Press Release
Brussels, 30 June 2006

For immediate release

A REFRESHED LOOK AND A RENEWED COMMITMENT
EURIMA recently refreshed its branding and with this, renewed its commitment to help make Europe the most energy-efficient region of the world

On June 1st, Eurima has launched a refreshed brand image that fits with its renewed commitment to help making Europe the most energy-efficient region of the world. With energy prices soaring and Europe’s energy security a concern, such a renewed effort from Eurima to support the improvement of the energy efficiency of Europe’s buildings, could not have come at a better moment. The recently launched Ecofys VI report, which demonstrates that at current energy prices Europe could save 270 billion EURO a year from energy savings in buildings, reinforces the benefits for Europe of this renewed commitment to making it happen.

“Our new look reflects our desire to be a leading voice for energy efficiency in buildings in Europe, whilst we recognise that we are part of a much larger coalition who together are working towards better buildings”, explained Horst Biedermann, Director General of Eurima. He continued, “Eurima has demonstrated that Europe will only benefit from becoming a world leader on energy efficiency in buildings and with our new branding, EURIMA will continue to campaign for the measures that are needed to make this happen in practice.”

“The new branding with its left to right upward movement of the two parallel green lines, addresses three aspects of how we see our future”, explained Vincent Briard, Convenor of Eurima’s Marketing Committee. He continued, “The parallel upward lines reflect our desire to strive for a better energy efficiency of Europe's buildings and the positive impact of insulation in Europe’s economy, whilst the green shades represent the environmental benefits of insulation and its contribution to the reduction of CO2 emissions.”

Commenting on the new branding, Claude Turmes, MEP said, “Eurima has provided an important business voice and practical help in identifying the benefits of improving energy efficiency in buildings. Eurima’s renewed commitment to supporting the EU in its goal of improving energy efficiency in buildings is critical, as it is essential for our environment and our economy that Europe becomes a world leader in energy efficiency in buildings”.

For more information, please contact:
Lena Esteves
Eurima
Tel: 02 626 20 93
Email: lena.esteves@eurima.org
COMPANY INFORMATION

Eurima

Eurima is the European Association of Insulation Manufacturers and represents the interests of all major mineral wool insulation producers throughout Europe. Eurima members employ over 20,000 people across Europe with the installation of insulation products accounting for an estimated 300,000 man-years.

Eurima members manufacture mineral wool insulation products. These products are used in residential and commercial buildings as well as industrial facilities. Glass and stone wool insulation secure a high level of comfort, low energy costs and minimised CO₂ emissions. Mineral wool insulation prevents heat loss through roofs, walls, floors, pipes and boilers, reduces noise pollution and protects homes and industrial facilities from the risk of fire.

For further information on energy efficiency in buildings, please visit www.Eurima.org or contact:

Lena Esteves
Avenue Louise 375, Box 4
1050 Brussels
Phone: +32 (0)2 626 2090
Fax: +32 (0)2 626 2099
lena.esteves@eurima.org
www.eurima.org