



# A Simple Cost Effective Solution to a Difficult Problem

SOLID WALL INSULATION



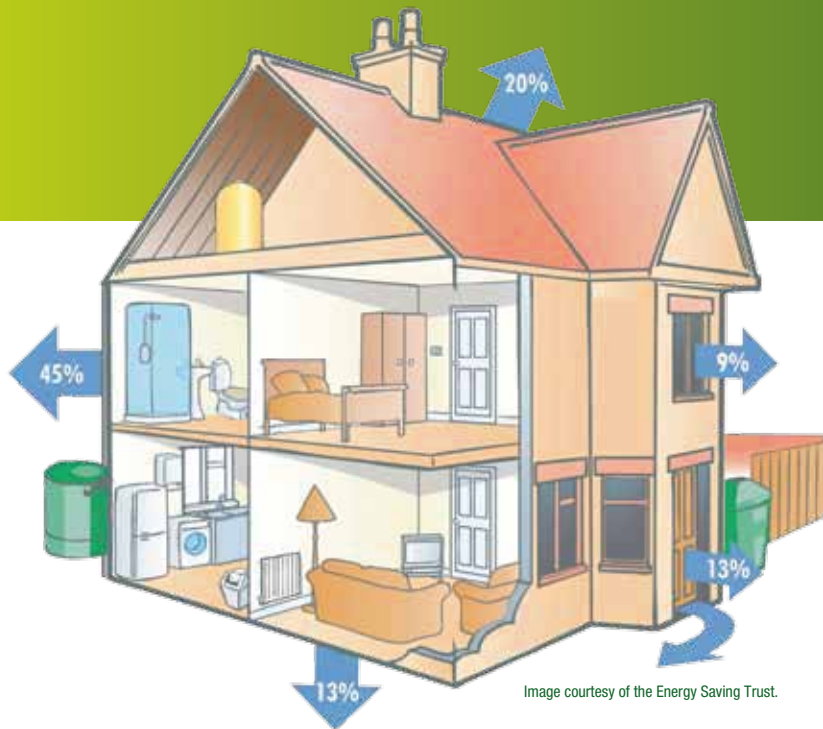
**swipiwi**  
INTERNAL WALL INSULATION

*Keeping the home warm...*

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

# Think Insulation and Feel the Benefits

Insulating your home is the most cost effective way of improving the energy efficiency rating of your home. Not only will it make your home warmer, quieter and more comfortable but it will also make it a more attractive investment for a prospective buyer. As a result of the Government's drive to reduce CO2 emissions, every household in the UK is entitled to subsidised insulation. Some homes may be eligible to receive it FREE.




- Reduced energy bills
- A warmer house in the winter and cooler in the summer
- A quieter house
- A more environmentally friendly house
- A house with an improved energy rating in Home Information Packs
- Cheaper or even FREE insulation provided by subsidised Government or energy supplier schemes

# Saving Money and Energy



## Saving money

Insulating your solid walls is one of the most effective ways of improving the energy efficiency of your home and in view of ever increasing energy bills it has never been more important to do so than now. Installing internal wall insulation is a quick and simple process which could save you around **£380** a year on your energy bills and significantly improve the thermal comfort of your home.\* Financial help may be available if you're planning to make energy saving improvements to your home.

\*Source: [www.energysavingtrust.org.uk](http://www.energysavingtrust.org.uk) (February 2010)

## Reducing CO<sub>2</sub> emissions

Installing internal wall insulation also has the added benefit of reducing the CO<sub>2</sub> emissions associated with your home by approximately two tonnes\* per annum for the lifetime of the property. So as well as helping to conserve precious energy resources the environment also benefits by helping to reduce the effect of global warming.

\*Source: [www.energysavingtrust.org.uk](http://www.energysavingtrust.org.uk) (February 2010)



# THE SOLUTION

## Internal Wall Insulation System

A quick and easy to install system for the thermal upgrade of solid masonry external walls comprised of insulated composite studs and high performance, water repellent glass mineral wool insulation manufactured with ECOSE technology.

### ECOSE Technology

SWIP Insulation mineral wool products with ECOSE® Technology benefit from a bio-based, formaldehyde free binder technology made from rapidly renewable materials instead of petro-based chemicals which is up to 70% less energy intensive than traditional binders. The technology has been developed for Swip Insulation's glass and rock mineral wool products, enhancing their environmental credentials without affecting the thermal, acoustic or fire performance. Insulation products made with ECOSE® Technology contain no added dyes or artificial colours – the colour is completely natural.



with **ECOSE**  
TECHNOLOGY



# Homeowner / DIY / Pro - Installer

## “What are the benefits and opportunities for improving the thermal performance of my solid walls?”

- It's an ideal time to upgrade the walls when re-decorating, renovating or replacing any plumbing or electrical work
- Energy saving, CO2 emissions reducing solution
- Installed cost may be subsidised
- Comfortable internal environment, quickly achieved
- Most cost effective solution to what is seen as a problematic application
- Simple, easy, quick to install proven system using readily available components
- Dry system so little or no mess
- Helping to protect the environment by installing an environmentally friendly insulation product with a high recycled content
- Adaptable solution



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**Planning on re-decorating?**  
This is an ideal time to upgrade your walls



# Housing Association / Local Authority / Landlord / Utilities

**“Why should we improve the thermal performance of solid wall houses in our care?”**

- Cost effective
- Reduce fuel poverty
- Makes property more attractive to prospective tenants
- Beneficial to tenants health
- Improved housing stock reduces condensation
- Improving thermal comfort for tenants
- Environmentally Responsible
- Socially correct thing to do
- Improved energy efficiency is reflected in the Energy Performance Certificate highlighting the benefits for prospective tenants



# Energy Performance Certificates

**Energy Performance Certificates (EPC's) have been introduced to help improve the energy efficiency of buildings.**

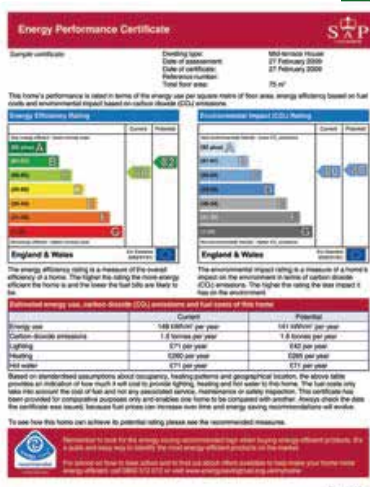
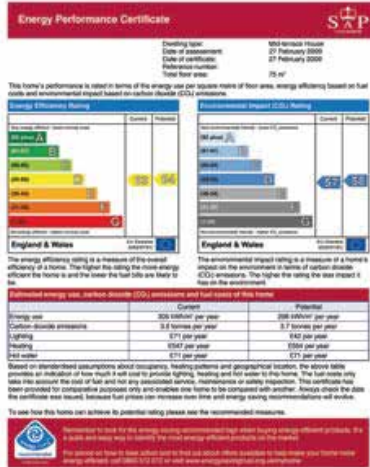
If you are buying or selling a home you now need an EPC by law. From October 2008 EPCs will have been required whenever a building is built, sold or rented out. The certificate provides 'A' to 'G' ratings for the building, with 'A' being the most energy efficient and 'G' being the least, with the average up to now being 'D'.

Energy Performance Certificates can be obtained from members of the Architectural EPC scheme who can be contacted at - [http://www.ciat.org.uk/en/members/specialist\\_registers/energy-assessors.cfm](http://www.ciat.org.uk/en/members/specialist_registers/energy-assessors.cfm)

Accredited energy assessors produce EPCs alongside an associated report which suggests improvements to make a building more energy efficient.

SOURCE: [www.campaigns.direct.gov.uk/epc/](http://www.campaigns.direct.gov.uk/epc/)

**The images to the left show example Energy Performance Certificates of a house before and after solid wall insulation has been installed.**





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**For more information call:**

**0845 402 3585**

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