

From: Adrian Pargeter <adrian.pargeter@kingspan.com>
Sent: Wednesday, May 6, 2015 4:45 PM
To: Cathy Barlow <cathy.barlow@sgpr.co.uk>
Cc: Reshma Roodurmun <reshma.roodurmun@kingspan.com>; Ivor Meredith <ivor.meredith@kingspan.com>
Subject: RE: NHBC letter
Attach: Euroclass 2nd Issue Jun 03.pdf; Routes to Compliance for High Rise V2.pdf; K15 Technical Bulletin 19-03-14.docx; k15_Routes to compliance AWP.docx

Hi Cathy

We have now put together a brief of our thoughts on a mini campaign to cover the routes to compliance for K15, addressing the fire issues as previously discussed.

We agree with your view below, regarding the approach.

The main focus is on producing the technical bulletin and we have attempted a basic structure and mind dumped our thoughts around what it needs to say (pages 4-6).

Would you mind taking a look at this element with a view to constructing the body in a logical and compelling story, there is still an element of finding the detail on testing we have done, finding testimonials, case studies etc to back up the document, but between us should have all that information.

The format we are thinking of is similar to Euroclass 2nd issue (attached) and I have attached the routes to compliance flow chart which will form the basis of the story, as well as the last document we issued on this issue for info.

Could you let me know rough timing to prepare basic content, we will then need to add times for finishing touches such as renders, case studies type setting etc.

If you have any queries please do not hesitate to ask.

Regards

Adrian Pargeter

Head of Marketing and Product Development

Direct tel: 

Mobile: 

From: Cathy Barlow [mailto:cathy.barlow@sgpr.co.uk]
Sent: 05 May 2015 10:12
To: Adrian Pargeter
Cc: Reshma Roodurmun
Subject: RE: NHBC letter

Ok

This is not as bad as I feared, and I think that the way forward is to send out a communication **in support** of what the NHBC is saying. The letter talks about limited combustibility, not non-combustible, and it reinforces the use of BS 8414, and of a fire engineering approach. Supporting the letter gives us the opportunity to differentiate Kingspan products, highlight the importance of a fire engineering approach and to offer technical

expertise if there is any doubt in people's minds.

I will give some further thought to how we can approach this.

Cathy

Smith Goodfellow PR

Tel: [REDACTED]

Mob: [REDACTED]

From: Adrian Pargeter [<mailto:adrian.pargeter@kingspan.com>]

Sent: 01 May 2015 16:19

To: cathy.barlow@sgpr.co.uk

Cc: Reshma Roodurmun

Subject: NHBC letter

Hi Cathy

Please see attached the NHBC communication regarding combustible insulation above 18 m.

Have a good weekend

Regards

Adrian Pargeter

Head of Marketing and Product Development

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