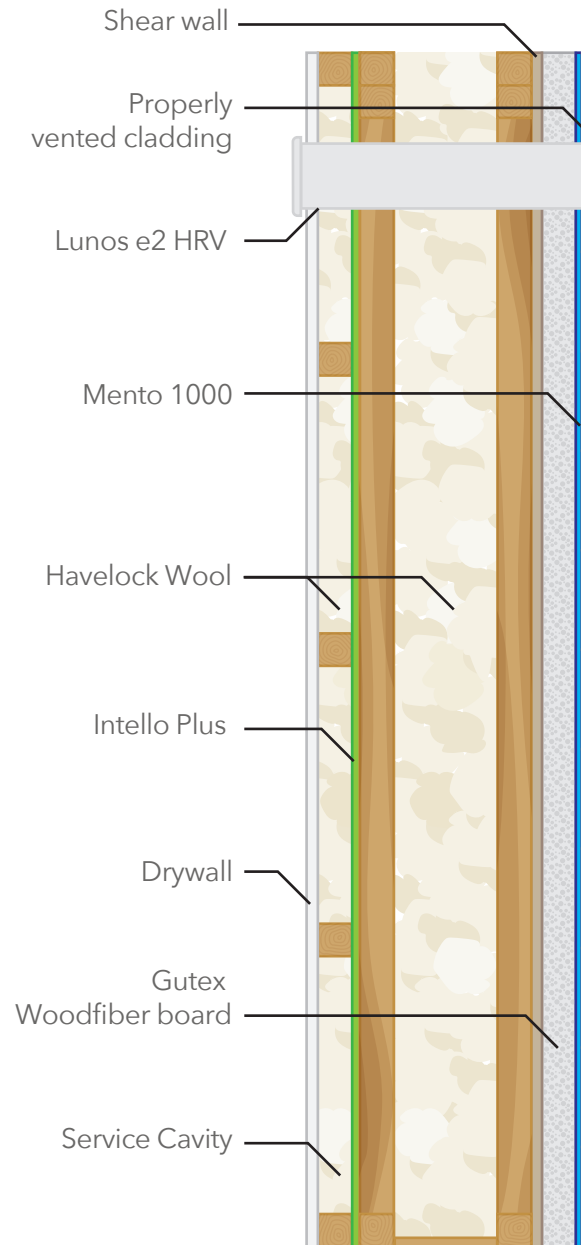
THE SMART WALL



Pro Clima | Havelock Wool | Gutex

475 High Performance Building Supply and Havelock Wool are teaming up to change the way we build in North America. A smart wall is one that's safe at every stage before and after construction.

- Efficiency, resiliency, sustainability, safety, and comfort built into the very fabric of the building
- Serious building science to address the global climate crisis
- Will last for generations
- You don't need safety gear to protect you from these building materials
- Works with nature to handle water and moisture, eliminating the risk of mold and rot
- Natural and high performance



Why Wool?

Indoor Air Quality

Wool irreversibly bonds with harmful chemicals to offer passive filtration

Sound

Wool batts are great for sound attenuation

Moisture

Wool does not mold and there is no other insulation medium available that actively manages moisture

Wall System Benefits

ProClima

Non-toxic; best practice water management prevents rot/mold; monolithically air tight; easy to install, repair and verify

Gutex

Carbon negative; best practice thermal and sound management; easy to install; waterproof while vapor open to prevent rot/mold