Green means go for new insulation range

In a bold move that represents the firm's commitment to developing a sustainable glass mineral wool product, URSA UK has launched its URSA TERRA range with a new green colour. This latest development comes following a series of improvements in terms of technology and finish. Ian Claydon, technical manager at URSA UK, explains more…

"URSA has manufactured a comprehensive range of glass mineral wool products for use in floors, walls, roofs, twin skin metal cladding system and behind rainscreen cladding for many years.

"As part of our continuous process of product development, URSA has changed the appearance of its mineral wool product in the UK. Thanks to new binder technology and an improved production process, URSA TERRA offers a series of product enhancements. The new range is softer, more durable, easier to install and yet still maintains its excellent physical and mechanical properties.

"The new product is olive green in colour and will enable us to differentiate URSA glass mineral wool from other glass wool products."

Ian added: "One of the new applications for URSA TERRA in the UK is in rainscreen cladding systems – an application that we have enjoyed great success with in mainland Europe for many years.

"Rainscreen cladding is a lightweight, non-load bearing system attached to the outside of a building using a bracket and rail system. The cladding system provides protection from wind and rain, improves the thermal performance and limits solar gains. A ventilated void, typically 50mm, behind the cladding keeps the system dry.

"A wide range of external finishes are available from plain and coloured metals, embossed metal, terracotta, fibre reinforced cement sheet, natural and artificial stone etc."

Thermal

"Rainscreen cladding systems may be used in both new build and refurbishment schemes in order to achieve the required U-value.

"The ventilated cavity and external insulation protect the building from summer overheating whilst during the heating season, advantage can be taken of the high thermal mass of concrete framed buildings."

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Fire

"Approved Document B for England & Wales recommends insulation products in high rise (18m or more) cladding systems be of 'limited combustibility' or better. In Scotland, the insulation should be totally 'non-combustible'. URSA Façade is totally non-combustible, Euroclass A1, so does not add any fire load to the building or prejudice the overall fire performance of the wall.

"The presence of the ventilated cavity behind the cladding system means that cavity barriers are required to prevent the spread of fire and / or smoke. It is recommended that horizontal cavity barriers are installed at every compartment floor level, at roof level and if required, vertical barrier to further sub-divide the cavity at compartment walls. Similarly all openings should be correctly fire stopped to prevent a fire from inside the building being able to break into the cavity."

Condensation risk

"A continuous layer of insulation external to the main structural wall ensures that the construction is inherently safe from condensation risk. Confirmation of the condensation risk can be provided by the URSA Technical Department."

Rainwater penetration

"The cladding system provides the main weather protection. Some systems have open joints; rainwater penetrating these systems either drains down the back of the cladding panels or is removed by the ventilation in the void.

Acoustics

"The URSA Façade slabs will add to the acoustic performance of the wall. It adds acoustic absorption to the mass of concrete walls and adds to the glass wool insulation already installed between the studs in framed walls."

Thermal bridging

"As the insulation is applied in a continuous layer, thermal bridging at the junction of internal and external walls, at the junction with intermediate floors and at the wall / roof junction can be largely mitigated.

"The importance of good thermal and acoustic insulation will only increase as new Standards and Regulations are developed. URSA TERRA delivers a top performing thermal and acoustic insulation that is also fire safe. The fire performance of insulation products is concentrating many minds at the moment – URSA glass wool products are all non-combustible, Euroclass A1.

"All product certification, including CE Marking, British Board of Agrément, ISO 9001 and ISO 14001, remains valid for the new URSA TERRA product range."

Ian concluded: "The change in appearance is a bold move for us and ensures we stand out amongst our contemporaries. Such is the confidence we have in our product, we are keen to develop a unique presence. Users will instantly recognise the URSA product and simultaneously associate it with our product messaging – green, durable, sustainable and strong!"

David Jackson, area sales manager at Belgrade Insulations, explained the customer responses he's seeing: "We are seeing a positive reaction from customers following the launch of the URSA TERRA range. It's undoubtedly a lot less itchy and is easier to handle. The change in colour from yellow to green reinforces the disassociation between the product and fibreglass, which is an obvious link in many customers' minds. The green also gives URSA TERRA a unique identity. Other benefits include a more durable and solid finish which alongside other improvements, makes the product a great choice in terms of insulation specification."

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