



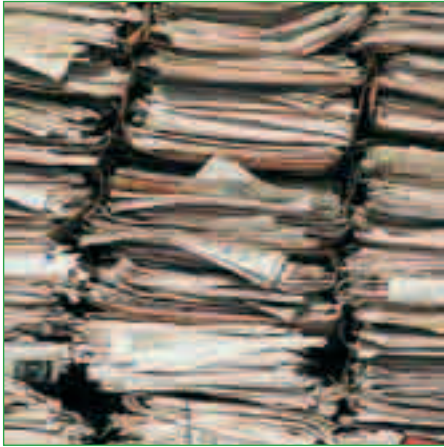
# ENVIRONMENTALLY FRIENDLY LOFT INSULATION

- 100% recycled newspaper
- Superior thermal performance
- Easy DIY installation
- Completely safe

**EXCEL**  
Fibre Technology

# “WHY IS **WARMCEL** 100 BETTER FOR THE ENVIRONMENT?”





- **100% Recycled Paper**

Warmcel cellulose fibres are extracted from 100% recycled newspapers putting to good use paper that otherwise could find its way to landfill sites.

- **Low Embodied Energy Costs**

Warmcel has extremely low embodied energy costs requiring far less energy to produce than other mainstream insulation materials resulting in reduced CO<sub>2</sub> emissions.

- **Safe and Healthy**

Warmcel has zero ODP (Ozone Depletion Potential), contains no added formaldehyde, is free from CFCs and VOCs (Volatile Organic Compounds) and other toxic substances.

- **Exceeds Green Guide Rating**

Under the BRE's Environmental Assessment Method (BREEAM) Warmcel exceeded the current best 'A' rating value.

- **Reduces CO<sub>2</sub> Emissions**

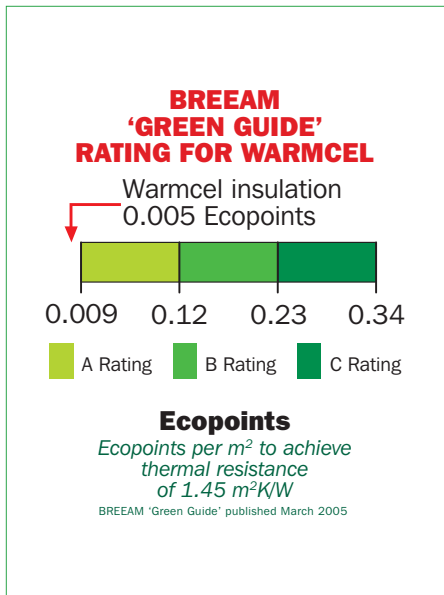
Warmcel insulation plays a major part in reducing CO<sub>2</sub> emissions by reducing heating demand.

- **Re-Recyclable**

Warmcel can be reclaimed from a building at the end of the property's life cycle and can be recycled at the Excel manufacturing plant.

- **Environmentally Friendly**

Warmcel, when necessary, can be disposed of safely without creating toxic waste or biodegradability problems.



**“WHY IS  
WARMCEL 100  
BETTER FOR YOU  
AND YOUR HOME?”**



- **Easy to Handle**

Easy to handle 8kg bags for ease of carrying and lifting.

- **No Specialist Equipment**

No special clothing or tools required, although crawling boards should be used at all times when working in lofts.

- **Easy to Install**

No need to remove existing insulation, simply install Warmcel on top.

- **Excellent Insulation Performance**

Warmcel provides a complete seal preventing heat loss through gaps and cracks and achieves a thermal conductivity value (k) of 0.040 W/mK in lofts.

- **Fire Resistant**

Warmcel is extremely resistant to fire through the addition of simple inorganic salts and meets the Fire Performance Requirements of BS5803 Part 4:1985.

- **Insect and Vermin Resistant**

Warmcel is unattractive to vermin and insects and resistant to fungal attack and dry rot.

**“WHY IS WARMCEL 100  
THE BEST AVAILABLE?”**



- **25 Years of Experience**

Developed through extensive research and development, Warmcel has been manufactured in the UK by Excel Industries for over 25 years.

- **Quality Assured**

Excel Industries is registered by BBA Quality Assurance as a firm of assessed capability to manufacture cellulose fibre thermal insulation in accordance with BS EN ISO 9001:2000.

- **Over 1 Million Homes Insulated**

Installed in over 1 million homes through the UK, Warmcel has established its credentials with national housebuilders, architects and local authorities.

- **Manufactured to the Highest Standards**

Warmcel conforms to the requirements of BS5803:1985 Part 3 “Thermal Insulation for Use in Pitched Roof Spaces in Dwellings”.

- **Advice and Assistance**

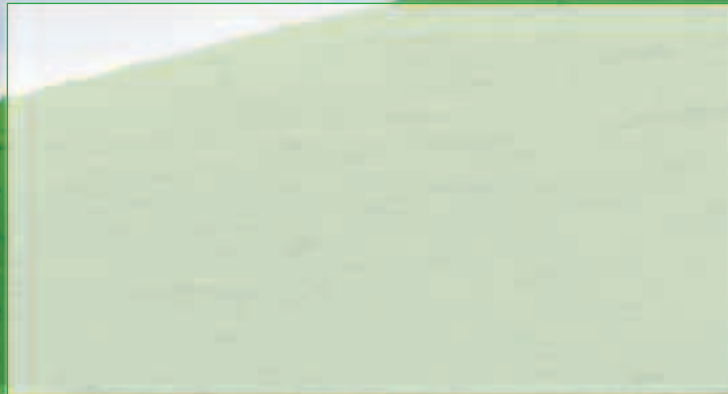
Friendly and helpful advice always available for all product and installation questions direct from your distributor or from Excel Industries.





# THE GREEN INSULATION

Your local distributor is...



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Fibre Technology

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