

**Vacuum Insulation Panel Association
Communications & Public Relations Working Group Conference Call
Wednesday 5 November, 15:00 to 16:30 CET**

Participants:

Vladimir Pogak, Turna
Michel Chavois, Rexor
John Garbutt, Kingspan
Maja Tomazin, Knauf Insulation
Raquel Ponte Costa, VIPA Secretariat

Apologies:

Insook Yoo, va-Q-Tec
Uros Cotelj, Knauf Insulation
Oved Shapira, Hanita Coatings
Hark-Oluf Asbahr, Evonik Industries
Francesco Gattiglio, VIPA Secretariat

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.

2. VIPA International logo

Raquel Ponte Costa presented the document prepared by the IT company with the concept of the logo. Members discussed the draft logo and mentioned some comments about the concept chosen by the IT company. One participant felt the logo looks more like a box and is not too representative of all the applications of VIPs. Participants agreed with the comment but highlighted that it is difficult to explain VIP in one single image. Following discussion, members decided to go ahead with it given lack of time and funds. The draft logo suits the purpose and it is appropriate to the scope of the association. The logo can also be revamped in a few years' time in case members are not satisfied with it.

To make it easier to understand what is the association about, members decided to add to the logo the full name of the association: Vacuum Insulation Panel Association. The tagline 'creating space and saving energy' is too general and could be applied to other products so by adding the name of the association it will be easier to understand what the logo represents.

Regarding the colors, Raquel Ponte Costa explained that the metalized color is only visible on high quality printed materials. For websites and digital the designer advised not to have metalized colors. Participants agreed with the green which gives an idea of sustainability and eco-friendly product. Most companies use blue and red so it is good to have a different color, one participant highlighted.

Action:

VIPA Secretariat to liaise with the IT company and ask them to add the full name of the association to the logo.

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

3.1 Website structure

Members reviewed the website and agreed on the following changes:

- reduce the size of the banner with the rotating photos

- reduce the size of the homepage blocks
- Under about window film, add information specific to consumers and users
- Rename the section publications as case studies
- Add section with info on how to become a member

With regards to the sections about the applications of VIPs, members discussed it would be good to include specific information for the installers of the product, the manufacturers and the consumers. The installers for instance would be more interested in best practices and things to take into account while installing and using VIPs while the consumers would be keener on knowing the performance of the product and where/how it can be used.

3.2 Content for website

In terms of content, participants agreed to share their materials with the secretariat so the secretariat can start drafting the content.

Actions:

- All members to send information to the secretariat that could be used in the sections:
 - Vacuum Insulation Panels (one page): text explaining what is the product
 - VIP Applications (one page): text explaining what are the main applications
 - Buildings (one page): text
 - Transport (one page): text
 - Appliances (one page): text
- VIPA secretariat to draft the text for each page and to share with the WG for review and approval.

4. VIPA International Case Study

4.1 Content and structure

Raquel Ponte Costa reminded participants that before the end of the year, the WG should deliver two case studies. These will provide useful content for the website. One participant asked the case studies to represent the different applications of VIPs. Raquel Ponte Costa explained the case studies should vary as much as possible with regards to VIP application covered, company that provided the case study, country where the case study comes from, etc.

4.2 Example: <http://www.buildup.eu/cases/38257>

Raquel Ponte Costa shared with members examples of case studies like for instance this one: <http://www.buildup.eu/cases/38257>. It is a very complete case study which could be applied by VIPA as reference template. Participants agreed it is a good example but for some companies it will be difficult to gather all the information.

Participants suggested the secretariat to go on the websites of the company members and to see what is possible to do with the information available.

Action:

VIPA secretariat to check which case studies are available on the websites of the member companies and put together a case study for discussion at the next conference call of the WG.

5. AoB & date of next conference call

The next conference call was scheduled for 24 November at 15:00 CET.

No other items were discussed. The call finished at 16:00.