

Living with Style

NEWSLETTER Autumn 2009

News in Brief



Welcome to the Autumn 2009 edition of our Freefoam newsletter.

Read in our story opposite about the good potential for roofline if it's actively sold.

Also, on the Front Page, read how Tony Walsh's illustrious career has placed him among the most influential players in the industry

Inside, read about market research confirming the importance of colour to the roofline market.

Our Edenex range of products continues to grow and develop. Read why Lodge Solutions are choosing to stock the range.

Freefoam's innovative team are delighted to announce the launch of a new "Tudor" profile into the family.

Sales of our Freeflow rainwater system continues to flourish, as National Plastics stocks its Exeter branch with the range.

Our Fortex range, with the help of Stellar Statics is destined for the export market.

Read about the appointment of our new Technical Operations Manager on the back page.

Good Potential for Roofline...but Active Selling Required.

"Whether we're seeing a fragile recovery and possible relapse, or the steady build of a sustainable recovery matters less to roofline, which is held back by a lack of marketing and active selling," says Aidan Harte, Managing Director of Freefoam Plastics. "Roofline has to compete with other improvements for its share of the homeowner's share of mind and share of spend. Homeowners are not spending what they were but they are still spending considerable sums in improving their homes.

"Roofline has to sell itself – a more difficult job than some improvements because it is out of sight above their heads and out of mind. So roofline installers have to be more active in the market and more persuasive in their selling. But there is more potential than many improvements because most homes still need roofline replacement and upgrade. The consequences of neglect are very expensive and when an installer does explain the consequences, and the solution, homeowners agree to replacement. As President Clinton might have said, it's the selling, stupid."



Aidan Harte, Managing Director

Tony Walsh makes Top 30 most Influential List.

Tony Walsh, Chairman of Freefoam, established the company in 1990 and has been instrumental in the continuous growth and innovation within the company. His contribution to Freefoam and the industry has once again been recognised as one of the industry's Top 30 Most influential people (Window Industries magazine, Sept 2009).

Coming in at number 18 highlights how Tony has driven Freefoam's growth by innovation, transforming the roofline industry in the process. First into lead free calcium organic; first to alert the industry into rising and harmful UV levels and first to increase the level of TiO2 to protect products against its effects; first rainwater producer to launch a co-extruded gutter; and first to offer a 20 year transferable product guarantee on both roofline and rainwater. Using its own Colour-on-demand technology it is also first to make colour cost effectively from a master-batch process so it can offer a wide range of colours from stock.

Under Tony's leadership, Freefoam has become one of the leaders in the roofline market. Freefoam is probably the least affected of the majors by the recession and continues to expand share in the UK, Ireland and Mainland Europe.



Tony Walsh, Chairman



Roofline market demands Colour

Freefoam Plastics, the market leader in roofline colour choice and technology, has reported that sales of its coloured roofline products continue to increase significantly in all geographic markets including the UK, Ireland and mainland Europe. This growth reflects the fact that 76% of the market now believes offering a colour range is important.

The August 2009 Freefoam Roofline Quarterly Trends Report, researched and published on behalf of Freefoam by Rigby Research, contains the most recent data outlined above. As the market becomes increasingly competitive it is important to stand out from the crowd and Freefoam has achieved this through continuous innovation. Freefoam is one of the few manufacturers to offer ten colours as standard: white, black, leather brown, wine red, rustic green, regal blue, pale gold, sable, storm grey and dark grey. In addition, all colours are eligible for Freefoam's 20-Year extended guarantee.

Aidan Harte, Managing Director, comments: "Freefoam invested heavily in



Freefoam Colour Range

research and development to develop state-of-the-art colour technology for its roofline production facilities. This investment has now paid dividends enabling Freefoam to offer a market leading range of colours and a colour matching service for special projects.

As more and more homeowners and developers want to differentiate their properties every day, installing coloured roofline products is a convenient, attractive and relatively inexpensive way to achieve that."

Edenex® decking chosen by Lodge Solutions

Lodge Solutions has chosen to stock Edenex decking for installation in a range of luxury holiday park projects throughout the UK and Ireland. Edenex is an innovative, wood plastic composite decking system with a range of very attractive features and benefits. It combines the natural, warm beauty of wood with the durability and low maintenance qualities of PVC.

Other significant benefits include its high strength, slip resistant surface and ease of installation. Edenex decking comes in a range of three beautiful colours: Chocolate Brown, Pebble Black and Slate Grey. The decking system includes planks, support beams and specially designed non-corrosive clips. Edenex decking also comes with a 25-year warranty. Further information is available at www.edenex.net.

Lodge Solutions is based in Preston and



Edenex Decking

has been installing decks and related projects for many years throughout the UK and Ireland. Bill Black, Director, Lodge Solutions, comments: "We decided to stock Edenex having reviewed all the low maintenance composite decking products on the market. The great thing about Edenex

is that it has the natural look and feel of wood, but it is also low maintenance and durable. Those benefits in particular make it a very attractive proposition for the owners of both residential and holiday homes. The fact that it is also easy to install really is the icing on the cake from our perspective."



Freefoam launches new Tudor board

Freefoam Plastics, the market leader in environmentally friendly UV protected roofline and rainwater products, has launched a new PVC-UE Tudor board. This new product, due to its low maintenance properties, is a practical replacement for old timber boards and may also be used to add a unique style to homes.

The Tudor board is 150mm wide and comes in a range of very attractive finishes including black ash, mahogany, rosewood and light oak. A full range of matching trims is available. Last, but not least, the Tudor board range has a 10 year guarantee.

Aidan Harte, Managing Director, comments: "Freefoam believes in continually investing in innovation and is keen to keep developing new products to offer our customers more choice. The Tudor board range gives stockists, installers and ultimately



New Tudor Board range from Freefoam

homeowners a broad choice of different finishes to all home types and diverse tastes. A 10 year guarantee is available on these products making the range a very

attractive proposition. Freefoam plans to introduce more innovations in the near future to help stockists compete in a difficult trading environment."

National Plastics stocks new Exeter branch with Freefoam's Freeflow® Rainwater systems

National Plastics, a leading stockist of roofline products with branches located throughout the UK, has decided to stock its new branch in Exeter with Freeflow® rainwater systems. Freefoam, the market leader in environmentally friendly and UV protected roofline and rainwater products, manufactures the Freeflow® range of high quality rainwater systems.

The Freeflow rainwater system is available in square line, half round, ogee and deep styles. Each system is co-extruded with a white interior and a range of exterior colours – Freefoam's innovative solution to the problems associated with rapid heat absorption and expansion of gutters. The system is manufactured using a combination of recycled and virgin materials to optimise product performance and minimise environmental impact. It has been designed to ensure both



Freeflow coextruded half round gutter.

reliable, leak-free performance and quick installation. In addition, Freeflow products come in a range of standard colours including white, black and brown, while other colours are available on special order.

Geoff Foster, Group Divisional Director, National Plastics, comments: "prior to making our decision we looked carefully at all the rainwater systems on the market. Ultimately the quality, innovation and

user friendly features of the Freeflow system made the decision easy. The quality is excellent, the benefits of the co-extruded feature are a great selling point and the 20 year extended guarantee is the icing on the cake. The excellent customer service relationship we have built up with Freefoam was also a significant contributing factor in our decision-making. We're confident we made the right decision and look forward to a long and prosperous relationship with Freefoam."

Stellar Statics targets export market with Freefoam's Fortex® Triple Plank Cladding

Stellar Statics, a leading mobile home manufacturer based in Hull, has selected Freefoam's Fortex® range of triple plank cladding to clad its static homes for the export market. Freefoam, the market leader in environmentally friendly and UV protected roofline and rainwater products, manufactures the Fortex range of high quality PVC-UE systems.

The Fortex® range includes cladding systems available in single, double and triple plank format. Each format has an attractive embossed woodgrain effect and comes in a range of standard and bespoke colours. The double and triple plank products make installation even easier and quicker than normal.

In addition, the Fortex® range requires little maintenance once installed which is a major benefit for the owners of mobile and standard residential homes.

David Goodfellow, Managing Director, Stellar Statics, comments: "our decision to go with Freefoam's Fortex® range of embossed triple plank cladding has worked out really well for us. The quality, quick installation and low maintenance features of the product were critical factors in our decision-making. In addition, Freefoam manufactured the product in custom designed sand and stone colours which was important for us in targeting



Fortex triple plank cladding

specific export markets. Finally, the excellent customer service we received from Freefoam was also a significant contributing factor in our decision-making. We're confident we made the right decision and look forward to a long and prosperous relationship with Freefoam."

Freefoam appoints Technical Operations Manager for state-of-the-art plants

Freefoam Plastics, the market leader in environmentally friendly and UV protected roofline and rainwater products, has appointed Geoff Barnett as Technical Operations Manager for its UK operations. Geoff joins Freefoam from Chemix and has over 30 years of technical and operational experience in the PVC industry having previously worked at Brett Martin, Polypipe and Premier Profiles. In addition, Geoff is a member of the organising committee for the Institute of Materials, Minerals and Mining's (IOM3) international PVC conferences.

Geoff will be responsible for managing and leading the production and technical activities at Freefoam's manufacturing plant in Northampton. In addition, he will take responsibility for mixing operations at Freefoam's recently acquired facility in Stockport, Cheshire.

"I am delighted to be joining an industry leading company with a well earned reputation for innovation, technical expertise and high quality products", comments Geoff. "Both the manufacturing facility in Northampton and the mixing facility in Stockport are truly state-of-the-art. The new mixing plant provides Freefoam with access to high quality and cost effective raw materials for current and future needs. In addition, the technology and knowledge acquired by Chemix over the years in co-operation with Freefoam will be consolidated in Freefoam's operations and will enhance our capability to develop the next generation of PVC raw materials. I'm really looking forward to the challenge of managing the operations as the Company continues to grow and helping Freefoam achieve its aim to be the No. 1 manufacturer of roofline products in Europe."



Geoff Barnett

