

Message

**From:** Evans, Paul [/O=SGMAIL/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=EVANS, PAUL2C3]  
**Sent:** 18/07/2014 09:23:21  
**To:** Roper, Jon [jroper@celotex.co.uk]  
**CC:** Hartlebury, Bex [rhartlebury@celotex.co.uk]; Seaton, Lizzie [eseaton@celotex.co.uk]  
**Subject:** Re: Ad Copy

I'm happy for the ad copy to go a bit more technical as Jon has suggested.

For me, I think performance criteria reads better and also in para2 we should avoid using / to separate words. Suggest this just reads insulated facade and cladding systems.

Thanks  
Paul

Sent from my iPhone

> On 17 Jul 2014, at 09:15, "Roper, Jon" <jroper@celotex.co.uk> wrote:  
>  
> Here's my suggested copy given Paul's comments >?  
>  
>  
> Yet again, we have taken PIR insulation to the next level with our latest innovation, Celotex RS5000. Successfully tested to meet the requirements (performance criteria ?) of BR135, RS5000 is the first PIR insulation suitable for rainscreen cladding applications above 18 metres in height.  
>  
> Featuring Class 0 fire performance and a BRE A+ Green Guide rating, Celotex RS5000 is specifically designed to enhance the thermal performance of insulated façade/cladding systems.  
>  
> The most recent addition to our leading '5000' series range, Celotex RS5000 features a super low lambda value of 0.021 W/mK delivering better U-values and thinner solutions.  
>  
> For full specification details, please view the website at [celotex.co.uk/newheights](http://celotex.co.uk/newheights)  
>  
>  
> Jon Roper  
> Product Manager  
> <mailto:JRoper@celotex.co.uk>  
> Ext: [REDACTED]  
> Mob: [REDACTED]  
>  
> -----Original Message-----  
> From: Evans, Paul  
> Sent: 17 July 2014 08:53  
> To: Hartlebury, Bex; Seaton, Lizzie; Roper, Jon  
> Subject: Ad Copy  
>  
> Just taken a look at the RS copy and looks good. Couple of comments.  
>  
> 1. For the Reaching new heights title - do we end with a full stop or not? I don't have access to other adverts to check consistency on this.  
>  
> 2. Para 2. Has two 'also'. I think we should lose the first one and kept the second.  
>  
> 3. Throughout all materials, we should say 18 metres and not 18m. Whilst we all know and the industry is aware of this, it effectively is shortening and we should avoid this to be clear and accurate.  
>  
> 3. Para 1. Can we make this a bit more impactful at the start. How about....  
>  
> "Yet again, we have taken PIR insulation to the next level with our latest innovation, Celotex RS5000. Designed specifically as a rainscreen cladding solution, RS5000 is the first PIR insulation suitable for use in these applications above 18m in height."  
>  
>  
> As we discussed yesterday, the tweak to the last part of the final sentence in Para1 should protect us in case PIR has been tested for use in above 18 metres buildings which use a rendered system from the EWI system suppliers (BS8414-1)  
>  
> I'm not totally happy with the use of 'these' but if not we will need to repeat 'rainscreen cladding' which isn't ideal in the same sentence/paragraph.  
>

> Let me know what you think. [redacted] **Privileged**  
[redacted] **Privileged**  
>  
> Thanks  
> Paul  
>  
> Sent from my iPad