

Welcome to the Autumn 2011 issue of network news.

We've had a busy summer attending various renewable energy and agricultural events and developing some exciting new products which we hope to launch in the coming months.

With the colder weather fast approaching we would be interested to hear what schemes and events your company is involved in your local area. You can email me at liz.cox@snugnetwork.co.uk



network news

Autumn 2011 newsletter

Solid wall insulation

We are delighted to introduce our new internal and external insulation solutions for solid walls, which we have developed to tackle the various challenges presented by hard-to-treat housing.

InstaClad, our external insulation solution, is significantly different to



other systems on the market. It uses a combination of four innovative insulation products – aerogel, polyisocyanurate (PIR), graphite-enhanced expandable polystyrene and wood fibre.

Using a range of these materials for each project makes it possible to provide a solution that takes into account aesthetics, space available, thermal performance and cost.

Using the same selection of materials, we've developed InstaLine – our internal wall insulation solution. This enables us to offer solid wall insulation to customers living in period homes in conservation areas, where the external features can't be changed.

With InstaClad and InstaLine it's possible to design an effective solid wall insulation solution for any home. They're quicker to install than traditional systems and don't require lengthy drying times.

As a founder member of SWIGA we're currently applying for BBA accreditation for both these systems.

Green Deal Update

More and more detail is emerging about the nature of Green Deal. Insta are heavily involved in this activity and we're working hard to make sure our main concerns are addressed before Green Deal is implemented. These range from securing access to competitive finance, to ensuring that interaction between Green Deal and the Energy Company Obligation is fair and reasonable.

In addition, we're making good progress towards getting our concerns addressed about Green Deal generating sufficient demand and its impact on renewables side of our business. All this requires lobbying across Government to bring as many 'carrots and sticks' (or 'nudges' as the Government likes to refer to them!) to fruition.

DECC are well aware that having sufficient 'nudges' will be essential to

the overall success of Green Deal. So far the department has responded positively. We will continue to work hard over the winter months with a range of organisations to help them develop the detail in a way that is beneficial to the Snug Network.

Our new internal and external solid wall insulation systems are progressing well and will be in place well before Green Deal activity begins. There is no need for you to do anything major at this stage other than to keep developing relationships with local authorities and housing associations in your area. These will be instrumental in developing the solid wall insulation side of your business.

If you would like to discuss any of this in more detail, please contact Dave Robson on 0118 9739501.



InstaGen Solar Photovoltaic Panels
Top quality at really competitive prices
– now available to order

Please contact Mary-Anne Akam on 0118 9739511 for prices and production information

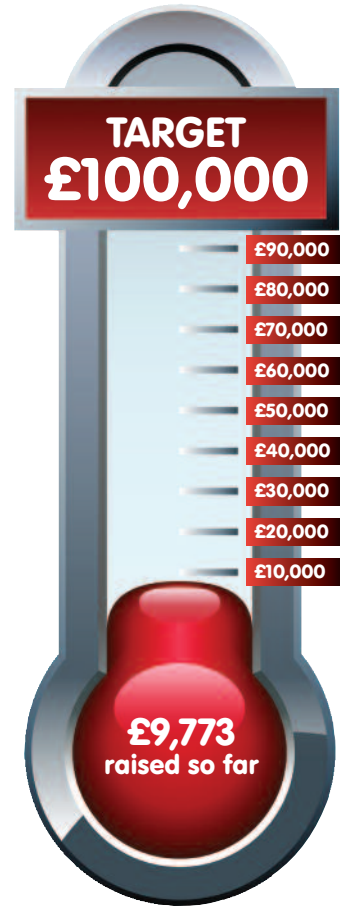
Charity partnership

We're making great progress towards our goal of raising at least £100,000 for Macmillan Cancer Support this year.

In addition to our commitment to donate 50p for every home we insulate, some of the Snug Network team will be taking part in this year's Bupa Great North Run. You can support them by donating at www.justgiving.com/SnugnetworkGNR.

You could also run your own fundraising event to help us reach our target and raise the profile of your business at the same time. Please contact Peter O'Neill to discuss your ideas.

Don't forget that you can use the Snug/Macmillan logo in your promotional materials to show potential customers that we really are a company that cares.



Registered charity in England & Wales (261017), in Scotland (SC039907) and the Isle of Man (604).

Snug Network is aiming to raise £100,000 for Macmillan Cancer Support[†] by donating 50p for every home we insulate.

[†] Paid to Macmillan Cancer Support Trading Limited a wholly owned subsidiary of Macmillan Cancer Support to which it gives all of its taxable profits.

Local authority news

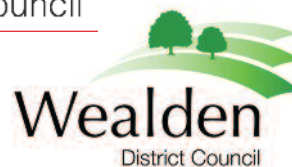
Snug Network members are working successfully with a number of local authorities around the UK to deliver insulation schemes for privately owned homes.

- We've recently won a private sector insulation contract with St. Helens Council. This includes Council investment that enables us to offer free insulation measures to those outside the standard eligibility criteria.

This is a great breakthrough in what has proved to be a very competitive area of the UK. We hope this experience will help us to develop other similar partnerships in the near future.



St. Helens Council



- We've recently supported Snug Network member Lion Insulation in developing a new partnership with Wealden District Council. Lion Insulation will be delivering a package of insulation measures for both private and social housing.

This is a great example of how the Snug Network can provide an end-to-end delivery model for councils with limited project management resources.

- We're currently working on a number of tenders on behalf of the network, including a private sector insulation scheme with Sheffield City Council.



Snug Network on show

Here's a quick run-down of the events we've attended recently to promote the Snug Network and what's coming up...

Cereals 2011

InstaGroup had a stand promoting the Snug Network's solar PV services at Cereals 2011. Held over two days in June at Boothby Graffoe in Lincolnshire, Cereals is the leading technical event for the UK arable industry.

We had lots of positive feedback from attendees, mostly farmers, who were impressed with the Snug Network and its UK-wide catchment area.

We came away with the details of several potential customers keen to arrange a survey visit, which we have passed on to local Snug Network members to follow up. This has resulted in significant enquiries for some of our members, including both commercial and domestic PV installations.

Following the success of this year's event we hope to exhibit at Cereals again in June 2012.



CLA Game Fair 2011

From 21-23 July we exhibited at the CLA Game Fair – the world's biggest country sports and pursuits event, held at Blenheim Palace. Again we were using the opportunity to promote our renewables services to the agricultural community, as well as householders.

This was our second year at the show but the first time with our own stand. This raised our profile, resulting in an increased level of interest. A number of the attendees had already seen us at Cereals the previous month, again helping to reinforce brand awareness and build trust.

There was a huge turnout of people, possibly thanks to the excellent weather. We came away with a substantial number of enquiries, both domestic and commercial, which we passed on to locally-based Snug Network members.

We also created several important links at this event, which will hopefully serve us well in the near future.

Public sector news

● We've recently begun working with the Guinness Partnership, one of the largest housing associations in the UK, delivering insulation

improvements to their housing stock. We will be targeting over 8,000 properties initially – another great example of our collective strength.



● We have been supporting Snug Network members, VNR, in development work with Derwent & Solway Housing Association, part of Harvest Housing Group.

Working together we've now secured a large contract to deliver insulation upgrades in the North West.

Events coming up

Dairy Event and Livestock Show
NEC Birmingham – 6-7 September (promoting PV)

National Energy Action Conference
Taunton – 14-15 September (promoting all Insta Products)

Royal County of Berkshire Show
Newbury – 17-18 September (promoting PV)

Carbon Action Network Conference
28 September (all Insta Products)

Park Homes

In the last newsletter we reported on the park homes insulation contract we had secured with Stratford Upon Avon District Council. We recently held a two-day event on the largest park homes site in Stratford in conjunction with the council and Snug Network member Central Installations.



With the backing of the council brand and the support of the site owner we were delighted to secure four firm orders and at least ten enquiries.

If you would be interested in developing something similar with your local authority, please contact Peter O'Neill at peter.oneill@snugnetwork.co.uk

Helping you day-to-day

The Snug Network team are always on hand to help you with everyday queries. And of course we can deliver all your insulation, park homes and solar PV materials directly to your door. Contact Mary-Anne Akam on 0118 9739511 or at maryanne.akam@instagroup.co.uk



Installer news



● Tameside have been members of the Network for around ten years. Their managing director, Gary O'Brien, recently contacted the team here at head office to let us know how things were going.

He told us, "We have embraced the Snug concept across all of our documentation, vehicle signage and staff uniforms. We feel both privileged and proud to call ourselves members and really do feel part of a much bigger organisation."

He added, "I hope that more and more consortium members can see the benefits of being part of a major national network and undertake a similar branding exercise."

● Sadly Howard Marshall recently announced that he will be closing Best Energy at the end of August. Howard has been a key figure within the insulation industry and he will be missed by us all.

Don't forget that we can supply brochures and leaflets to help you with your marketing activity.

If you aren't already displaying Snug Network stickers on all your vehicles, let us know and we'll send you some for FREE!

If you have any suggestions for how we can improve things within the Network we'd love to hear from you.



Have you got ideas for topics you'd like to see covered in future issues of Network News? If so, please email Liz Cox at liz.cox@snugnetwork.co.uk