

**Vacuum Insulation Panel Association
Communications & Public Relations Working Group Conference Call
Monday 24 November, 15:00 to 16:00 CET**

Participants:

Michel Chavois, Rexor
Maja Tomazin, Knauf Insulation
Raquel Ponte Costa, VIPA Secretariat

Apologies:

Insook Yoo, va-Q-Tec
John Garbutt, Kingspan
Vladimir Pogak, Turna
Oved Shapira, Hanita Coatings
Hark-Oluf Asbahr, Evonik Industries

Minutes

1. Welcome

1.1 Governance rules

Raquel Ponte Costa welcomed all participants to the conference call and reminded them of the governance rules that apply to the meeting.

1.2 Approval of the agenda

The agenda was approved with no changes.

1.3 Approval minutes previous conference call 5 November and review of action items

The minutes were approved with no changes. Raquel Ponte Costa reported all actions were completed and would be covered during the conference call.

2. VIPA International Logo

2.1 Final version prepared by IT company: page 28 of the pdf – download here
https://www.dropbox.com/s/aj1l2zk7qij49xl/Vipa_book_nov_2014_2nd.pdf?dl=0

Members mentioned they had a preference for this version because the name of the association is on top:



Raquel Ponte Costa explained this will be the recommendation of the WG to the Board of VIPA International. The next meeting is on Thursday 4 December in Brussels. Members suggested cleaning the document a little bit so it's clear to see which options are up for decision. Members also discussed that some variations of the final logo could be used depending on the situation. In any case, VIPA should create clear guidance explaining how the logo is to be used.

Action:

- Raquel Ponte Costa to ask the designer to clean the document, delete old options and include only the last options that are up for decision by the Board.

- Once the final logo is approved, Raquel Ponte Costa to draft a guidance document explaining how the logo should be used.

3. VIPA International website: <http://graphic2k.a2k.it/vipa/index.html>

3.1 Review content for website

Raquel Ponte Costa asked members for feedback on the draft content she prepared with a general overview about the panels and the different applications. Raquel Ponte Costa explained that if we want to release the website in December then we need to make progress on this fairly quickly. The important is to ensure that the information included is impartial and accurate. The content can be improved afterwards and other sections can be added in the near future.

Members were satisfied with the content prepared so far. They suggested adding more details about the core materials including which core materials are more appropriate for each application. In terms of next steps, Raquel suggested circulating the document for comments. In the meantime she will add this information to the website so it can be reviewed during 4th December meeting.

Actions:

- All members to review the text and send comments in track changes to the secretariat before 3 December.
- All members to send photos and visuals to be added to the homepage and other pages as well before 3 December.

4. VIPA International Case Study

4.1 Review and approval first draft case study provided by Kingspan.

Raquel Ponte Costa reported she only found case studies on Kingspan's website. She explained she used most of the information included in the original document. In terms of next steps, Raquel mentioned she will create a basic template for case studies and transfer this text to the template. Members approved the case study presented but suggested asking Kingspan if they have more technical information that could be added to it and more photos.

Michel Chavois mentioned that Rexor will be able to provide a case study next week. They are just missing a couple of approvals. Raquel Ponte Costa mentioned it would be good to rotate a bit to avoid having case studies from the same company.

Action:

- Raquel Ponte Costa to ask Kingspan for photos and more details about the case study, e.g. results achieved.
- Raquel Ponte Costa to create a basic template for case studies and to upload this case study on the website.
- Raquel Ponte Costa to ask other members if they have case studies.

5. AoB & date of next conference call

Members agreed to decide via email the date of the next conference call. It should take place in January 2015.

No other item was discussed. The conference call finished at 15:40.