**Armacell at the Chillventa (Hall 8, Stand 310)**

**Greater safety in a fire with Armaflex Ultima**

*Complete range of low-smoke products (Euroclass B/BL-s1,d0); Armaflex Ultima system­ family meets requirements for sustainable construction*

**Münster, 14 September 2016 – With Armaflex Ultima Armacell has set a new safety standard in technical insulation. Based on the patented Armaprene technology, Armaflex Ultima is the first flexible technical insulation mate­rial in the world with fire class B/BL-s1,d0, thus providing unsurpassed safety in a fire. Now the market leader has further improved its recipe and added tubes and sheets in an insulation thickness of 32 mm and a B-s1,d0 sheet to its range. At the Chillventa the insulation manufacturer is now also presenting a solvent-free cleaner for the increasing requirements of sustainable construction.**

**Minimal smoke density is crucial for people’s safety in a fire**

Armaflex Ultima makes an important contribution to fire safety in buildings: in a fire it is not usually the flames that kill, but the smoke. Within just a few minutes, visibility may become so poor that people lose their bearings and can no longer get to safety. Low smoke density can be a matter of life and death for those trapped. The economic effects are also devastating: according to the insurance industry, every third fire leads to damage to property amounting to more than 500,000 euros. In view of just-in-time production and global supply chains, the secondary damage resulting from business interruptions may even jeopardize the company’s existence. Legislators in many European countries have recog­nized that smoke poses a much higher hazard poten­tial than the fire itself and have tightened the requirements regarding the smoke development of construc­tion products in their building regulations.

**New safety standard in technical insulation**

With the innovative, patented Armaprene technology Armacell has been able to resolve the conflict of objectives between high flame resistance and minimal smoke development. Armaflex Ultima is the first elastomeric product in the market to achieve the fire class B/BL-s1,d0. In comparison to a standard product, the flame-resistant insulation material exhibits 10 times less smoke development. The first flexible technical insulation material with extremely low smoke density is now available as a complete B/BL-s1,d0 range. At the Chillventa, the company is also introducing an insulation sheet which achieves B-s1,d0 in the European fire test. The coated material is more resistant to mechanical impact than traditional elastomeric products.

For insulating pipes with large outer diameters (> 89 mm ≤ 300 mm) Armacell provides “open tubes” – non-covered, slit tubes which also achieve fire class BL-s1,d0. A new addition to the range are tubes and sheets in an insulation thick­ness of 32 mm. Apart from standard and self-adhesive tubes and sheets, Armacell provides an Ultima version of the tried-and-tested Armafix pipe support. This makes Armacell the only manufacturer of elastomeric insulation to provide a complete B/BL-s1,d0 range. Currently, Armacell is also creating awareness for the importance of low-smoke insulation materials for people’s safety in buildings in an internet campaign at www.armacell.eu.

**The future belongs to green building**

Armaflex Ultima is not only the safest elastomeric product on the market with regard to preventive fire protection, it also offers the highest safety in ecological and health terms. Today Armacell is the only manufacturer of flexible tech­nical insulation materials to publish environmental product declarations based on an independent life cycle assessment (LCA). Environmental product declarations (EPDs) are becoming more and more important in the construction industry: they provide a transparent, independent and reproducible analysis of the envi­ronmental impacts of construction products and give detailed information with sound data and figures. As a “sustainability passport” EPDs form the basis for designing green buildings in accordance with certification schemes such as DGNB, LEED, BREEAM or HQE. So the insulation manufacturer creates a high degree of transpar­ency and provides architects, specifiers and those inviting tenders with reliable information for designing sustainable building projects. At the same time, the EPDs spur the company on to continuously improve the environmental friendliness of its products. Due to the development of completely new ablative protective additives Armaflex Ultima achieves the highest fire classifications without brominated flame retardants. Armaflex Ultima is also free of PVC. When developing its products Armacell applies much lower limit values for chemicals than legally required. Furthermore, the company tests materials to ensure that they pose no threat to people’s health or the environ­ment. Armaflex Ultima fulfils the strict requirements of the Swedish BASTA, an independent assessment system for the environmental impacts of construction products, and is listed by both Byggvarubedömningen (BVB), the Swedish institute for assessing the sustainability of construction materials, and the Swiss Minergie-Eco label.

**Solvent-free accessories for a sustainable insulation system**

For installing Armaflex Ultima a special range of adhesives has been devel­oped. Armacell not only offers the classic Armaflex Ultima 700 adhesive for a wide temperature range and Armaflex Ultima RS850, a gel-like, high-performance adhesive for clean, non-drip application, but is also the first manufacturer of elastomeric insulation materials to provide a solvent-free product. Armaflex Ultima SF990 meets the higher requirements of green build­ing schemes regarding environmental and health aspects of the building products used. The adhesive has recently been recognized by the Swiss Minergie-Eco assessment system as being “very well-suited” (1st priority in accordance with ECO-BKP). A completely new addition to the range of acces­sories is a solvent-free cleaner: the Armaflex SF cleaner can be used to clean soiled surfaces of technical installations as well as the surface of insulation materials, thus ensuring perfect adhesion. The cleaner is supplied in a practical spray bottle so that it can be applied sparingly and precisely.

**Tip:** Visitors to the trade fair can find out all about the application properties of Armaflex Ultima and the new adhesives at the Armacell stand. Here an applica­tions specialist will also demonstrate live how quickly and simply the pre-covered Arma-Chek Silver system can be installed.

**About Armacell**

Armacell is a world leader in flexible insulation foams for the equipment insula­tion market and also a leading provider of engineered foams. In 2015, the company with currently approx. 2,800 employees and 23 production plants in 16 countries generated net sales of EUR 540.2 million.

In addition to ARMAFLEX, the world’s leading brand for flexible technical insu­lation, Armacell offers thermoplastic insulation materi­als, covering sys­tems, fire protection and noise control solu­tions as well as special foams for a multitude of industrial applications. In recent years, Armacell has devel­oped new insulation systems for the oil and gas market, core foams for com­posite materials, and low-smoke products that have set new standards in the industry.

Armacell´s products make a significant contribution to global energy efficiency.

Further information on Armacell can be found at www.armacell.com or www.armacell.eu.

**Captions:**

1. Armaflex Ultima: the first flexible technical insulation material with extremely low smoke density for greater safety in a fire (Illustration: Armacell)
2. New safety standard in technical insulation: Armacell completes the Armaflex Ultima range (Euroclass B/BL-s1,d0) (Photo: Armacell)