

# **Celotex RS5000 Launch**

**05-08-14**

**celotex.co.uk**

  
**SAINT-GOBAIN**

# Agenda

**Celotex**  
Insulation Specialists

1	2	3	4	5
Legislative Background	Celotex RS5000	Communication Plan	Customer Value Matrix	Questions & Close

[celotex.co.uk](http://celotex.co.uk)

  
SAINT-GOBAIN

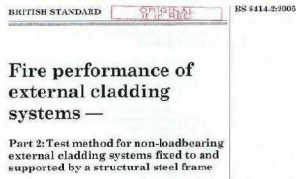
# Above 18m

# Background

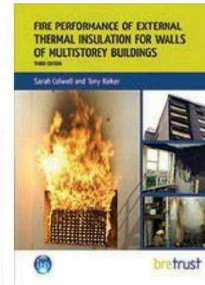
**Celotex**  
Insulation Specialists



Approved Doc B2



BS 8414-2:2005



BR 135

[celotex.co.uk](http://celotex.co.uk)

SAINT-GOBAIN

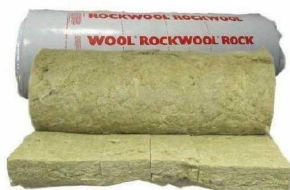
- AD B2 Fire Safety (*Buildings Other Than Dwellinghouses*)
- Section 12 - External Wall Construction
- Insulation Materials & Products

"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"



# Insulation Materials

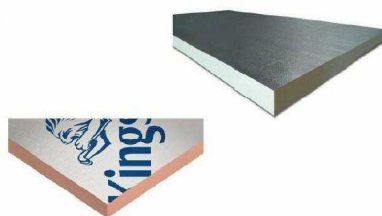
**Celotex**  
Insulation Specialists



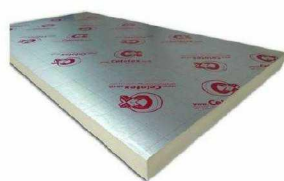
Rock Fibre  
Euroclass A1



Glass Fibre  
Euroclass A1/A2



Class O Phenolic / PIR  
Euroclass B/C



PIR Insulation  
Euroclass C/D



EPS/XPS Insulation  
Euroclass E/F

[celotex.co.uk](http://celotex.co.uk)

SAINT-GOBAIN

## Risk Category

**Celotex**  
Insulation Specialists

Risk Category	British Standard	Euroclass
Non-combustible	BS 476: Part 4 or BS 476: Part 11	A1 or A2
Low	Class O	B
Medium	Class 1 spread of flame	C
High	Class 2 or 3 spread of flame	D
Very High	Worse than Class 3 or unclassified	E or F

[celotex.co.uk](http://celotex.co.uk)

  
SAINT-GOBAIN

## Section 12.5 (AD B2)

**Celotex**  
Insulation Specialists

### 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).

[celotex.co.uk](http://celotex.co.uk)

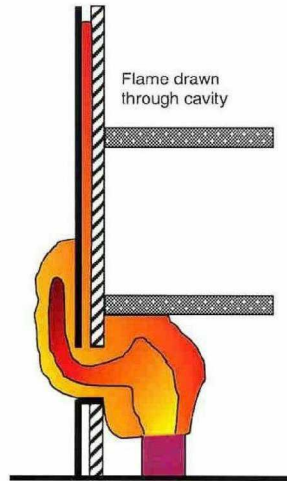
  
SAINT-GOBAIN

- 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

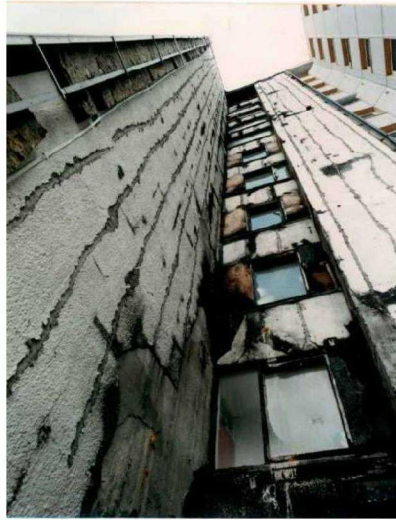
**Celotex**  
Insulation Specialists



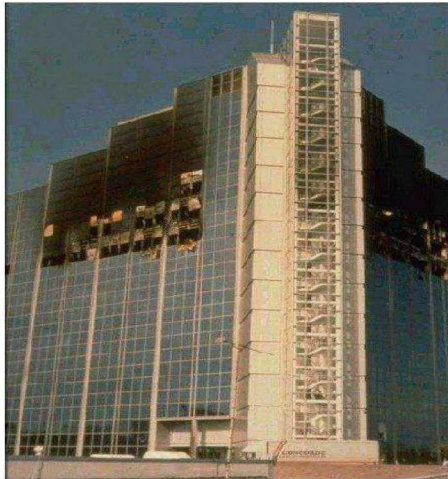
[celotex.co.uk](http://celotex.co.uk)

  
SAINT-GOBAIN

- Knowsley Heights, 1991



- Basingstoke, 1992



- Irvine, 1999

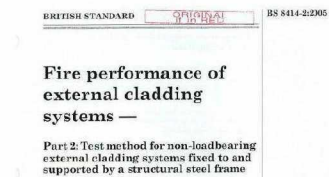


- 5<sup>th</sup> Floor Fire
- 14 Storey Block
- Fatality
- Parliamentary Enquiry

- Dubai, 2012



- 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*)



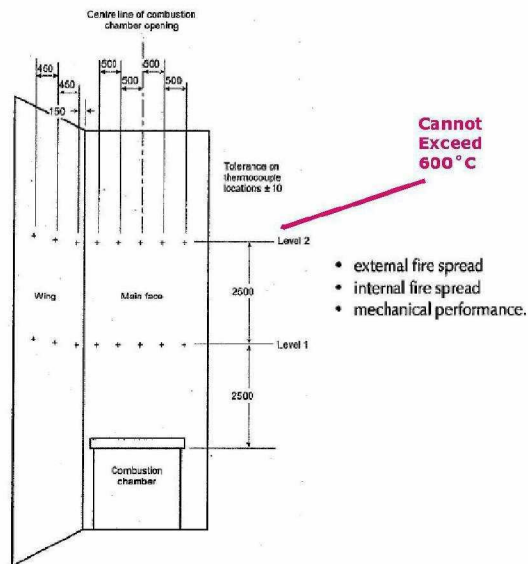


Figure B3: Location of thermocouples (dimensions in mm)

## 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.

**System Classification**

# Celotex RS5000

[celotex.co.uk](http://celotex.co.uk)

  
SAINT-GOBAIN

## Latest Addition To Our '5000' Range

**Celotex**  
Insulation Specialists

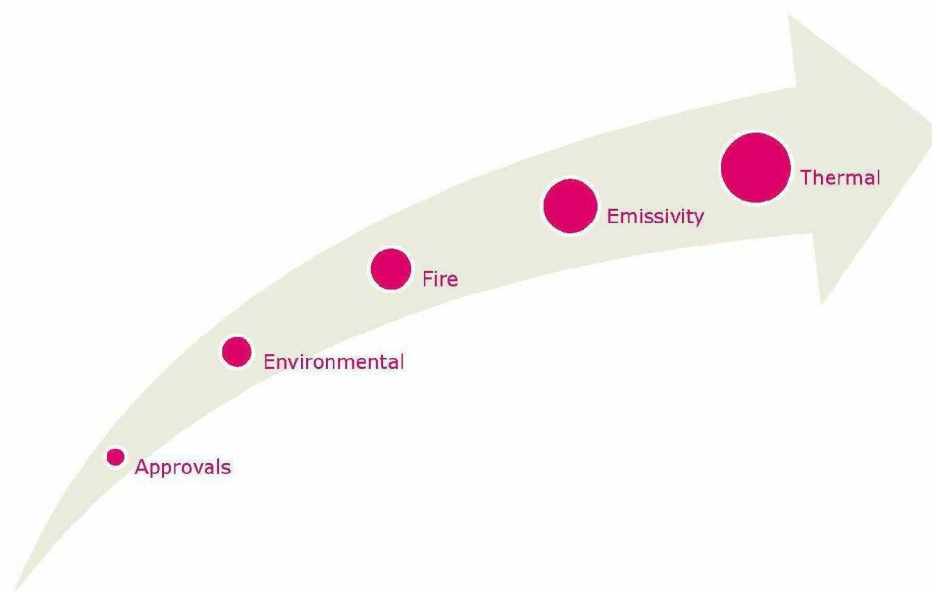
-  Celotex FR5000 – *Multi Purpose Solution*
-  Celotex CG5000 – *Cavity Wall Solution*
-  Celotex GD5000 – *Plasterboard Laminate (Dot & Dab)*
-  Celotex GS5000 – *Plasterboard Laminate (Mechanical Fix)*
-  Celotex RS5000 – *Rainscreen Cladding Solution*

[celotex.co.uk](http://celotex.co.uk)

  
SAINT-GOBAIN

## '5000' Range Features

**Celotex**  
Insulation Specialists



[celotex.co.uk](http://celotex.co.uk)

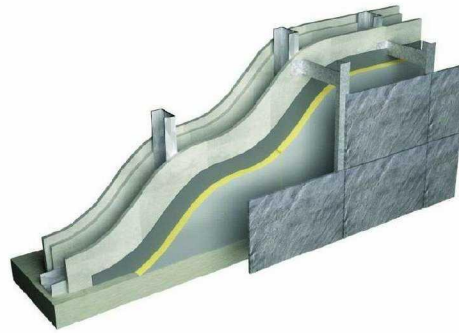
  
SAINT-GOBAIN

- 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)



## Application - SFS

**Celotex**  
Insulation Specialists

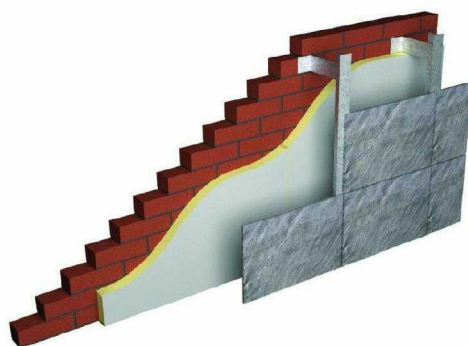


[celotex.co.uk](http://celotex.co.uk)

  
SAINT-GOBAIN

## Application – Masonry Overclad

**Celotex**  
Insulation Specialists

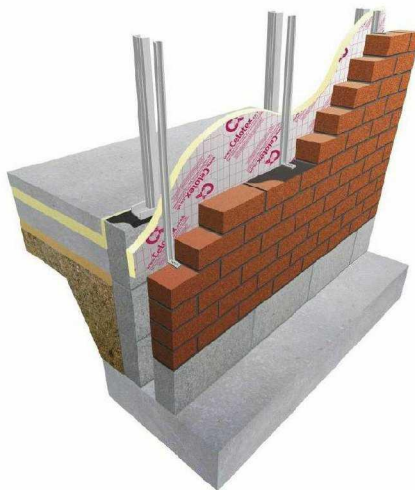


[celotex.co.uk](http://celotex.co.uk)

  
SAINT-GOBAIN

## Application – SFS & Brick Outer Leaf

**Celotex**  
Insulation Specialists



[celotex.co.uk](http://celotex.co.uk)

  
SAINT-GOBAIN

## Sectors

**Celotex**  
Insulation Specialists

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



[celotex.co.uk](http://celotex.co.uk)

  
SAINT-GOBAIN

## Celotex RS5000 Key Properties

**Celotex**  
Insulation Specialists

- '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



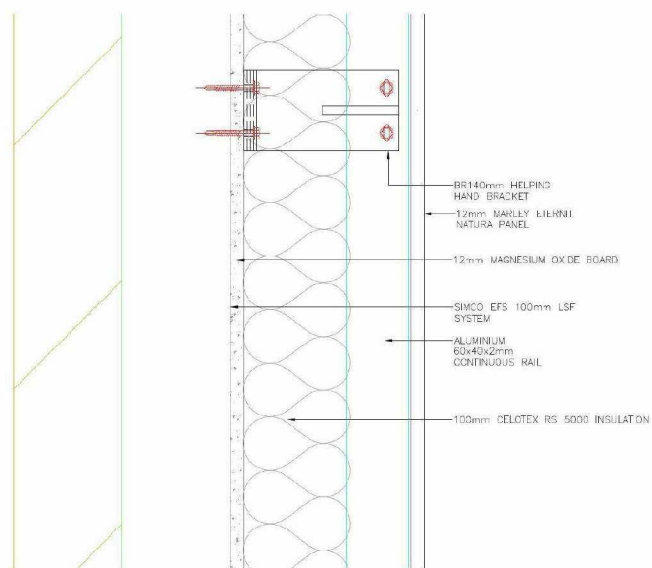
[celotex.co.uk](http://celotex.co.uk)

 SAINT-GOBAIN

“ 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**  
Insulation Specialists



[celotex.co.uk](http://celotex.co.uk)

  
SAINT-GOBAIN

## Celotex & BR 135

**Celotex**  
Insulation Specialists

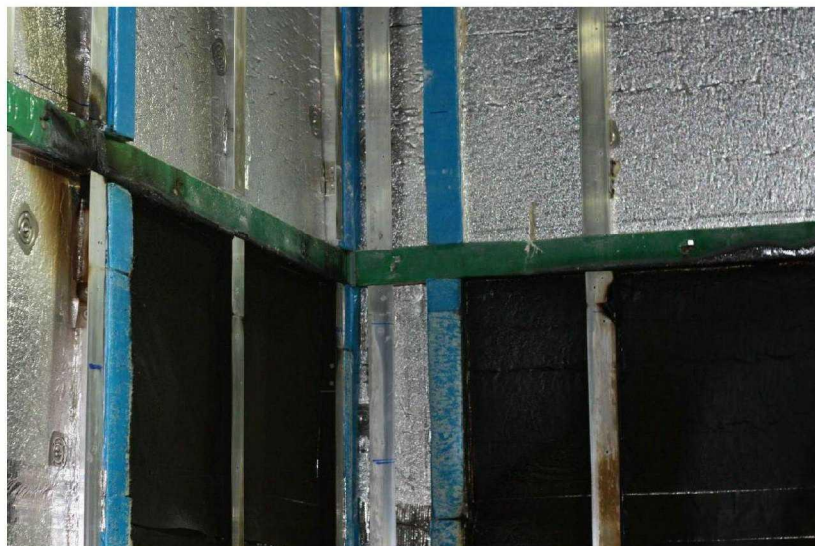


[celotex.co.uk](http://celotex.co.uk)

  
SAINT-GOBAIN







Below 18 metres	Above 18 metres
Celotex RS5000	Celotex RS5000
Celotex GA4000	

- Celotex RS5000 Included In BR 135 Classification, LABC Approval & Presented To NHBC
- Unique Product Code For Project Tracking
- Incurred Substantial Development Costs

## RS5000 SKUs & Pricing

**Celotex**  
Insulation Specialists

### ■ Pricing Schedules Outlined In New Price List

Code	Thickness (mm)	R value (m <sup>2</sup> K/W)	Pieces per pack	m <sup>3</sup> per pack	Packs per lift	Weight (kg/m <sup>2</sup> )	Schedule 1	Schedule 2	Schedule 3
							£ per m <sup>2</sup> 66 m <sup>3</sup> +	£ per m <sup>2</sup> 30 - 66 m <sup>3</sup>	£ per m <sup>2</sup> 9 - 30 m <sup>3</sup>
RS5050	50	2.35	8	23.04	6	1.81	£14.86	£15.31	£15.75
RS5060	60	2.85	7	20.16	6	2.16	£17.69	£18.22	£18.75
RS5070 <sup>+</sup>	70	3.30	6	17.28	6	2.48	£20.57	£21.19	£21.81
RS5075 <sup>+</sup>	75	3.55	6	17.28	5	2.64	£21.97	£22.63	£23.29
RS5080	80	3.80	6	17.28	5	2.80	£23.37	£24.07	£24.77
RS5090 <sup>+</sup>	90	4.25	5	14.40	5	3.12	£25.87	£26.64	£27.42
RS5100	100	4.75	12	34.56	2	3.38	£28.33	£29.18	£30.03
RS5120 <sup>+</sup>	120	5.70	10	28.80	2	4.02	£33.98	£35.00	£36.02
RS5150 <sup>+</sup>	150	7.10	8	23.04	2	4.98	£40.99	£42.22	£43.45

- Thickness Range Of 50mm – 150mm
- 50mm, 60mm, 80mm & 100mm Stocked

celotex.co.uk

  
SAINT-GOBAIN

## Discount Structure

**Celotex**  
Insulation Specialists

Position	Primary Discount %	Secondary Discount %
ASM	38%	7%
RSM	38%	9%
SD	38%	10%

[celotex.co.uk](http://celotex.co.uk)

  
SAINT-GOBAIN

# Coffee Break

# Marketing Communications

[celotex.co.uk](http://celotex.co.uk)

  
SAINT-GOBAIN

**Celotex. Reaching New Heights**

**Celotex**  
Insulation Specialists



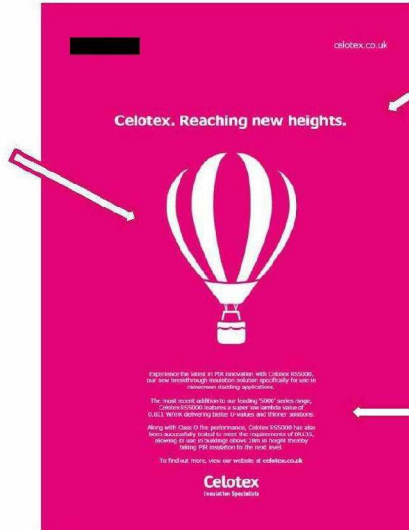
[celotex.co.uk](http://celotex.co.uk)

  
SAINT-GOBAIN

## Creative Concept

**Celotex**  
Insulation Specialists

- 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

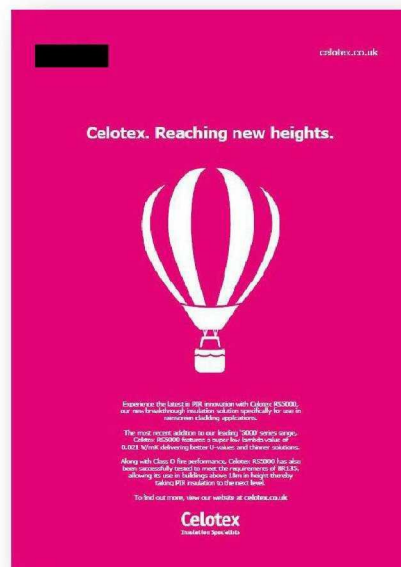
- Product technical details
- '5000' series
- Represents innovation
- First for PIR

celotex.co.uk

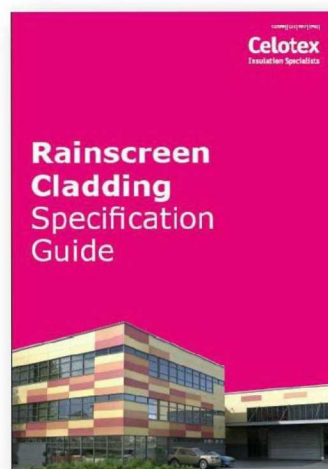
SAINT-GOBAIN

# Marketing Support

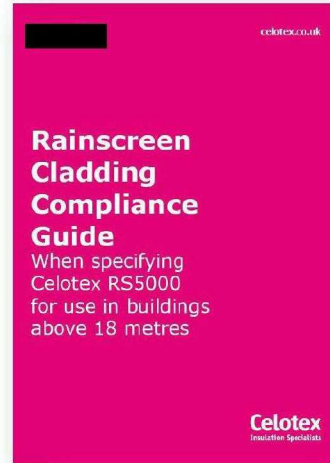
- RCI, RIBA PIP and Building
- Press Release
- Case studies



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



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



## Other Literature

**Celotex**  
Insulation Specialists

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

[celotex.co.uk](http://celotex.co.uk)

  
SAINT-GOBAIN

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

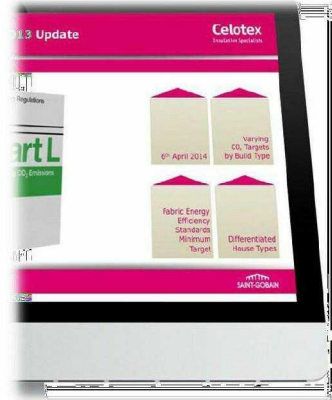
- [Twitter](#)
- [LinkedIn](#)
- [Facebook](#)
- [Pinterest](#)
- [Blog](#)



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



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



# Value Matrix



Price is what you pay.

Value is what you get

Warren Buffet

## Value Map

**Celotex**  
Insulation Specialists



[celotex.co.uk](http://celotex.co.uk)

  
SAINT-GOBAIN

**Who's Our Target ?**

**Celotex**  
Insulation Specialists

?

[celotex.co.uk](http://celotex.co.uk)

  
SAINT-GOBAIN

## What Are "Features" For Our Customers?

**Celotex**  
Insulation Specialists

### Functional



Insulation performance



Packaging quality



Easiness and comfort of installation

### Process



Logistics



Easy access to product information



Easiness to order



Stock rotation and margins for distributors

### Relationship



Brand



Partnership



Loyalty programs

[celotex.co.uk](http://celotex.co.uk)

**SAINT-GOBAIN**

## What Features Does Our Customer Value?

**Celotex**  
Insulation Specialists

- 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**

[celotex.co.uk](http://celotex.co.uk)

  
SAINT-GOBAIN

## Rainscreen Cladding Insulation Solution

1. Thermal
2. Above 18m Approval (BR 135)
3. Brand
4. Application Knowledge (Sales)
5. Technical Centre Support
6. Product Literature
7. Environmental (A+)
8. Online Support / Website
9. Combustibility
10. Building Control Approval

## List The Players

**Celotex**  
Insulation Specialists

?

[celotex.co.uk](http://celotex.co.uk)

  
SAINT-GOBAIN

# Rate The Players

**Celotex**  
Insulation Specialists

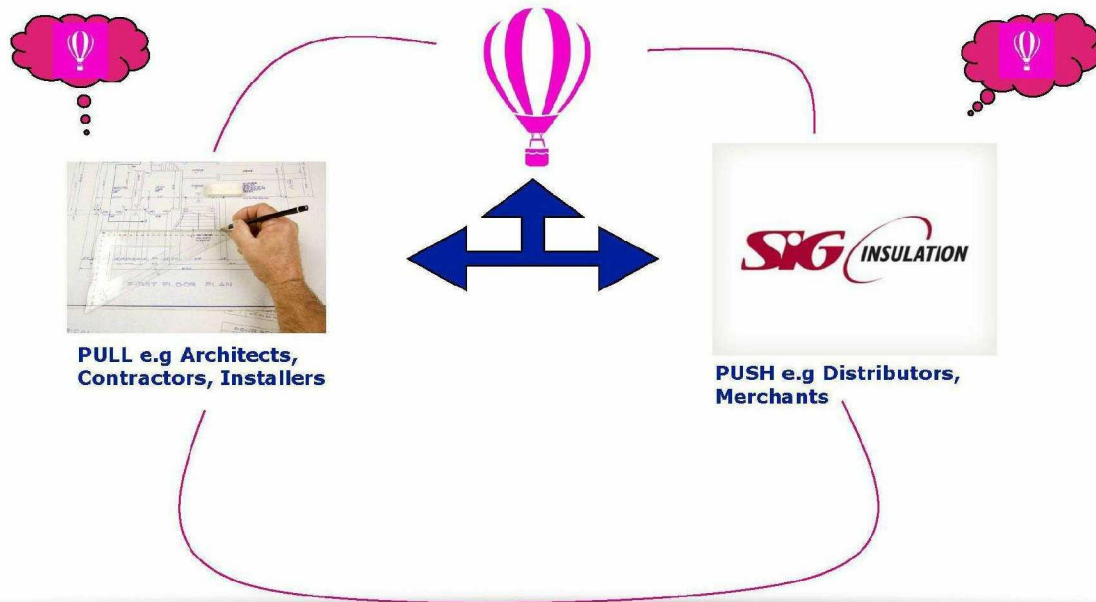
Rainscreen Cladding Insulation Solution	Celotex RS5000	Kingspan K15	Rockwool Duo-Slab
1. Thermal	4	5	2
2. Above 18m Approval (BR 135)	4	2	5
3. Brand	4	5	3
4. Application Knowledge (Sales)			
5. Technical Centre Support			
6. Product Literature			
7. Environmental (A+)			
8. Online Support / Website	5	3	2
9. Combustibility			
10. Building Control Approval	4	3	5

[celotex.co.uk](http://celotex.co.uk)

  
SAINT-GOBAIN

# Route To Market

**Celotex**  
Insulation Specialists



[celotex.co.uk](http://celotex.co.uk)

SAINT-GOBAIN

# Targets

**Celotex**  
Insulation Specialists

- £X by year end
- VAP Bonus Structure

[celotex.co.uk](http://celotex.co.uk)

  
SAINT-GOBAIN

- 5 End Users By End Of September