

**Vacuum Insulation Panel Association
Communications Working Group Conference Call
Tuesday 9 September, 16:00 to 17:00 CET**

Participants:

John Garbutt, Kingspan
Michel Chauvois, Rexor
Pascal Rousset, Rexor
Raquel Ponte Costa, Kellen Europe

Apologies:

Oved Shapira, Hanita Coatings
Vladimir Pogač, Turna
In-Sook Yoo, VA-Q-Tec
Malcolm Rochefort, Kingspan

1. Welcome and approval of the agenda

Raquel Ponte Costa welcomed all participants to the conference call. The agenda was approved with no changes.

2. VIPA corporate identity

Raquel Ponte Costa went through the meeting presentation (see attachment) and reminded participants of the decisions taken during the last VIPA meeting in April in Brussels, like the name and the acronym of the association.

Participants in the meeting discussed the three options for mission statement and suggested emphasizing the advocacy and standardization efforts that the association plans to undertake in order to develop the market for the panels. One participant highlighted that the word promotion is more appropriate for companies and products while associations tend to do more awareness raising rather than pure promotional activities.

Action:

Raquel Ponte Costa to work on the mission statement: add some wording on lobbying and standardization and replace the word promotion by an alternative like raising awareness.

Members discussed the objectives and agreed with the text proposed:

- Define and advocate the common interests, policies and positions of the global vacuum insulation panel industry;
- Engage in dialogue with national, European and international decision makers and other stakeholders in order to advance the understanding of industry-related issues, and to contribute to effective policy and legislative discussions at all levels;
- Act as a portal for expert knowledge on vacuum insulation panel industry-related facts and figures;
- Communicate the role and importance of the industry, using reliable data and information;
- Give input to appropriate bodies to encourage the adoption of industry-accepted standards in the local and regional rules and regulations which are or will be published;
- Neutral representation of vacuum insulation panel technologies;
- Provide a forum of discussion for issues of industry concern.

Regarding the tagline members were in agreement that these two below options are very general and can be applied to any insulating technology:

- Energy Efficiency means avoiding wasting energy
- The best way to create energy is not to waste energy

Participants showed preference for these two options but suggested making them shorter and catchier:

- Ultra-thin insulation that creates space and energy
- Ultra-thin and high efficient insulation allowing further space and energy

One participant highlighted that the strong points of the panels are: very thin, high thermal performance solution for existing space.

Action:

All participants to come up with suggestions for the tagline to make it catchier.

Raquel Ponte Costa highlighted that the Board still needs to select the IT company doing the logo and the website so no progress has been made since the last conference call in July. There are two options on the table: to use Kellen to manage the process and liaise with the IT company or to use the IT services of one of the company members of the association.

Regarding the logo, members suggested the logo to be simple and to consist of the acronym's letters. A vacuum insulation panel could be added as background if possible. In terms of colors, participants suggested using silver or grey.

Members agreed with the basic website structure presented. They agreed it is a good starting point and the website can be improved and expanded in the near future depending on the activities of the association.

Action:

Raquel Ponte Costa to communicate these ideas to the IT service provider that the Board will select.

3. Literature on Vacuum Insulation Panels

Raquel Ponte Costa asked the participants in the call to provide literature about the panels to be used in the website and in other promotional materials of the association.

Participants suggested checking the materials of IVIS (International Vacuum Insulation Symposium) and the websites of national research institutes such as Fraunhofer, INPA, EMPA.

Raquel Ponte Costa thanked participants for their contributions and mentioned the items discussed during this conference call will be mentioned during the face-to-face meeting in Brussels on Wednesday 17 September.

The conference call finished at 17:00 CET.