

Message

From: Evans, Paul [/o=SGMAIL/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Evans, Paul2c3]
on behalf of Evans, Paul [/o=sgmail/ou=exchange administrative group (fydibohf23spdlit)/cn=recipients/cn=evans, paul2c3]
Sent: 16/05/2014 11:25:11
To: Roper, Jon [jroper@celotex.co.uk]
Subject: RE: Above 18m

Another one for my 4 and a bit hour journey home (if I'm lucky!!!). Absolutely agree with all these points. I will give my view on some of this when we speak.

Please add the meeting with Jonathan Cheeseman with SG Legal to your list. I think Craig was looking at Friday 30th (late afternoon) once the bus event is over. Can you please this afternoon speak with Catherine to ask her to approach Jonathan to arrange the meeting. Content wise, your MAG presentation can provide all the background we need to explain our approach.

Please also check with Carol on PR availability to visit NHBC with you. Ideally we need all these items completed by month end.

Well done on this.

Paul Evans

Head of Marketing
PEvans@celotex.co.uk

Ext: [REDACTED]

Mob [REDACTED]

Celotex
Insulation Specialists

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From: Roper, Jon
Sent: 15 May 2014 16:45
To: Evans, Paul
Subject: Above 18m

Paul,

Have given some thought to Above 18m and how we tackle the project going forward through to launch.

I disagree with the view that the solution should be separate from our existing 5000 series range (as flat roofing will be). For this application, I think rather than creating a new brand such as Facadex, we make a bigger play on the whole 5000 range, its fire credentials and thermal performance. We would

then have essentially taken an existing FR & CG range only really known for domestic solutions and expanded it with the intro of GD/GS & now RS specifically for rainscreen.

Rochelle has come back and has been quoted £40,000 for the tool to enable our suppliers to emboss Celotex branding to the facer. Might be worthwhile if we were looking to include this on all products but not just RS. The on-cost for the lacquer coated stucco facer most of our competitors use isn't worth the bother either. For me, producing on Hennecke with side print is the simplest cost effective solution to differentiating from FR. We can hold stock of two or three key thicknesses for launch (60, 80 & 100mm). From a pricing point of view, I think we stay fairly risk-free and add 5% to NIV price. Use a completely new list price with new discount terms.

From a launch perspective, here are key steps :

- NHBC Meeting
- Commission LABC RD
- Obtain BRE Test Report

This should help us dictate route to market.

From there, a standard comms plan for launch should be formulated, new application specific literature, presentations etc and we are good to go ! Whats the message: make the 5000 series the champion here, not just RS. We should have visual guides (below) to both domestic & non-domestic applications where our 5000 series can be used. i.e soffit floors, rainscreen, internal wall etc. Through passing 8414, we have an opportunity to re-highlight to the market the benefits and simplicity associated with specifying and using Celotex 5000 products. It also gives us a great opportunity to diminish concerns that phenolic is superior through fire performance, smoke etc.



Jon Roper

Product Manager

JRoper@celotex.co.uk

Ext:

Mob

DDI:

Tel:

Fax:

Web: celotex.co.uk

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