

Message

From: Berger, Debbie [/O=SGMAIL/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=BERGER, DEBBIEF3A]
Sent: 20/01/2015 15:29:42
To: Milward, Richard [rmilward@celotex.co.uk]; Roome, Jonathan [jroome@celotex.co.uk]; Hayes, Jamie [jhayes@celotex.co.uk]
CC: Evans, Paul [pevans@celotex.co.uk]
Subject: RS5000 Short and Long term

Hi Richard

To summarise our conversation earlier, I have short term and long term ideas for RS5000.

Short term

- RS5000 is selling and we know it is gaining momentum on smaller commercial projects where approvals not so critical. Mostly a swop for K15 at point of sale. Recent projects include Premier Inn. Plus recently in the latter part of last year we secured the first call off for a large project for BAM in Kings Cross thanks to Jonathan Roome. Project size is 4000m2
- When presenting RS we stick to our script which talks around the legislative requirements of compliance and the benefits of the product. There is supporting Literature in the form of compliance guide, specification literature and LABC approval.
- A condensed version of BR135 expanding on the build-up and actual test details is available if required.

One of the challenges RS5000 has is its field of application. The market is changing as is more knowledgeable about the technical requirements of insulation in ventilated facades above 18m. The build-up tested or its current field of application doesn't represent what is commonly specified in the field and limits specification and sales opportunities.

Long Term – To develop a system with a wider field of application in ventilated facades above 18m and review each stage at SPINN

- Define Product Development Team and roles. (Business Development – Richard Millward, Product Management - Deb, Technical- Jamie Hayes, Field Sales Intelligence – Jonathan Roome)
- Understand value of widening the field of application. What opportunities does a wider field of application (that is more representative of common designs) have? (K15 Estimated value to Kingspan £5-10M, so well worth looking into.)
- Understand fire performance of different facades used in ventilated façade systems above 18m by working more closely with Façade engineer and BRE.
- Establish a partner and develop a system and share testing costs. (Hadley SFS)

Hopefully catch up tomorrow.

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