



Industrial insulation powers sustainability and profit EiiF-Foundation launched to promote sustainable insulation systems

Geneva, October 2009. The industry worldwide consumes about 26% of the world's energy and produces about 50% of all CO₂ emissions. Experts know that there is big potential to improve these numbers by implementing sustainable insulation systems.

Industrial insulation is a proven first step to create energy efficiency and energy conservation but unlike in the building sector it is vastly underestimated by both industry (economically and environmentally) and government (policy making). Especially unfortunate is the lack of awareness that industrial insulation comes with amazing short payback periods. Consequently it creates a win-win situation for the environment as well as for investors and plant operators. Therefore it should be on top of their agendas as the first step to improve energy efficiency and to reduce carbon emissions.

This year the EUROPEAN INDUSTRIAL INSULATION FOUNDATION was launched to promote these benefits and to establish industrial insulation as a widely understood and accepted means of achieving environmental sustainability closely connected with profitability.

"The world is facing the climate crisis and we must no longer ignore the options we have. The insulation technology can be used immediately without further development or research. It will help to save energy and money and reduce CO₂ emissions right from the moment it is installed," explains Foundation Manager Andreas Gürtler. *"We know that we have to change minds and industrial habits. But we are optimistic that with a neutral and non-profit body like the EiiF we will be successful in promoting the obvious advantages for everybody."*

The first actions of the EiiF will be to publicize the potential of sustainable insulation solutions with policy makers from the economic and political field. In addition education and further training programmes will be established aiming to initiate concrete projects.

Furthermore the Foundation will organize communication activities, coordinate European activities to increase energy efficiency in the industry, publish the latest news about best practice examples and cooperate with international and national associations fighting the climate crisis.

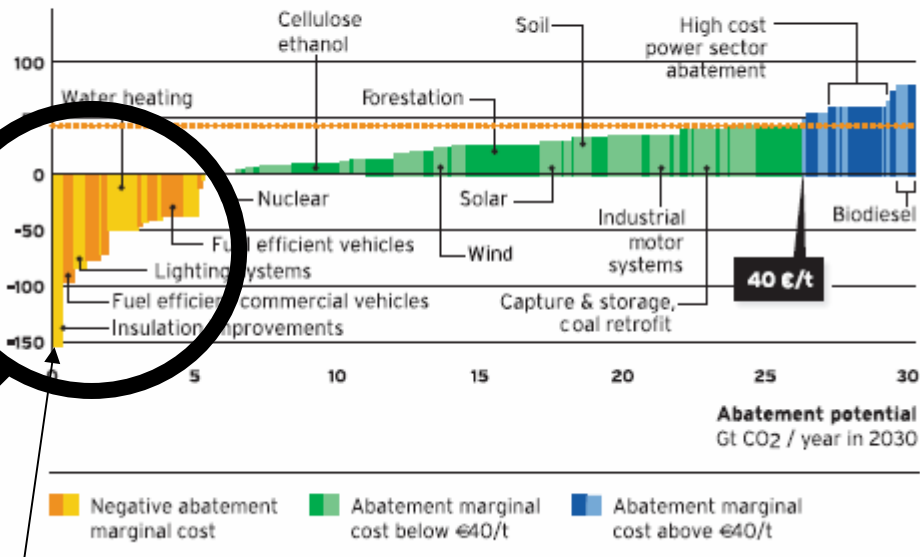
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The EiiF is a European non-profit foundation located in Geneva, Switzerland. It has been set up to promote and establish the use of industrial insulation as a widely understood and accepted means of achieving sustainability. The Founding Members are Armacell, Bilfinger Berger Industrial Services, FESI, Pittsburgh Corning Europe (Foamglas), Hertel, Kaimann, KAEFER, Rockwool Technical Insulation, Saint-Gobain Isover.

GLOBAL COST CURVE

Marginal cost of abatement - examples
€/t CO₂



Source: Vattenfall (www.vattenfall.com/climatemap).

Improvements of insulation don't cause more but instead reduce costs in the long run up to more than 100 €/t reduced CO₂.

Everything below the zero-line of this graph is an economically strongly advisable investment. You act "ecologically responsible" because you save the environment, and you make money into the bargain!

