
VACUUM INSULATION PANEL



GLOBAL ASSOCIATION

Digital Communications & Public Affairs Working Group

Conference Call | 17 March 2020
15:30 – 17:00 CET



Agenda

1. Welcome

- VIPA International Antitrust Compliance Statement
- Approval of the agenda
- Election of new chair
- Approval minutes of the previous conference call (10 Dec 2019) & review of actions

2. Communications activities 2020

- Improve the visitor experience on the website: Video on VIPs in buildings
- Attract more visitors to the website: Google Ad campaign
- Outreach to architects and building professionals: questionnaire on the use of VIPs in buildings

3. AoB

4. Closure

Video on VIPs used in buildings

Objectives

- Promote the technology (a lot of potential for VIPs in the building sector but there are also some challenges)
- Increase the use of VIPs in the building sector

 2 500 €

Audience

- Architects
- Building professionals
- Building owners
- Public at large

Video on VIPs used in buildings

Main messages

- VIPs can play a key role in meeting the increasing demand for energy efficient buildings
 - save space
 - reduce heat losses
 - lower energy bills
- VIPs are one of the most promising thermal insulation technologies on the market today

Video on VIPs used in buildings

The benefits:

- **Low thermal conductivity**
 - between 0.002 and 0.008 W/(m·K) after production, 5 to 10 times better than other insulation materials
- **Low insulation thickness**
 - 10 mm to 25 mm - up to 90% less compared to traditional insulation materials with similar thermal resistance.
- **Energy savings**
 - any additional data?
- **Long-term performance:**
 - a VIP could last 50-100 years in principle if installed properly and handled with care
- **Sustainability & Recyclability**
 - the materials used for VIPs are easily available
 - if properly separated from the structure, VIPs can also be reused
 - CO₂ emissions?

Video on VIPs used in buildings

The challenges:

- Performance decrease if damaged
 - even if the VIP is punctured, it may still have half the thermal conductivity of other insulation materials. They can be expected to maintain a low thermal conductivity for 25 years or more.
- High costs
 - best suited for places where space is at premium
 - cost reduction in the long term
- Customisation
- Handling/installation

Video on VIPs used in buildings

Promotion:

- VIPA website
- YouTube
- LinkedIn, including paid campaign (300 €)
- Share by members

Google Ad campaign 2019

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Desktop

Vacuum Insulation Panels | Creating Space & | Saving Energy

 www.vipa-international.org

VIPs increase energy efficiency and create space. Find out how to improve energy performance in buildings, transport & home appliances

VIP Applications

High performance insulation
Save energy while reducing space

VIPs in Transport

The best technology for
A reliable unbroken cold chain

VIPs in Buildings

Improve building energy efficiency
For retrofit and new build

VIPs in Appliances

Outstanding thermal performance
In household appliances

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Mobile

Vacuum Insulation Panels | Creating Space & | Saving Energy

 www.vipa-international.org

VIPs increase energy efficiency and create space. Find out how to improve energy performance in buildings, transport & home appliances

VIP Applications

VIPs in Buildings

VIPs in Transport

VIPs in Appliances

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

 25/10/2019 – 29/01/2020

 US, UK, Germany, France, Belgium

 Increase website traffic

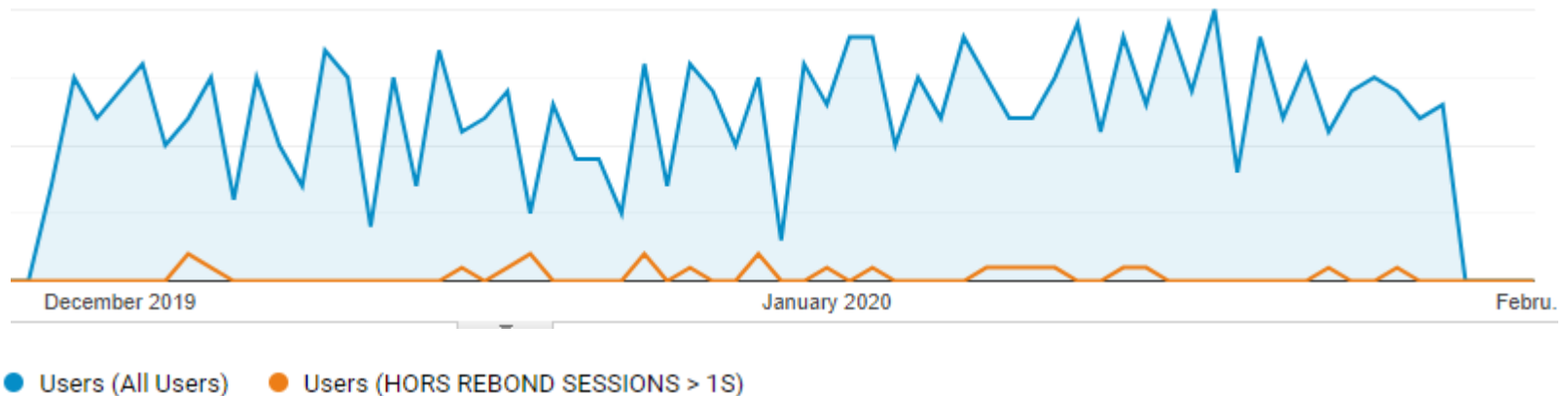
 460 €

Google Ad campaign 2019

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Segment	Users	Sessions	Bounce Rate	Pages / Session
All Users	786	804	97,01%	1,06
HORS REBOND SESSIONS > 1S	21	23	0,00%	3,00
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Google Ad campaign 2019

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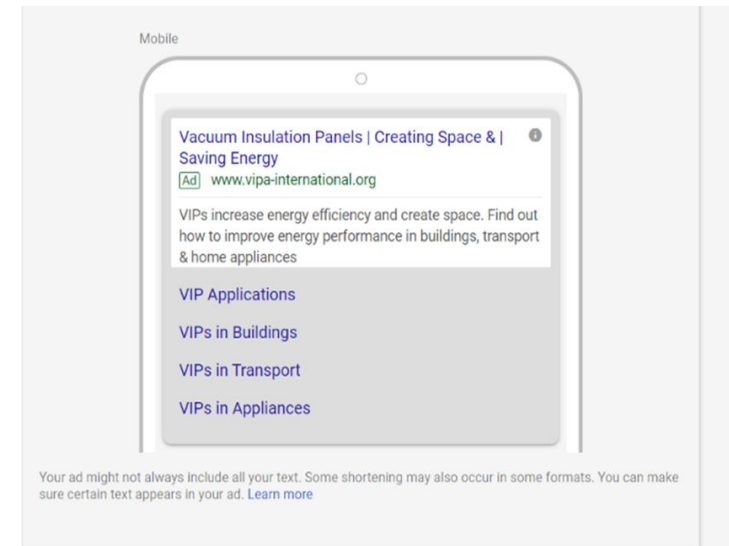
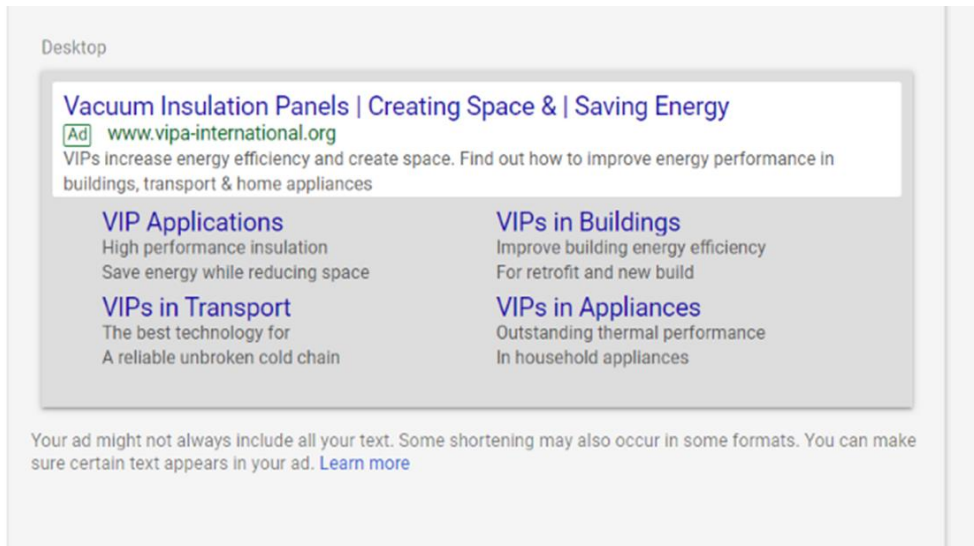
Location	Clicks	Impr.	CTR	Avg. CPC
United States	365	44,217	0.83%	0.44
United Kingdom	387	378,664	0.10%	0.46
Germany	144	8,630	1.67%	0.35
Belgium	51	2,823	1.81%	0.41
France	152	10,593	1.43%	0.32

Google Ad campaign 2019

Search keywords	Clicks	Impr.	CTR	Avg. CPC	Cost (eur)
insulation panels	233	72.237	0,32%	0,50	116
vip insulation	114	9.945	1,15%	0,48	55
vacuum insulation panels	119	147.368	0,08%	0,45	54
panel insulation	102	44.480	0,23%	0,47	48
vacuum panel	98	9.420	1,04%	0,46	45
insulated building panels	76	14.961	0,51%	0,44	33
insulating wall panels	65	32.958	0,20%	0,46	30
thermal insulation board	56	63.415	0,09%	0,45	25
insulated wall board	37	27.394	0,14%	0,44	16
Total: Keywords	900	422.931	0,21%	0,47	422
Total: Account	1.095	444.898	0,25%	0,42	460

Google Ad campaign 2020

Google Ad campaign 2019 ➡ extension in 2020



 Better & more keywords

 2 months

 300 €

 US, UK, Germany, France, Belgium

 Increase website traffic

Google Ad 2020: keywords proposal

General

insulation panels

VIP insulation

insulation panels
manufacturers

vacuum panel

vacuum panel
manufacturers

low thermal conductivity

thermal insulation
material

Appliances & transport

household appliances
insulation

class A+ insulation

refrigeration insulation

fridge insulation

cold transport insulation

refrigerated transportation
insulation

temperature controlled
packaging insulation

Buildings

insulated building panels

low insulation thickness

high efficiency insulation

energy-efficient insulation

building insulation

super insulated house

house retrofit

Survey on VIPs used in buildings

Several dissemination possibilities explored:

- 1) Reach out to building related associations
- 2) Purchase of lists of contacts
- 3) Advertise on online magazines or platforms

Survey on VIPs used in buildings



Ad options

Platform	Reach	Cost
UK Construction week	220k professionals	€ 400/ 5 days
American Institute of Architects	2.2 million yearly visitors	\$ 1,500/ month \$ 3,500/ issue (e-newsletter)
Dezeen	Website: 3 million monthly users Weekly newsletter: 300,000 subscribers	Display ad in-post: £750 Display ad- Tablet in-post: £500 Dezeen Weekly hero 4 (newsletter): £750
Architectural Record	93,000 design professionals	\$60 / CPM 50,000 impressions = \$3,000
International Construction Construction Europe	IC/CE website: 15, 792/ 11,589 page views per month IC/CE newsletter: 29, 113/ 15,249	IC website: €750 IC newsletter: €1,000
LinkedIn	To be determined	Flexible budget (€ 100/week)

Your support is needed

- Case studies
- Ideas for social media posts and news

Any other business?

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