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THE DIFFERENCE IS NIGHT & DAY

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PART 1

CURRENT EQUINOX

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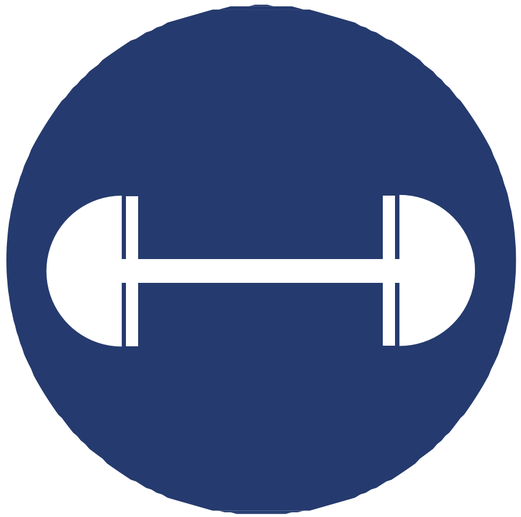
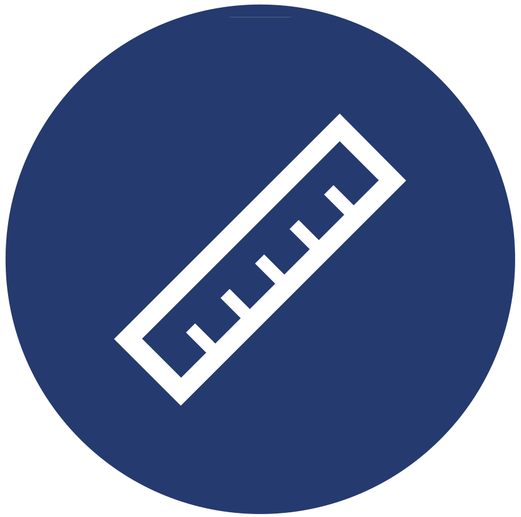
EUROCELL DESIGNED. EUROCELL MANUFACTURED. EUROCELL DISTRIBUTED.

Variable pitches = more conversions possible



Superior design engineering = greater structural strength

Quicker to install



5 to 35-degree pitch from 3 tile options

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EUROCELL DESIGNED. EUROCELL MANUFACTURED. EUROCELL DISTRIBUTED.

10-year guarantee for peace of mind

Outstanding technical performance – U-values as low as 0.15 possible

Watertight same day

Delivered in 5 - 7 working days and held at branch until required

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UNIQUE FEATURES

DESIGNED TO MEET ALL THE NEEDS OF THE SOLID ROOF MARKET

PROVIDING THE ROLLS ROYCE SOLUTION

IN A COST CONSCIOUS MARKET

equinox® | SOLID TILED ROOFS

NEW & IMPROVED

WE'VE LISTENED TO THE FEEDBACK

WE WANT...QUICKER INSTALLATION

WE WANT...LOWER PRICING

WE WANT...IMPROVED VENTILATION

WE WANT...BETTER QUALITY MATERIALS

WE WANT...ENERGY EFFICIENCY

SAVE TIME, SAVE MONEY

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NEW & IMPROVED

WHAT HAVE WE DONE?

- RE-ENGINEERED THE PRODUCT, INCREASING EFFICIENCY, RIGIDITY & VENTILATION
- LOWERED THE PRICE
- IMPROVED THE SERVICE

BETTER VALUE THAN EVER

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SOLID TILED ROOFS

NEW & IMPROVED

PLUS THERE'S MORE!

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NEW & IMPROVED

equinox VEGA | GLAZED SOLUTION

NEW

THE MARKETS ARE MOVING
1-IN-3 REQUESTS ARE FOR A GLAZED PANEL SOLUTION

PRODUCT INNOVATION
ADDING TO THE NEW IMPROVED EQUINOX

COMING 30TH MARCH

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NEW & IMPROVED

INTRODUCING THE...

NEW

equinox VEGA

GLAZED SOLUTION

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PART 2

NEW SYSTEM CHALLENGES

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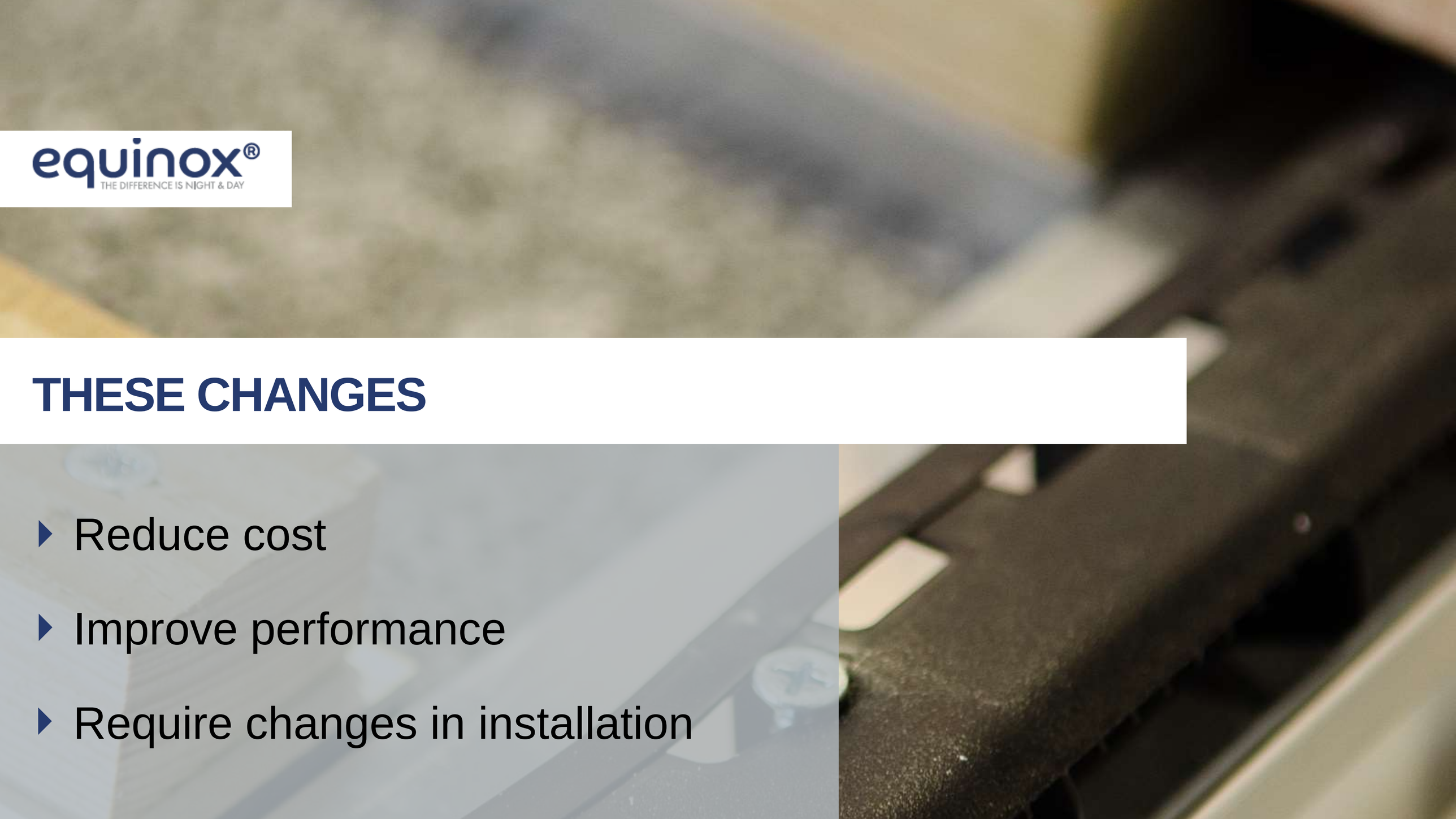
PRICE
QUALITY

FUNDAMENTAL CHANGES THAT NO ONE WILL SEE

- Cost savings have been achieved by changing key components
- Which no homeowner will see



THESE CHANGES

- Reduce cost
- Improve performance
- Require changes in installation

NEW & IMPROVED

VENTILATION

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19MM TIMBER BATTENS FIXED ONTO THE TOP ALL RAFTERS TO RAISE THE 18MM OSB OFF OF THE ALUMINIUM SKELETON. NOW A FULLY VENTILATED SYSTEM

OVER FASCIA VENTS ADDED TO ALL ROOF KITS TO RUN AROUND THE PERIMETER OF THE RING BEAM

INTERNAL 72.5MM PLASTERBOARD (60MM PIR + 12.5MM PLASTERBOARD) TO BE SUPPLIED SEPARATED, NOT LAMINATED TOGETHER, TO ALLOW FOR PIR JOINTS TO BE SEALED WITH JOINT TAPE (SUPPLIED WITH THE KIT)

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PART 3

CHANGES

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60% of Equinox Roofs are at 25º Pitch

New fixed pitch ring beam, ridge and wall-plate options for 15º and 25º
The variable pitch remains for all other roofs.

Reduces cost of the roof system

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With a ventilation strip added to the ring beam this creates a ventilated roof system.

Ventilated roof systems provide a more reliable roof that meets LABC and LABSS standards

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Timber pre-installed on the rafters and hips to increase ventilation

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Replacing the PIR insulation with the Polystyrene insulation helps take cost out of the system without reducing performance

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Changing the ply for 18mm OSB increases the overall strength of the system

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The plasterboard will be optional in the new system, as it will be supplied separately to the insulation
Helping installers save cost and make installation easier

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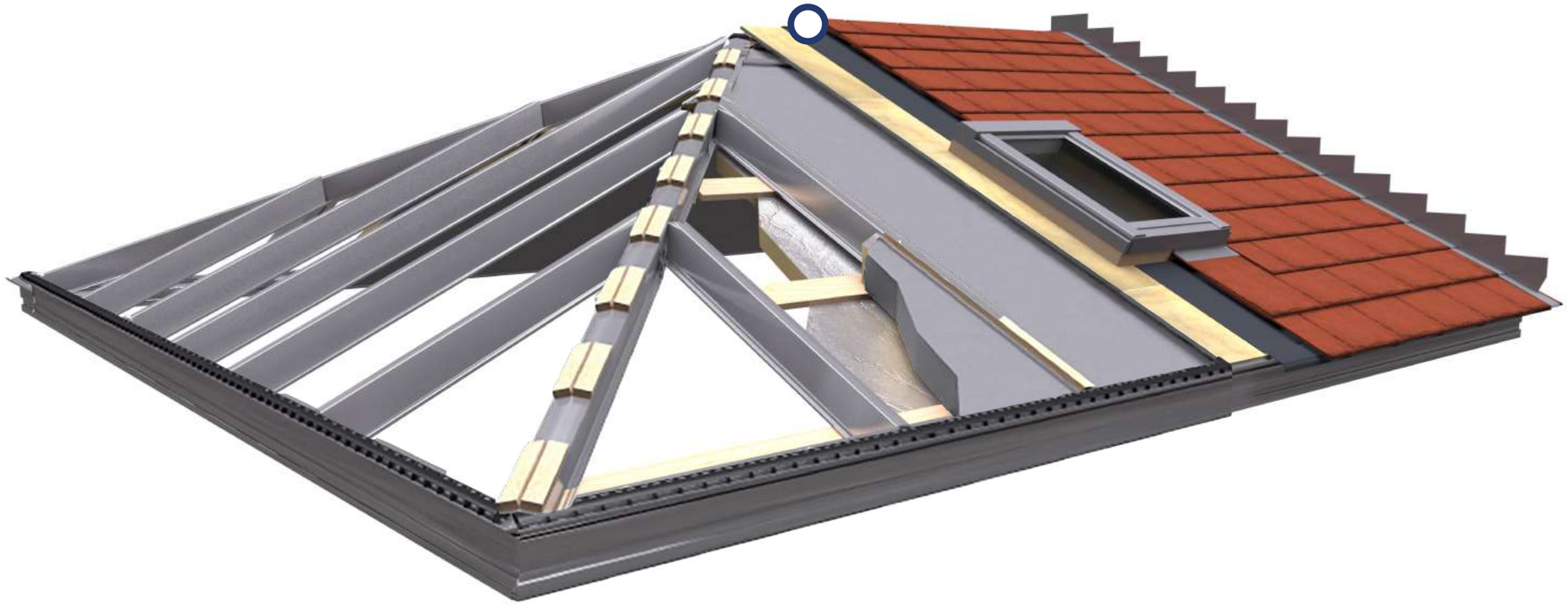

Other changes:

Changing the membrane from permeable to impermeable increases the protection over the roof

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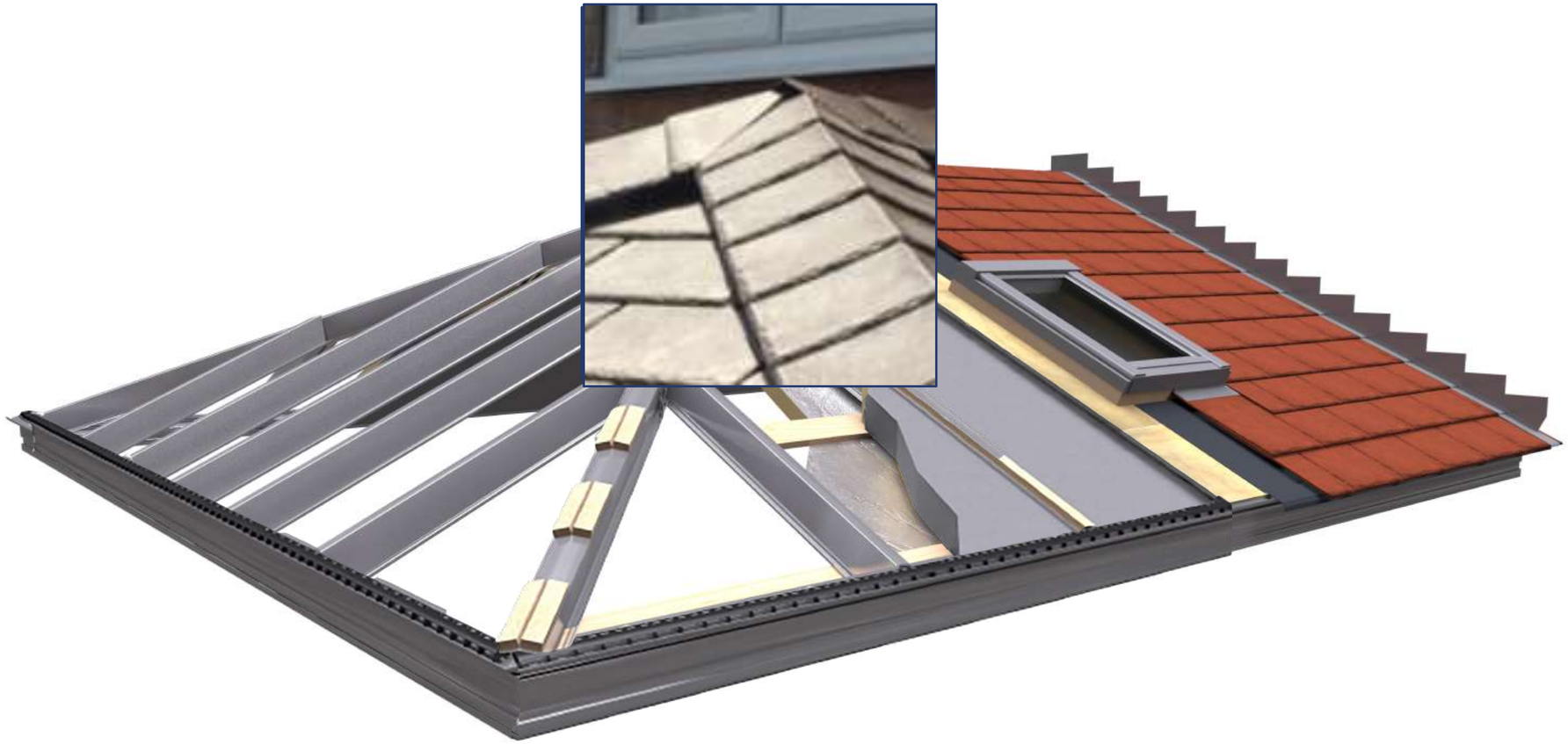

Other changes:

The introduction of the Easytrim ventilation kit on the ridge and hip achieves greater breathabity.

NEW & IMPROVED

TILED ROOF MARKET COMPARISON

BENEFIT	EQUINOX	OTHER ALUMINIUM SYSTEMS	CLADOVERS
BOTH LABC & JHAI APPROVED	YES	NO	NO
ACHIEVABLE 0.15 U VALUE SUPPLIED AS STANDARD, NO MATTER WHERE INSTALLED IN GREAT BRITAIN	YES	NO	NO
SLATESKIN GRP SHEET TILE SYSTEM COMPATIBLE ALLOWING A PITCH AS LOW AS 5° (ON LEAN TO DESIGNS)	YES	NO	NO
SLATESKIN CUT TO SIZE FOR ALL ROOF KITS THAT CUTS TILING TIME DOWN BY UP TO 50%	YES	NO	NO
FULLY VARIABLE PITCH SYSTEM CAPABLE OF HANDLING A RANGE BETWEEN 5° - 35° ON LEAN TO'S AND 15° - 35° ON RIDGED DESIGNS	YES	NO	NO
FIXED PITCH LEAN TO'S AT 15° AND RIDGED DESIGNS AT 25° POSSIBLE TO REDUCE COST PRICES OF KITS.	YES	NO	NO
FULLY VENTILATED SYSTEM FROM RING BEAM TO RIDGE / WALLPLATE	YES	SOME	NO

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BENEFIT	EQUINOX	OTHER ALUMINIUM SYSTEMS	CLADOVERS
ON SITE ASSISTANCE ON BOTH SURVEYS AND INSTALLATIONS BY EUROCELL TECHNICAL ENGINEERS	YES	SOME	NO
MADE TO MEASURE ROOF KITS SUPPLIED OUT OF THE FACTORY WITH AN ACHIEVABLE 5 DAY LEAD TIME	YES	SOME	NO
SYSTEM DESIGNED FROM THE GROUND UP TO BE PURELY A SOLID ROOF, NOT A MIXTURE OF EXISTING PARTS	YES	SOME	NO
QUOTE TURNAROUND OF LESS THAN 1 HOUR	YES	NO	NO
FULL LENGTH GLASS PANEL OPTION POSSIBLE TO CREATE HYBRID GLASS AND TILED ROOFS	YES	SOME	NO
ALL INTERNAL INSULATION PRODUCTS SUPPLIED WITH ALL ROOF KITS TO GUARANTEE 0.15 U VALUE	YES	SOME	NO
WINDOW SUPPORT MULLIONS CAN BE SUPPLIED TO ENSURE THE SUPPORTING UPVC FRAMES CAN WITHSTAND THE WEIGHT OF THE ROOF. GREAT FOR RETROFIT NEW ROOFS ONTO EXISTING FRAMES	YES	SOME	NO
4 x ROOF TILE OPTIONS AVAILABLE. (METROTILE, TAPCO, ENVIROTILE & SLATESKIN)	YES	NO	NO

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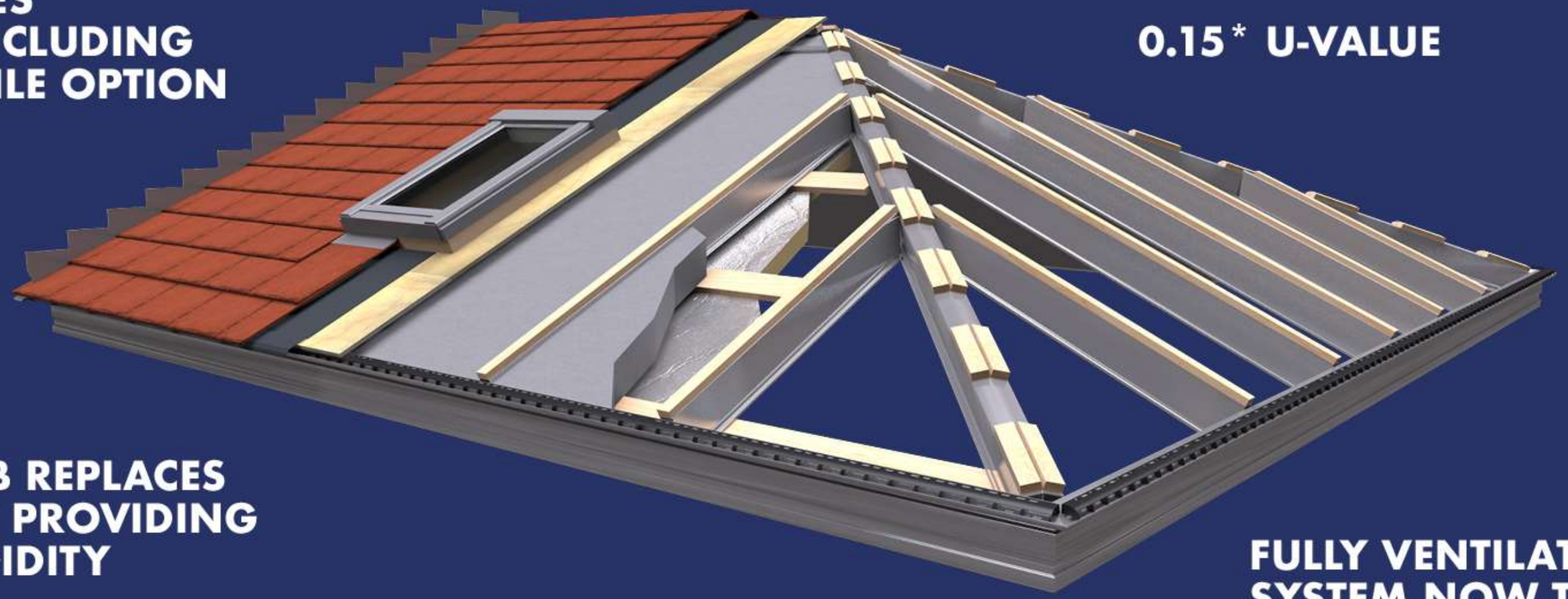
NEW & IMPROVED

WHAT'S NEW FOR 2020

SLATESKIN ENHANCED TO ALLOW FOR LONGER SPANS

CHOICE OF TILES & COLOURS INCLUDING NEW ENVIROTILE OPTION

0.15* U-VALUE



18MM OSB REPLACES PLYWOOD PROVIDING EXTRA RIGIDITY

FULLY VENTILATED ROOF SYSTEM NOW TO REDUCE CONDENSATION

MULTI-LAYER ROOF DESIGN WITH STYRENE INSULATION PROVIDING ENERGY EFFICIENCY

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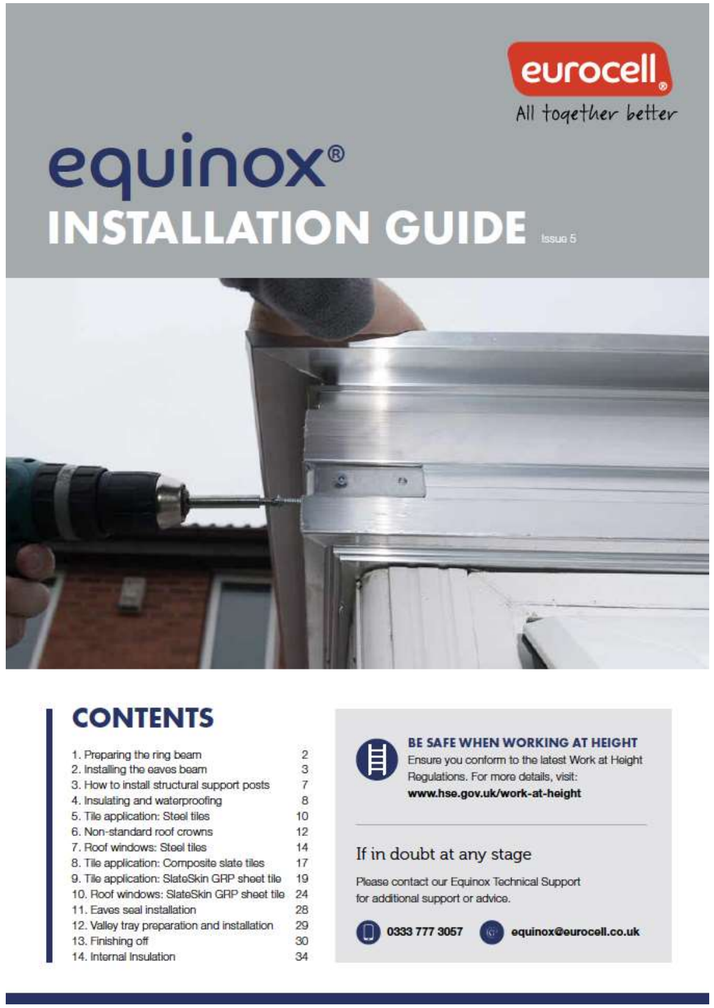

All these changes are covered in the new instruction manual

BUILDING CONTROL

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BUILDING CONTROL

It is Eurocell's responsibility to make installers aware that they should seek Building Control approval before ordering and installing an Equinox roof

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Planning permission not required

REGULATIONS CHANGE

A BIG MARKET OPPORTUNITY

Building Regulations Part L changed 6 years ago

No longer need 70% opacity

Solid roofs on conservatories now possible

This product NEEDS Building Control notification

equinox™

BUILDING CONTROL REQUIREMENTS

Planning permission not required

1. Clients must seek Building Control approval – process is simple
2. Building regs state a conservatory should be less than 30m^2, less than 50% of total land use, have exterior door, independent heating source
3. Contact local planning authority – cost £200
4. Approval usually granted within 1 week

Two Routes To Achieve BUILDING CONTROL NOTIFICATION

- Using the Local Authority where the house is located
- This is the official method to gain Approval for any work carried out on a property
- The LABC certificate means all Local Authorities in England and Wales agree the Equinox Roof is suitable for use on all new build and refurbishment and fast-tracks the process

- A national organisation that provides Building Control Certification
- They recognise the Equinox Roof is suitable for use on all new build and refurbishment
- Their process of approval provides the home owner with official Building Control Notification

PART 4

PRICING

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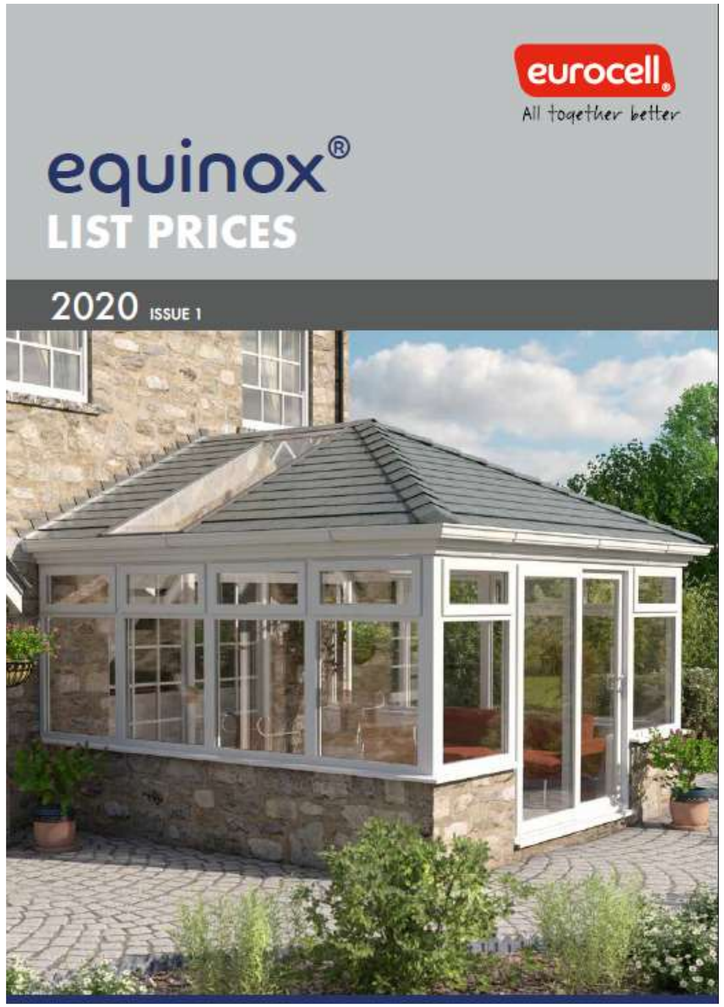

There will be a new version of the price list

NEW & IMPROVED

THE EQUINOX SERVICE

NEW EQUINOX PRICE MATRIX
NOW AVAILABLE

MORE COMMERCIAL SUPPORT THAN EVER

EMPOWERMENT TO CONVERT PROFITABLE ORDERS

CLOSER BSM/BRANCH – CRS RELATIONSHIP

DAILY, WEEKLY & MONTHLY COMMERCIAL COMMUNICATION

MARKET LEADING EQUINOX ADVOCATE SCHEME

CONVERSION – WE WILL UNDERSTAND HOW TO CONVERT MORE

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THE EQUINOX SERVICE

WE HAVE **50+ PEOPLE** IN THE CRS DEPARTMENT

WE MANUFACTURE **OVER 10,000 ROOFS PER YEAR**

99.3% OF OUR ROOFS ARRIVED ON TIME, IN FULL

WE CARRY OUT OVER **40,000 QUOTATIONS**

AVERAGE QUOTE RESPONSE **TIME IS 24 MINUTES**

IN 2017 WE CHANGED OUR CAPABILITY **& UPSKILLED TO PROVIDE AN IMPROVED SERVICE**

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PART 5

VEGA

VEGA

Final testing being carried out

Expected launch April

Training to follow

Thank you

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