



A leading insulation firm has launched a campaign to encourage consumers to take up the Green Deal because of the added benefits it could bring in terms of protecting homes from fire. Rockwool, the UK's leading manufacturer of stone wool insulation, has launched an online video campaign called Does It Burn?, in which it aims to educate the public about the added benefits of insulating their homes beyond the energy efficiency ones of the Green Deal.

Video campaign

The YouTube video series, which launched today, shows £500 cash being placed into a mini-house made of Rockwool and then blasted with a flame thrower. The cash is then extracted from the box undamaged. The £500 represents the energy bill savings the Energy Saving Trust estimates householders could make by investing in external solid wall insulation in a gas-heated, semi-detached home with three bedrooms.

Green Deal

The Green Deal, will from January enable homeowners and businesses to access finance for loft and cavity wall insulation, lagging and other energy efficiency measures at no upfront cost. The Government wants to insulate 14 million homes and 2.8 million businesses through the scheme between now and 2020. But many companies looking to supply Green Deal goods and services are concerned that consumer demand for Green Deal measures will be muted.

Rockwool said it had created the Does it Burn? video to educate consumers about the multiple roles that insulation can play beyond the carbon and energy bill savings the Government aims to address through the Green Deal. "If homeowners are installing insulation as part of the Green Deal, they should look at the other benefits they can achieve and select energy efficiency solutions that deliver the range of improvements that they are most keen to achieve," Rockwool UK Corporate Affairs director, Paula Bateman said. "Insulation can play a vital role in providing fire protection within buildings.

"Equally, insulation now comes in a wide range of renders and finishes and can be used to create striking new aesthetic statements as part of a wider makeover. We hope the new Does It Burn? video gets people thinking about how the Green Deal can help protect them from fire risk as well as high energy bills."