

Message

**From:** Reid, Paul [/o=SGMAIL/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Reid, Paul5c5]  
**on behalf of** Reid, Paul [/o=sgmail/ou=exchange administrative group (fydibohf23spdlt)/cn=recipients/cn=reid, paul5c5]  
**Sent:** 24/10/2014 09:02:32  
**To:** Berger, Debbie [dberger@celotex.co.uk]  
**CC:** Evans, Paul [pevans@celotex.co.uk]  
**Subject:** FW: Knauf & Celotex - New Products

Debbie,

Paul has asked me to send you this attachment in his absence. It is a proposed wall build up that Knauf have been working on.

The challenge is to assess what potential this system has of passing the same above 18mtr test we have passed?

Can you have a look and make an assessment please? May be worth getting Jon Roper involved also?

Regards

P.

**Paul Reid**

Sales Director

[PREid@celotex.co.uk](mailto:PREid@celotex.co.uk)

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**Celotex**  
Insulation Specialists

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**Reaching new heights**



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**From:** Spencer Maynard [mailto:SMaynard@knauf.co.uk]  
**Sent:** 25 September 2014 11:59  
**To:** Reid, Paul; Roome, Jonathan  
**Cc:** Anthony Mulligan  
**Subject:** Knauf & Celotex - New Products

Hi Paul/Jonathan,

Thanks for your time yesterday. Anthony and I had a fair bit of washing up to do to pay for the sandwich bill. Looking forward to your treat next time! I hear the afternoon tea at Claridge's is nice...

In terms of notes and actions from yesterday;

- Celotex to provide indicative prices on FR5000 (in 50, 60, 80 and 100mm thicknesses), RS5000 (in 50, 60, 80 and 100mm thicknesses) and SW3000 (50, 80 and 100mm thicknesses). Pricing to be based on Knauf branding/packaging of the above products – happy to be led by you as the manufacturing partner as to how this is organised operationally etc. Action: PR
- The route to market will be a mix of distribution and direct installer (currently this is 80%/20% in favour of the dealer customer).
- Knauf market rate must be competitive (in the same ballpark) with Celotex prices available through distribution.
- Knauf to provide Celotex with basic indication of the system build up that Knauf plan to promote within the market. Action: AM (attached)
- Knauf comfortable with signing an NDA with Celotex to enable technical/R&D data sharing between the two partner companies. PR to confirm if this is necessary in advance of providing Knauf with the BS8414 test data for RS5000. Action: PR
- Knauf to review BS8414 data and firm up a Knauf testing plan in collaboration with Celotex and BRE. Action: AM
- GS5000 and GD5000 laminate products are currently being discussed internally at Knauf. We are in the process of understanding the market need for a PIR upgrade via our housebuilder accounts team. SM to provide feedback shortly. Action: SM

I think this covers the key points, however if I have missed anything, let me know!

Kind Regards

**Spencer Maynard**  
**Head of Business Development**



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