

BrickShield® the brick slip clad external wall insulation system from Rockwool and Ibstock Brick has achieved recognition in the Construction Product Association's 2010 edition of Construction Products Innovation and Achievement (CPIA) publication under Energy and Carbon saving category.

Every year the CPIA showcases the most innovative products and processes created by the construction products industry during the previous twelve months and BrickShield® is amongst only 20 entries nationwide to be chosen for this year's publication.

BrickShield® offers a new solution to insulating existing buildings in both domestic and commercial markets. Perfectly suitable for Hard-to-Treat solid wall properties and applicable for CESP funds. The combination of attractive brick slip from Ibstock Brick Ltd with a highly durable insulation board from Rockwool gives the appearance of a traditional brick, while improving the U-values of the existing wall to as low as 0.25 W/m<sup>2</sup> or better and eliminating cold bridging.

Commenting on the achievement, Andrew Champ, Business Development Director from Rockwool said: "We are very pleased to have been chosen for CPIA publication this year and very proud that our insulation systems provide effective solutions to reducing energy costs and

carbon dioxide emissions from the building.”

Another Rockwool product RockPrime Blown Loft Insulation has been noted on the CPIA website ([www.constructionproducts.org.uk/publications](http://www.constructionproducts.org.uk/publications)) for its innovative concept of blowing rather than rolling loft insulation. It is installed using a machine which pumps the material into the loft area. This allows even coverage of the product which significantly minimises thermal bridging compared to the traditional roll insulation. RockPrime is extremely fast to install and can be applied to hard to treat or difficult to reach lofts in both old and new houses.