

# Now is the time for insulation



*Eco-Insulation is a loose-fill cellulose insulation material that provides 100% coverage in roof space to limit internal temperature fluctuations.*

**T**he recent agreement by Nersa (the National Electricity Regulator of South Africa) to an Eskom tariff increase of an average 25% per year over the next three years makes the cost benefit of energy saving even clearer for specifiers and building owners.

In addition, the move towards green building design, construction methods and building materials has made every designer and developer with an enquiring mind think twice about using tired materials of the past that consume large amounts of energy and use environmentally unsustainable chemical components in their manufacture.

The integration of passive energy-efficiency measures in new building

projects and retrofits in established buildings is a clear starting point for developers thinking of sustainability at the start of the climate control planning and design process.

Eco-Insulation is focusing its efforts on providing a solution to South African property owners who are concerned about runaway electricity tariff increases. The company's managing director, Cecil Homan, explains that many of his clients have experienced temperature differences of as much as 10°C below previous ambient measures after installing Eco-Insulation. "This is one small, fairly inexpensive, passive measure", he says, "but the impact is immediate and substantial.

"We urge all designers and developers to

consider the merits of using pumped-in cellulose loose-fill insulation. This product offers benefits that few other insulation products can match. First, it is very easily and quickly installed on site. It is not intended as a DIY application but is supplied as a turnkey service handled by professionally trained and specially equipped subcontractors. Second, the spread of product is highly effective, giving 100% coverage even in inaccessible areas of the roof. Efficiency goes hand-in-hand with the sustainability credentials of the product."

Having started out as a small enterprise, Eco-Insulation earned the South African Energy Efficiency Association's Company of the Year Award in 2008. Since then it has grown to establish 16 branches nationwide and in Namibia.

Eco-Insulation is SABS approved; it is fire-rated and is geared up to meet the demands of the new Building Codes, like SANS 204, in 2010.

**Eco-Insulation**  
T +27 (0)21 555 3776

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