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PVC credentials

ZERO maintenance

100% recyclable

60+ years life cycle

A+ Green Guide Rating

85% waste recycled

25% Carbon Saving



The case for Responsible & Sustainable PVC Building Products...

PVC building products have long been highly rated for their low maintenance, long life performance and value for money.

The range, flexibility and easy handling of the product have made it a key solution for many building projects.

Now, with the industry taking huge strides to reduce more waste and post consumer PVC-U, the Building Research Establishment (BRE) has confirmed its status as a viable alternative to more traditional options with its acknowledgement of the life service credentials of PVC and the awarding of an A+ rating for PVC cladding systems in its latest Green Guide to specification. Energy efficient, low maintenance and fully recyclable, the guide recognises the environmental credentials of PVC.

It is essential that today's products are fit for the challenges of tomorrow.

In the rush to meet the environmental needs, we must create products that will continue to protect and enhance our buildings for the future.

We ignore 'warming' at our peril, the word Global makes us believe it will happen some where far away. Our summers are becoming warmer; there may also be more intense downpours of summer rainfall. Heavier winter precipitation is expected to become more frequent. During the extreme heat wave of 2003, the average summer temperatures were 2°C higher than normal in the UK, such hot summers could happen every other year by the 2040s.*



That will effect the products you select and install today.

Freefoam PVC Building Products are manufactured with that in mind. We balance the need to observe our environmental responsibilities with the need to maintain the high performance of our products by ensuring that all the recycled material used is from a trusted source and only contains material that is REACH compliant.

This enables Freefoam to offer all of its customers products that are of a consistent high quality, in a choice of colours that will not fade, all backed by Industry leading guarantees that provide homeowners, landlords and tenants with the peace of mind that they've made the right choice for both performance and sustainability.

With Freefoam PVC Building Products protecting our environment doesn't compromise performance.

THE NEED TO RECYCLE IS UNDENIABLE AND IT IS IMPERATIVE WE DO IT RESPONSIBLY

... the sustainable low cost solution

Freefoam and the Environment

Freefoam achieved ISO14001 Environment Management Certification in 2009 and is committed to continuous improvement in its environmental performance in all aspects of its operations.

Our production plant in Northampton uses the latest state of the art machinery.



Raw materials

Freefoam uses its own mixing plant allowing us to control the production of raw materials. These high quality materials ensure we generate a consistent product with very low levels of waste.

Electricity

Freefoam use electricity to produce all heat during manufacturing and over the last 3 years have seen a 8% drop in kw hours per tonne of production

Water

Freefoam makes a major contribution towards reducing water usage. We operate a 'closed loop' system where waste water is collected, filtered, treated and reused repeatedly. Furthermore cooling takes place in open drains allowing water temperature to be reduced naturally.

Landfill

Freefoam has reduced production waste by 50% over the last 4 years. All production scrap, misshapen and damaged boards are recycled on site and put back into production. General waste such as packaging is also recycled using specialist waste contractors.

Vehicles

Freefoam contracts out distribution using established transport routes to ensure CO2 emissions are kept to a minimum. Our contractor runs highly efficient Euro5 compliant vehicles fitted with air suspension to reduce noise pollution.

Freefoam and Recycling

Freefoam's PVC products contain an average recycled content of 9%. However some products are produced with 85% recycled content such as our co-extruded rainwater system.

This recycled material is post production waste captured during and after the production process. Freefoam currently recycles 85% of PVC waste and are targeted to increase this to 98%

We do not include material from other recycled streams to ensure the integrity of the promises we make about performance in our guarantees.

Some manufacturers of PVC-UE foam products take the view that as long as recyclate is contained within the product, but not in the surface skin, then it doesn't matter. While that may be technically correct for now, Freefoam isn't prepared to compromise on this environmental matter.

When we say,

100% lead free, we mean a complete lead free product... not just a lead free skin!

We call this recycling responsibly.

Freefoam runs a very efficient plant using modern state of the art equipment combined with the very best performing raw materials. This enables us to keep our scrap rate below 10%, resulting in less energy being expended in the production of the finished product.



Any manufacturer claiming to have an average recycled content greater than 10% is basically admitting to unacceptable inefficiencies in their production processes.

Freefoam Guarantees

- 20 year extended guarantee on all white roofline products*
- 10 year guarantee on all Colormax™ coloured roofline products
- 10 year guarantee on all woodgrain foiled products
- 10 year guarantee on embossed cladding range

*When installed in accordance with the terms and conditions

Details are available on line at www.freefoam.com or via our Marketing Department on 01604 683864

PVC Lifetime savings that add up...

The Green Guide (2008), which underpins the materials section of the code for Sustainable Homes, confirms the strong contribution that PVC building products make towards sustainable construction.

The costs of installing PVC and timber roofline are more or less the same. However, during its lifetime timber needs to be regularly repainted every 5 years according to the BRE's Green Guide, and that costs money.

PVC products can save £2,500 in maintenance costs compared to timber alternatives when fitted to an average family home based on a lifetime of 35 years (ref BRE).

This saving could be used to fund other home improvements that can deliver more direct savings such as loft insulation.

Evidence from surveys suggest that the savings could be greater as the real service life of PVC could be 60 years plus.

The facts are . . .

- That timber alternatives will need maintenance every five years to stay in good condition (BRE Green Guide).
- Because the BRE expects PVC products to last 35 years that's the period maintenance costs are calculated over.
- This mean that over a 35 year lifetime 6 maintenance cycles will be required.
- CO₂ savings and cash savings for tenants are calculated over 60 years because this is how long the BRE expect a house to last as well as being the life expectancy of loft insulation.

The savings for loft insulation are taken from www.energysavingtrust.org.uk

