

2009

PLASMOR INTRODUCES

Connecting Traditional Building Methods with The Code for Sustainable Homes

- FREE Technical Advice on Code compliance
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Keep it Traditional
USING LOCALLY SOURCED BUILDING MATERIALS


Plasmor
CONCRETE PRODUCTS

The Code for Sustainable Homes

There is now an overwhelming body of scientific evidence showing that climate change is a serious and urgent issue. It is now estimated that over 25% of the UK's carbon dioxide emissions - a major cause of climate change - is contributed by energy usage in the home, in the form of heat, light and lifestyle activities.

The Government introduced the Code as a step-change towards sustainable building practice encouraging public and private sector developers to modernise and innovate new house designs thus minimising energy usage and reduce harmful emissions. There is currently much confusion, mis-information and mis-understanding surrounding the Code.



**PLASMOR INTRODUCES
A FREE TECHNICAL ADVISORY
SERVICE COMMITTED TO
SIMPLIFYING AND DE-MYSTIFYING
THE CODE AND DEMONSTRATING
CODE COMPLIANCE
USING TRADITIONAL
BRICK AND BLOCK
CONSTRUCTION**



Keep it Traditional

USING LOCALLY SOURCED BUILDING MATERIALS

An Englishman's castle is his home and he expects it to last for generations. Traditionally built houses from blocks and bricks provide the most robust, flexible, long-lasting and sustainable homes - tried and tested over generations.

Plasmor Limited has been producing blocks for over 50 years and has witnessed the introduction of many alternative construction methods including pre-fabs, timber and steel framed houses. However, house builders and home buyers continue to recognise the benefits of solidity, whole life economy, value retention and sustainability associated with traditional construction.

Builders and Developers of all sizes and status should consider the importance of longevity and legacy in the built environment, maximising a building's life expectancy and future-proofing sustainable neighbourhoods and communities.

Traditional building methods, not pre-fabs, are the sustainable route to provide sustainable buildings, communities and a heritage to be compared to that left to us by our forefathers. **For sustainable structures that perform now and in the future, design architects and builders should KEEP IT TRADITIONAL and harness the benefits of concrete block construction.**

IN SUMMARY, THE BENEFITS OF TRADITIONAL CONSTRUCTION ARE:-

**Construction cost benefits • Longevity, future-proofing and sustainability
Thermal efficiency • Acoustic efficiency • Fire and flood resistance
Value retention and mortgageability • Burglar proof and secure**

To view in more detail the benefits of traditional building and the threats associated with alternative lightweight methods such as dry/wet rot, termites, vermin and fire - visit the Traditional Housing Bureau website - www.housebuilder.org.uk



For a **FREE TECHNICAL CONSULTATION**
contact your Local Representative or Telephone the
Technical Helpline: 01977 673221
www.plasmor.co.uk www.plaspave.co.uk