

**From:** [Dustin Berger](#)  
**To:** [Denise Ladd](#)  
**Subject:** RE: January Products and Services E-Newsletter Call for Content  
**Date:** Wednesday, January 10, 2024 10:04:39 AM  
**Attachments:** [KNAUF INSULATION Duct Liner Design Document 2024-01-09 120937.pdf](#)  
[image008.png](#)  
[image009.png](#)  
[image010.png](#)  
[image011.png](#)  
[image012.png](#)  
[image013.png](#)  
[image014.png](#)  
[image015.png](#)

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Hi Denise,

Please replace the original PDF I sent over with the attached one and let me know if you have any questions. Thanks!

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**From:** Dustin Berger  
**Sent:** Tuesday, January 9, 2024 12:26 PM  
**To:** Denise Ladd <[dladd@smacna.org](mailto:dladd@smacna.org)>  
**Subject:** FW: January Products and Services E-Newsletter Call for Content

KNAUF INSULATION

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**From:** Dustin Berger  
**Sent:** Monday, January 8, 2024 6:13 PM  
**To:** Shelly Dixon <[sdixon@smacna.org](mailto:sdixon@smacna.org)>  
**Subject:** FW: January Products and Services E-Newsletter Call for Content

**IMAGE**



## **HEADLINE**

Knauf Insulation Helps Design Better Environments

## **SUMMARY**

See why engineers choose Atmosphere® Duct Liner for indoor air quality, sustainability, and high performance.

## **ARTICLE**

If you're looking for a product with excellent sound absorption, temperature control and energy conservation in sheet metal ducts, then look no further than [Atmosphere® Duct Liner \(link to PDF\)](#). Simply put, this liner does it all. It's faced with a tightly bonded mat to give the airstream a smooth surface, resisting damage during installation and operation.

## **INDOOR AIR QUALITY**

- UL Environment Validated to be Formaldehyde-Free and GREENGUARD Gold Certified

- UL 2824 certified mold resistant
- Does not contain polybrominated diphenyl ethers (PBDE)

## SUSTAINABILITY

- ECOSE® Technology bio-based binder
- Made with a minimum of 50% recycled glass
- LEED BD+C:
  - New Construction - LEED v4.1
  - Material Ingredients - Option 1
  - HPD available to earn 1 point

## HIGH PERFORMANCE

- Excellent sound absorption
- Velocity rated to 6,000 ft./min.
- UL/ULC Classified fire performance

Get more information about Atmosphere® Duct Liner. (link to <https://www.knaufnorthamerica.com/en-us/products/duct-liner-insulation/atmosphere-duct-liner>)

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**From:** Woodward, Scott <[Scott.Woodward@knauf.com](mailto:Scott.Woodward@knauf.com)>

**Sent:** Friday, January 5, 2024 7:16 PM

**To:** Dustin Berger <[dberger@smacna.org](mailto:dberger@smacna.org)>

**Cc:** Cofran, Tim <[Tim.Cofran@knauf.com](mailto:Tim.Cofran@knauf.com)>

**Subject:** RE: January Products and Services E-Newsletter Call for Content

Hi Dustin,

Happy New Year Buddy! Thank you for the heads up on the E-Newsletter. Attached is my request for the publish. Please let me know if this will work.

Thank you!



**Scott Woodward**

Field Marketing Manager

m: +1 805-364-1228

[www.knaufnorthamerica.com](http://www.knaufnorthamerica.com)



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**From:** Dustin Berger <[dberger@smacna.org](mailto:dberger@smacna.org)>  
**Sent:** Thursday, January 4, 2024 8:22 AM  
**To:** Woodward, Scott <[Scott.Woodward@knauf.com](mailto:Scott.Woodward@knauf.com)>  
**Subject:** January Products and Services E-Newsletter Call for Content

**Caution:** This is an external email. Be cautious with clicking links or opening attachments. If you see this message as an email from an internal employee, it is a phishing scam. Please report suspicious emails via the “Phish Alert Button”.

Hi Scott,

Happy New Year! I hope that you have been doing well and enjoyed the Holidays.

The initial 2024 edition of our Products and Services Update e-newsletter will be going out later this month, and you can now submit your content for inclusion. **The deadline for content submissions is Thursday, January 18 at 5:00pm ET.**

To participate in the January e-newsletter, please send me the following:

- A headline of no more than 7 words
- A 1-2 sentence summary statement
- The actual text content piece that you would like to use, preferably 2-4 paragraphs
- An image file (JPEG, PDF, or PNG)
- If you would like to include a video, please send the embedding code

Currently, Knauf Insulation has used 1 of its total allotment of 10 monthly inserts.

As always, SMACNA requests that you do not refer to non-member engineering, HVAC, or sheet metal contractors by name in your content submission. Additionally, SMACNA does not “approve” or “endorse” any product or service. Please don't hesitate to reach out to me if you have questions about anything listed above or if you'd like to see a content submission example.

Have a great day!

Sincerely,

Dustin Berger  
Director, Corporate & Member Relations  
**Sheet Metal and Air Conditioning Contractors National Association**