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

AN ELEGANT SOLUTION TO A COMPLEX PROBLEM

Pro Clima | Havelock Wool | Gutex
TURN BS INTO BUILDING SCIENCE

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