

## **PRESS RELEASE**

14<sup>th</sup> June 2011

### **KNAUF INSULATION'S ENHANCED POLYFOAM® RANGE**

**Knauf Insulation is launching a new addition to its roofing and flooring applications within its extruded polystyrene insulation - Polyfoam range. The extended portfolio has been developed to meet the needs of tightening thermal Building Regulations, as well as reducing the Global Warming Potential (GWP) of each product, in line with the company's commitment to greener practices.**

The new product, Polyfoam ECO, has been introduced to the Roofboard and Floorboard range, all of which have first-rate thermal performance, as well as being lightweight and easy to handle and install. Manufactured in the UK, it achieves a GWP of less than five and an Ozone Depletion Potential (ODP) of zero. Free from CFCs, HCFCs and any other material with ODP in its manufacture and content, the Polyfoam range is also 100 per cent recyclable.

The rigid board insulation has excellent structural strength and long term effectiveness, whilst being less prone to site damage than other plastic foam insulation boards. The new product is almost 100 per cent closed cell resulting in a strong, and highly moisture resistant, easy to cut and shape board. In addition, the thermal performance is unaffected by site conditions such as wide fluctuations in outside temperatures and repeated freeze thaw cycles, making Polyfoam products the ideal solution for green roof applications.

Maria Morgan Market Manager non residential Knauf Insulation said: "Knauf Insulation is continually researching innovations to enhance the environmental performance of its product range. With sustainability a key market driver for construction projects, the new Polyfoam range offers a cost effective, alternative extruded polystyrene product, with a GWP of less than five and a wide market appeal – for new build and refurbishment in both roofing and floor applications."

Signalling the introduction of the latest product, Knauf Insulation has also devised a Polyfoam Solutions Brochure to help the specification process and have developed a

new packaging concept that clearly defines the enhancements, helping to reposition the Polyfoam range within the marketplace.

For more information on Knauf Insulation's Polyfoam range please visit

[www.knaufinsulation.co.uk](http://www.knaufinsulation.co.uk)

**ENDS**

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