Celotex RS5000 Launch
05-08-14

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Above 18m
Background

Celotex Insulation Specialists

Fire performance of external cladding systems — Part A: Test method for non-loadbearing external cladding systems fixed to and supported by a non-combustible base.

Approved Doc B2
BS 8414-2:2005
BR 135

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In a building with a storey above 18m or more above ground level, any insulation product, filler material etc. used in the external wall construction should be of limited combustibility.
<table>
<thead>
<tr>
<th>Risk Category</th>
<th>British Standard</th>
<th>Euroclass</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-combustible</td>
<td>BS 476: Part 4 or BS 476: Part 11</td>
<td>A1 or A2</td>
</tr>
<tr>
<td>Low</td>
<td>Class O</td>
<td>B</td>
</tr>
<tr>
<td>Medium</td>
<td>Class 1 spread of flame</td>
<td>C</td>
</tr>
<tr>
<td>High</td>
<td>Class 2 or 3 spread of flame</td>
<td>D</td>
</tr>
<tr>
<td>Very High</td>
<td>Worse than Class 3 or unclassified</td>
<td>E or F</td>
</tr>
</tbody>
</table>
External wall construction

12.5 The external envelope of a building should not provide a medium for fire spread if it is likely to be a risk to health or safety. The use of combustible materials in the cladding system and extensive cavities may present such a risk in tall buildings.

External walls should either meet the guidance given in paragraphs 12.6 to 12.9 or meet the performance criteria given in the BRE Report Fire performance of external thermal insulation for walls of multi-storey buildings (BR 135) for cladding systems using full scale test data from BS 8414-1:2002 or BS 8414-2:2005.

The total amount of combustible material may also be limited in practice by the provisions for space separation in Section 13 (see paragraph 13.7 onwards).
BR 135

- Developed In 1988
- In Response To The Increasing Use Of Thermal Insulation In Refurbishment Programmes On Multi-Storey Buildings
- Full-Scale Fire Test
Mechanisms Of External Fire Spread

Flame drawn through cavity
Fire Spread In Building Envelopes

- Knowsley Heights, 1991
Fire Spread In Building Envelopes

- Basingstoke, 1992
Fire Spread in Building Envelopes

- Irvine, 1999

- 5th Floor Fire
- 14 Storey Block
- Fatality
- Parliamentary Enquiry

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Fire Spread In Building Envelopes

- Dubai, 2012
BS 8414 Series

- British Standard
- Test Methodology – No Performance Criteria
- BS 8414-1:2002 (Fire Performance Of External Cladding Systems Applied To The Face Of A Building)
- BS 8414-2:2005 (Fire Performance Of External Cladding Systems Fixed To And Supported By A Structural Steel Frame)
B2 PERFORMANCE CRITERIA AND CLASSIFICATION METHOD

The classification applies only to the system as tested and detailed in the classification report. The classification report can only cover the details of the system as tested. It cannot state what is not covered. When specifying or checking a system it is important to check that the classification documents cover the end-use application.

* external fire spread
* internal fire spread
* mechanical performance.
Celotex RS5000
Latest Addition To Our ‘5000’ Range

- Celotex FR5000 – Multi Purpose Solution
- Celotex CG5000 – Cavity Wall Solution
- Celotex GD5000 – Plasterboard Laminate (Dot & Dab)
- Celotex GS5000 – Plasterboard Laminate (Mechanical Fix)
- Celotex RS5000 – Rainscreen Cladding Solution
Celotex RS5000

- Premium Performance PIR Solution For Insulated Rainscreen Cladding Systems
- Suitable For Warm Steel Frame Constructions & Masonry Applications
- For Domestic & Non-Domestic Projects
- Growing Trend Towards Modern Methods of Construction (MMC)
Sectors

- High Rise Residential
- Large Commercial Buildings
- Student Accommodation
- Retail Outlets
- Schools / Universities
- Hospitals

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Celotex RS5000 Key Properties

- '5000' Series Premium Thermal Performance of 0.021 W/mK
- Better U-values & Thinner Solutions
- Class O Fire Performance
- A+ Green Guide Rating
- Suitable For Use In Buildings Above 18m In Height
- Direct Competition To Rockwool & Kingspan

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“The First PIR Board To Successfully Meet The Performance Criteria In BR 135 For Insulated Rainscreen Cladding Systems, Therefore Acceptable For Use In Buildings Above 18m In Height”
Celotex & BR 135
Celotex Rainscreen Cladding Solutions

<table>
<thead>
<tr>
<th>Below 18 metres</th>
<th>Above 18 metres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Celotex RS5000</td>
<td>Celotex RS5000</td>
</tr>
<tr>
<td>Celotex GA4000</td>
<td></td>
</tr>
</tbody>
</table>

- Celotex RS5000 Included In BR 135 Classification, LABC Approval & Presented To NHBC
- Unique Product Code For Project Tracking
- Incurred Substantial Development Costs
### Pricing Schedules Outlined In New Price List

<table>
<thead>
<tr>
<th>Code</th>
<th>Thickness (mm)</th>
<th>R-value (m²K/W)</th>
<th>Pieces per pack</th>
<th>m² per pack</th>
<th>Packs per lift</th>
<th>Weight (kg/m²)</th>
<th>£ per m²</th>
<th>£ per 30 m²</th>
<th>£ per 60 m²</th>
<th>£ per 90 m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>RS5050</td>
<td>50</td>
<td>2.35</td>
<td>8</td>
<td>23.04</td>
<td>6</td>
<td>1.81</td>
<td>£14.85</td>
<td>£44.55</td>
<td>£89.11</td>
<td>£133.66</td>
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<tr>
<td>RS5060</td>
<td>60</td>
<td>2.80</td>
<td>7</td>
<td>20.16</td>
<td>6</td>
<td>2.25</td>
<td>£17.60</td>
<td>£52.80</td>
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<tr>
<td>RS5070*</td>
<td>70</td>
<td>3.30</td>
<td>6</td>
<td>17.30</td>
<td>6</td>
<td>2.68</td>
<td>£20.57</td>
<td>£61.71</td>
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<td>80</td>
<td>3.80</td>
<td>6</td>
<td>17.30</td>
<td>5</td>
<td>2.80</td>
<td>£23.53</td>
<td>£70.59</td>
<td>£141.19</td>
<td>£211.78</td>
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<tr>
<td>RS5095**</td>
<td>90</td>
<td>4.25</td>
<td>5</td>
<td>17.30</td>
<td>5</td>
<td>3.12</td>
<td>£26.50</td>
<td>£84.50</td>
<td>£169.00</td>
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<tr>
<td>RS6100</td>
<td>100</td>
<td>4.75</td>
<td>12</td>
<td>24.56</td>
<td>2</td>
<td>3.30</td>
<td>£30.33</td>
<td>£90.99</td>
<td>£181.98</td>
<td>£272.97</td>
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<td>RS6120**</td>
<td>120</td>
<td>5.70</td>
<td>10</td>
<td>20.00</td>
<td>2</td>
<td>4.02</td>
<td>£35.90</td>
<td>£107.70</td>
<td>£215.40</td>
<td>£323.10</td>
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<tr>
<td>RS6150**</td>
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<td>7.10</td>
<td>8</td>
<td>25.64</td>
<td>3</td>
<td>4.98</td>
<td>£40.90</td>
<td>£123.70</td>
<td>£247.40</td>
<td>£371.10</td>
</tr>
</tbody>
</table>

### Thickness Range Of 50mm – 150mm

- 50mm, 60mm, 80mm & 100mm Stocked
## Discount Structure

<table>
<thead>
<tr>
<th>Position</th>
<th>Primary Discount %</th>
<th>Secondary Discount %</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASM</td>
<td>38%</td>
<td>7%</td>
</tr>
<tr>
<td>RSM</td>
<td>38%</td>
<td>9%</td>
</tr>
<tr>
<td>SD</td>
<td>38%</td>
<td>10%</td>
</tr>
</tbody>
</table>
Coffee Break
Marketing Communications
Creative Concept

- Continuing the journey of innovation
- New perspective for PIR insulation
- The ‘Celotex experience’
- Represents new heights that Celotex can be used in

• First for PIR
• Above 18 metre applications
• Continual product development

Product technical details
- ‘5000’ series
- Represents innovation
- First for PIR

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C_08877
CEL00008669_0038
CELO00008669/38
Marketing Support
Advertising and PR

- RCI, RIBA PIP and Building
- Press Release
- Case studies
Specification Guide

- Introduction
- Product Properties-
  including fire performance and above 18m
- Certification
- Sustainability
- Specification support
- Building Regulations
- U-value tables
- Design Considerations and
  Installation Guidelines
Compliance Guide

- Approved Document B2
- BR 135
- Performance Criteria
- Celotex RS5000
- Bibliography

Produced on behalf of Celotex Limited
# Other Literature

- Handy Guide
- Price List
- Product Datasheet
- Application Datasheet
- Sample Sleeves
Website

- Product page
- Rainscreen cladding application pages changed to RS5000
- Product convertor
- Product comparison
- Product selector
- BIM- Due October 2014
Social Media

- Twitter
- LinkedIn
- Facebook
- Pinterest
- Blog
E-shots

- Launch Email
- Product Spotlight
- Sent to:
  - Architects/Specifiers
  - Cladding Contractors
  - Distribution

Celotex launch above 18 metre board Celotex RS5000

Committed to on-going product development, Celotex has launched Celotex RS5000, specifically designed for Rainscreen Cladding applications and the latest addition to the ‘5000’ series.

Celotex RS5000 has been successfully tested to BS 8414-2:2005, meets the criteria set out in BS 135 and is therefore acceptable for use in...
Presentations

- Sub-contractor presentation
- Distributor presentation
- No change to current CPD

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Value Matrix
Price is what you pay.

Value is what you get

Warren Buffet
Value Map

Define your target

Define the features

List the players

Rate the players

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Who’s Our Target?
What Are “Features” For Our Customers?

Functional
- Insulation performance
- Packaging quality
- Easiness and comfort of installation

Process
- Logistics
- Easy access to product information
- Stock rotation and margins for distributors

Relationship
- Brand
- Partnership
- Loyalty programs

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What Features Does Our Customer Value?

- 2 Teams
- 10 minutes to list 10 features a Cladding Contractor would value from an insulation rainscreen cladding solution?
- Prioritise These In Order Of Importance
# Top 10

<table>
<thead>
<tr>
<th>Rainscreen Cladding Insulation Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Thermal</td>
</tr>
<tr>
<td>2. Above 18m Approval (BR 135)</td>
</tr>
<tr>
<td>3. Brand</td>
</tr>
<tr>
<td>4. Application Knowledge (Sales)</td>
</tr>
<tr>
<td>5. Technical Centre Support</td>
</tr>
<tr>
<td>6. Product Literature</td>
</tr>
<tr>
<td>7. Environmental (A+)</td>
</tr>
<tr>
<td>8. Online Support / Website</td>
</tr>
<tr>
<td>9. Combustibility</td>
</tr>
<tr>
<td>10. Building Control Approval</td>
</tr>
</tbody>
</table>
# Rate The Players

<table>
<thead>
<tr>
<th>Rainscreen Cladding Insulation Solution</th>
<th>Celotex RSSO00</th>
<th>Kingspan K15</th>
<th>Rockwool Duo-Slab</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Thermal</td>
<td>4</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>2. Above 18m Approval (BR 135)</td>
<td>4</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>3. Brand</td>
<td>4</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>4. Application Knowledge (Sales)</td>
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<td></td>
</tr>
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<td>3</td>
<td>5</td>
</tr>
</tbody>
</table>

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Route To Market

Celotex
Insulation Specialists

PULL e.g. Architects, Contractors, Installers

PUSH e.g. Distributors, Merchants

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SAINT-GOBAIN
Targets

- £X by year end
- VAP Bonus Structure
Sales Plan

- 5 End Users By End Of September