



MARKETING ACTION PLAN

PRODUCT Celotex RS5000
LAUNCH DATE: 5th August 2014
ISSUE DATE:

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MARKETING ACTION PLAN

1. OBJECTIVES

- Launch Celotex RS5000 at northern and southern regional meetings week commencing 4th August, 14.
- Leverage Celotex' 5000 series and its associated performance benefits into new market opportunities
- Present RS5000 as Celotex' primary rainscreen application offering to compete directly with Kingspan K15 & Rockwool Duo-Slab
- Campaign premium rigid board alternatives beyond that of phenolic
- Deliver cost-effective & thinner solutions than other rainscreen insulation options
- Use RS5000 to promote Celotex' 5000 series range into the specification market
- Leverage Celotex RS5000 to campaign Celotex' focus on third party certification

2. CONCEPT

Proposition

- The first PIR insulation board tested and approved to BR 135 and therefore acceptable for use in buildings above 18m in height

Positioning

- Premium lambda performance of 0.021 W/mK
- Class O fire performance & tested on a typical rainscreen cladding system to BS 8414
- Direct equivalent to Phenolic solutions
- LABC approved
- Accepted for use on NHBC projects
- Up to 50% thinner solutions than Rockwool

Pricing

Approx. 5% cheaper at NIV than Kooltherm but 22% more cost effective at NSP

Applications

Rainscreen cladding & SFS with brick outer leaf constructions

Core Target

Primary – Specifiers & End-Users
(Architects/MC's/Cladding Contractors)
Secondary – Distributors

Competition

Phenolic – Kooltherm K15
- Safe-R/RS
Fibre – Rockwool Duo-Slab

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- Knauf Rainscreen Slab

| NPD Financials | Year 1 | Year 2 | Year 3 |
|-----------------------------------|----------------|----------------|----------------|
| Total Market Opportunity (m²) | 1,300,000 | 1,340,000 | 1,400,000 |
| Thickness (m2) | Actual M2 | Actual M2 | Actual M2 |
| Total forecast area (m²) | 150,000 | 200,000 | 250,000 |
| Thickness | M2 @ 25m Y1 | M2 @ 25m Y2 | M2 @ 25m Y3 |
| Total forecast area (25mm@ m²) | 480,000 | 640,000 | 800,000 |
| | | | |
| Ave Selling Price @ 25mm | £4.23 | £4.23 | £4.23 |
| Rebate and other promotions (25%) | £3.17 | £3.17 | £3.17 |
| Av Cost £ @ 25mm | £2.18 | £2.18 | £2.18 |
| Av Gross Margin £ @25mm | £0.99 | £0.99 | £0.99 |
| Av Gross Margin @ 25mm % | 31.3% | 31.3% | 31.3% |
| Attributable Costs | | | |
| Marketing Cost | £15,000 | £5,000 | £5,000 |
| Production Investment | £0 | £0 | £0 |

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| | | | |
|------------------------------|-------------------|-------------------|-------------------|
| Testing /Standards Costs | £60,000 | £0 | £0 |
| Trials Cost | £0 | £0 | £0 |
| % Market Share | 11.5% | 14.9% | 17.9% |
| | | | |
| Turnover (Nett Sales) | £1,522,800 | £2,030,400 | £2,538,000 |
| Standard Margin | £476,400 | £635,200 | £794,000 |
| Actual Product Margin | £401,400 | £630,200 | £789,000 |

4. LAUNCH STOCKS

Product to be dual-stocked with FR5000 and labeled before distribution.

5. PRODUCT APPROVALS

| Approval | Description | Timing |
|---------------------------|-------------------|------------|
| LABC Approval | Registered Detail | For Launch |
| BRE A+ Green Guide Rating | RS5000 | Q3 2014 |
| Class O | Test Report | For Launch |
| CE Marking | DoP's | For Launch |

6. SAMPLE STOCKS

TBC

7. TECHNICAL SPECIFICATIONS

| STANDARD | Method | |
|-----------------------------------|-----------------------|----------------|
| Compressive Strength | BS EN 826 | ≥120kPa |
| Dimensional Stability | BS EN 1604 | DS(TH) 8 |
| Water vapour resistance | BS EN 12086: Method B | >150 MNs/g |
| Thermal Conductivity (λ) | BS EN 12667 | 0.021 W/mK |
| Fire Propagation & Surface Spread | BS 476 Parts 6 & 7 | Pass & Class 1 |
| Green Guide Rating | BRE 2008 | A+ Pending |

8. PRICING & MARGIN

| Product | List | NIV | NSP | Cost | Margin |
|---------|------|-----|-----|------|--------|
|---------|------|-----|-----|------|--------|

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|--------|--------|--------|--------|--------|-----|
| RS5050 | £14.86 | £8.57 | £6.13 | £4.70 | 23% |
| RS5060 | £17.69 | £10.20 | £7.29 | £5.47 | 25% |
| RS5070 | £20.57 | £11.86 | £8.48 | £6.16 | 27% |
| RS5075 | £21.97 | £12.67 | £9.06 | £6.50 | 28% |
| RS5080 | £23.37 | £13.48 | £9.64 | £7.00 | 27% |
| RS5090 | £25.87 | £14.91 | £10.67 | £7.69 | 28% |
| RS5100 | £28.33 | £16.33 | £11.68 | £7.78 | 33% |
| RS5120 | £33.98 | £19.59 | £14.01 | £9.07 | 35% |
| RS5150 | £40.99 | £23.63 | £16.90 | £11.02 | 35% |

9. PRODUCT LITERATURE

| Item | Quantity | Available |
|----------------------------------|------------|------------------------|
| Price List | 1000 | 21 st July |
| Handy Guide | 2500 | 21 st July |
| Rainscreen Literature | 2000 | 21 st July |
| Product Datasheets | Electronic | 28 th July |
| Application Datasheets | Electronic | 28 th July |
| On-line U-value calculator & App | Electronic | 4 th August |
| BIM Objects | Electronic | 4 th August |

10. TRAINING & PRESENTATION PROGRAMMES

| Audience | Due |
|--|--------------------------|
| Celotex Technical Centre | w/c 28 th Jul |
| Sales Team | w/c 4 th Aug |
| Sales Office & Other Celotex Departments | w/c 4 th Aug |

11. SALES PLAN

To be developed by P.Reid with B.Woodham & I.Wakelin.

VAP target for FR5000 to be reduced and RS5000 added.



MARKETING ACTION PLAN

12. COMMUNICATIONS

Separate communications plan developed by L.Seaton.

13. TIMINGS

| Activity | Date |
|----------------------------------|----------------------------|
| Celotex Sales Team Communication | w/c 4 th August |
| Customer Communication | w/c 4 th August |
| For Sale Date | w/c 4 th August |
| Product in Stock | 28 th July |

14. COSTINGS

| Item | Cost |
|------------------------------|------|
| Marketing Literature Updates | £15k |
| U-value Calculator/App | £0k |
| BIM Objects | £1k |
| LABC Approval | £3k |

15. REVIEW PROCESS

| Item | Date | Reviewer |
|-----------------------------|-------------|----------|
| Performance of RS5000 | Monthly | JR |
| Sales Team Incentive Review | December 14 | JR |