

Small enterprise pips giant companies

Hearing of the giant strides made by sizeable companies and global corporations in the field of energy efficiency and sustainable use of the planet's resources has become relatively commonplace in corporate circles. Resultantly, it came as a surprise to hear that a small business enterprise in Cape Town, Eco-Insulation, was awarded the Southern African Association for Energy Efficiency's Excellence Award in 2008.

The recipient company accepts old newspapers from recyclers and converts these via a low-energy milling process into dry pulp, resembling cotton wool. Once treated with an environment-friendly fire retardant, this material can be safely pumped into the roof above the ceiling. Once inside the roof, it mats together to provide a thick layer of stable insulation 75 – 140 mm deep which acts as a barrier to the entry of heat in summer and to the exit of heat from the building during winter. The product carries the SA Bureau of Standards approval under code I 381-6, and has been officially fire-rated B/B1/2.

The company's founder Cecil Homan is passionate about the future of Eco-Insulation, which has previously earned him a Western Cape Productivity Award in 2006. He comments "The recycling of paper waste into insulating material provides a lower embedded energy solution than recycling it back into printing material."

According to the Award citation, Eco-Insulation has not only established a high-performing cellulose-based insulation product, but has also expanded to an agency network of over 12 trained-installer sub-contracting businesses around Southern Africa in just 3 years. Added to this, the company achieved SABS compliances in record time. "Eco-Insulation has made the business of energy efficiency highly accessible to persons who have the drive to start their own installer operations, and particularly accessible to homeowners, contractors and developers who want a turnkey service for installing thermal and acoustic insulation on site,"



Pictured to the right is Cecil Homan with Eco-Insulation's most recent accolade: the Southern African Association for Energy Efficiency's Excellence Award 2008. Cecil holds a specialised pumping device that delivers product seamlessly into the roofspace above ceilings or into wall cavities.

explains Homan. Upstream, Eco-Insulation has stimulated recycling because it is made from recycled newsprint arising from various waste streams.

The business continues to expand and seeks entrepreneurs who share its passion for promoting energy efficiency in South Africa and are willing to invest in becoming accredited agents in various regions of the country.

Eco-Insulation

Tel 021 555 3766 Fax: 021 555 3776

E-mail: eco-insulation@telkomsa.net