



Web Dynamics, manufacturers of the TLX range of multi-foil insulation, has appointed two regional specification managers to deliver a better understanding of how multi-foils can help improve the thermal performance of the UK's housing stock.

Anna Williamson and Dare Oduye have been appointed to create greater awareness and understanding, at a project's design stage, of the applications and benefits multi-foil insulation can deliver.

Working with architects, specifiers, contractors, procurement managers, LABC and conservation and heritage officers, Anna and Dare will deliver technical and CPD presentations across the UK. The presentations will focus upon issues with current housing stock, changes to Part L and ways of improving insulation to achieve better U-values and air tightness without condensation risk. They will also highlight the points of difference and applications for Web Dynamics' product portfolio.

Anna Williamson (35) is a qualified architectural technologist with ten years on-site knowledge and experience as a private developer. Anna has a remit to work across the north of England.

Commenting on her appointment Anna said: "This is a fantastic opportunity. I have been passionate about the renovation and refurbishment of older properties for many years and there is a definite need for more understanding of multi-foils and their place in new and existing build upgrades.

"Web Dynamics is a company with integrity in the multi-foil marketplace – they are innovative and inspiring. They develop products that complement the needs of today's builds and improve the fabric of our hard to treat dwellings in the UK."

Dare Oduye, 24, regional specification manager for the south of England has a background in architecture and architectural engineering and a holistic appreciation of sustainable building

design principles, having been involved in a range of high profile projects. Prior to joining Web Dynamics, Dare also spent two years working as a technical advisor for a major manufacturer of PIR rigid board insulation, responsible for liaising with consultants, technical designers and architects on specific applications of the product range.

Dare said: "Having already delivered a number of CPD presentations for Web Dynamics it is clear that our audience is very excited about the benefits of using TLX multi-foils to improve the energy performance of new and existing buildings. They are in search of innovative ways to achieve an energy efficient building fabric compliant with the increasing demands of Part L without losing valuable living space and multi-foil insulation can do just that."

Commenting on the new appointments, Mark Seddon, sales director of Web Dynamics said: "These appointments are designed to offer the market a route to a better understanding to how multi-foils are best used and will enable specifiers and architects to ask very specific questions about particular projects and applications. We have already received some excellent feedback and hope that others will recognise the benefit this additional tier of information sharing provides."

Manufactured in the UK the TLX range of multi-foil insulation has achieved LABC Registered System status, is fast and simple to install and Web Dynamics' technical team will provide advice on which insulation construction to use. The company is happy to provide U-value and condensation risk calculations and answer queries concerning specification or installation of any of the TLX range.

For further information about Web Dynamics' CPD programme or a technical presentation please call 01204 674730 or visit www.webdynamics.co.uk .