



## 2016: a year of communication

**The ACERMI website is getting more content to provide the most comprehensive possible source of information about certification and certified products.**

**Standout new features include: the search engine with a thermal resistance search option, the insulation certification process video, and two functions to receive automatic updates listing the most recently awarded certificates.**

The search engine available from the ACERMI homepage by clicking on the 'Search certified product' tab now offers the option to search by thermal resistance, which is the benchmark most commonly used by trade professionals and users. Simply set the minimum level required by moving the cursor of a rule graduated from 0 to 10 to display the list of corresponding products. The search can be narrowed down by selecting a product family and/or manufacturer.

To receive regular news updates and the list of recently awarded certificates, website users can register for newsletters and the RSS feed directly from the homepage. This allows web users to subscribe to whichever resource best meets their needs, and receive it as frequently as they wish: quarterly for the ACERMI & Professionals newsletter and recently awarded certificates, or daily for the RSS feed.

The ACERMI insulation certification process video explains every stage of the ACERMI procedure, from application to award, to highlight why certification is important for insulation products, and the independence, transparency and objectivity of certification

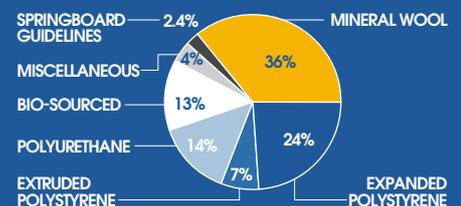
awarded by a third-party specialist. It also provides a reminder of the ACERMI organizational structure (governance details are also provided elsewhere on the website: <http://www.acermi.com/en/qui-sommes-nous/gouvernance/>). Available in French and English, its clear message offers Acermi mark holders a communication resource they can link to from their own websites.

Acermi mark holders will also be offered other banners they can use to link to the Acermi thermal resistance search engine from their own websites. These resources will help to raise the profile of Acermi among specifiers, at the same time as promoting manufacturers.

## Continual progress

2015 saw an increase in the total number of ACERMI valid certificates from 683 in 2014 to 749 in 2015. During the year, the number of certificate-holding companies rose to 118 (39 of them outside France), compared with 100 in 2014 (41 outside France), and the number of certified production plants increased to 144 from the previous year's 141 (74 outside France).

The influx of biosourced insulation materials (which now account for 13% of certificates and have increased in importance year-on-year since 2006) and insulation materials certified under the Springboard Guidelines (2.4% in 2015, compared with 0.3 in 2013) has changed the breakdown. Traditional insulation materials continue to be developed through innovation, with the number of certificates remaining unchanged or increasing slightly, despite voluntary withdrawals of some products in these families. An uncompromisingly dynamic benchmark that covers all insulation products.



There were no suspensions or compulsory withdrawals of certificates during the year, and those that were withdrawn were discontinued at the request of the manufacturers concerned. The number of additional audits fell to 19 in 2015, compared with 21 in 2014, reflecting the serious approach to certification adopted by manufacturers.

The ACERMI 2015 Annual Report is available online from [www.acermi.com](http://www.acermi.com) in the Who are we?/Publications section of the website.

## ABOUT ACERMI

ACERMI quality certification is granted by the Association pour la CERTification des Matériaux Isolants, a non-profit organization (association loi 1901) formed in 1983 by the CSTB and LNE.

It enables all insulation professionals to demonstrate the performance of their insulation products to achieve certification on completion of testing, inspection and auditing.



# ➤ Acermi and the trade market

## Brico Dépôt : delivering performance and availability

**Brico Dépôt is France's third-largest DIY superstore chain. The majority of its customers are experienced DIYers who have no hesitation in undertaking projects of all sizes. The retailer offers them a comprehensive range of materials, including insulation materials that provide an excellent return on their investment. The ACERMI brand is promoted in its stores.**

«For us, it's all about meeting the essential needs of our customers,» explains David Varnerot, Insulation Product Manager at Brico Dépôt. «By which I mean that they can be sure of finding the most popular materials in the most common thicknesses when they visit our stores. Running out of stock is simply not an option. But that doesn't prevent us from testing innovative new products.»

However, this chain doesn't limit itself simply to providing materials; its role as an adviser is equally essential. «The same applies to insulation products as to all other materials: quality marks are a fundamental requirement, and we display them on all our sales resources. So ACERMI certification is virtually essential. Not only does it give customers the assurance that



David Varnerot

their products deliver the performance claimed because they have been measured in testing, but it also guarantees their performance over time. The level of credibility provided by bodies as respected as the CSTB and LNE adds even more value, and the resulting traceability is an invaluable safeguard. There may be no obligation to have products certified before they can be launched into the insulation materials market, but all our range reviews include labeling verification. The same process applies to all our products, including wood, for example.»

This criterion is also an important part of new material testing. So Brico Dépôt measures interest amongst its customers for polyester wadding, cotton wool and cellulose wadding panels. Products have to fulfill two conditions in order to join the range: customer interest and the assurance of sufficient production levels.



## Brico Dépôt (Kingfisher Group)

 Stores in France most recent opening: Nice	118
Spain	28
Portugal	72
Romania	15
 Yearly checkout transactions	47 M
 Employees	7,500

## A COMMITMENT TO ENERGY PERFORMANCE UPGRADES

Keen to offer its customers the benefit of tax and financial incentives for energy performance upgrades (CITE, EcoPTZ, EC eco-grants, etc.), Brico Dépôt runs two parallel sets of initiatives.

The first and more general initiative consists of providing a continual flow of information to its customers via sales resources delivered by its regional sales teams, all of whom are construction specialists.

The second is more targeted, and is built around an agreement signed on December 1, 2015 with the vocational training organization AFPA. It involves offering tradesmen training courses leading to the RGE (Reconnu Garant de l'Environnement) eco-accreditation qualification essential to ensuring that their customers qualify for the incentives available. Delivered in-store, this training is extended to include the option of bringing together professionals with customers interested in carrying out energy upgrades that qualify for these incentives.

# ➤ Manufacturers choose Acermi

## TWO-WAY INTERVIEWS 30 years of ACERMI



Dirk de Meulder



Paul Jallon

The manufacturer organizations FILMM and AFIPB were present at the birth of ACERMI, when the association was set up by CSTB and LNE. Their respective chairmen Dirk de Meulder and Paul Jallon recall the reasons why, and give us their perspective on its development since.

**As pioneers of certification, what were the reasons that interested you in Acermi certification at the time of its introduction, and what did you expect of it?**

**DIRK DE MEULDER** The publication of the thermal insulation regulations in 1974 following the oil crisis made it important to have a system capable of producing a reliable indication of insulation performance. But in those days, there were no such things as characterization standards. So it was important that products launched into the market could be assessed against a shared and known benchmark, and that those comparisons should be carried out by an independent body. And 10 years later - in 1985 - ACERMI was born. For us, it was the most secure and objective way of having the performance of our products validated.

**PAUL JALLON** Right from the beginning, the certification process was not limited solely to performance measurement. It also aimed to ensure the long-term delivery of that performance by monitoring the manufacturing process. The result gave manufacturers and users a dependable and neutral benchmarking system.

**So was the result in line with your expectations?**

**PAUL JALLON** Without a doubt. Not only did it introduce a new level of strictness into performance measurement, but it also helped to provide a better understanding of how materials behave. Ultimately, that helped us to check production consistency.

**DIRK DE MEULDER** Certification has played a major role in product range development. It has enabled that development to take place inside a framework that is trusted, because customers feel supported in their choices. Just look at the change in the number of certifications, especially over the period from 2000 to 2010 (300) and again from 2010 to 2015 (600). That gives real credibility to the products concerned.

**What are the key stages in how Acermi certification has evolved? And does that evolution meet the expectations of manufacturers?**

**DIRK DE MEULDER** I see three distinct stages. First came the creation of the association and the implementation and consolidation of methods, then the incorporation of European

requirements (between 2001 and 2003), especially CE marking, and lastly, the inclusion of new products like - most recently - biosourced materials (thanks to the Springboard Guidelines), at the same time as practical application recommendations (in the form of Technical Assessments in France).

**PAUL JALLON** The 'European' stage, which included CE marking, was definitely an important moment. Professionals have chosen to retain a certification system which on the one hand is voluntary, and on the other hand complements CE marking by going further than just the essential product characteristics. In this way, ACERMI offers to certify more than just usage criteria to inform the construction choices of contractors. More demanding and systematically involving an independent body, the ACERMI system is more reassuring for users. Especially since it still embraces the concept of long-term production consistency.

**Do you think that ACERMI certification is as useful today as it was when it was first ?**

**PAUL JALLON** It is just as useful, but in a different way. Originally introduced to provide reliable assessment resources, it has become an effective marketing endorsement precisely as a result of the way in which it is awarded and the scope of product characteristics it covers.

**Does it need to evolve any further, and if so, to achieve what?**

**DIRK DE MEULDER** It must be attentive to the wishes of our customers. There are undoubtedly additional aspects that could be identified to provide clear formation on product suitability for particular applications, especially in conjunction with best professional practice.

**PAUL JALLON** A number of developments are potentially possible, but what's important is to retain the objectivity and independence of ACERMI certification.

# ➤ Insulation & Uses

## External Thermal Insulation Composite Systems (ETICS)



- ➔ the type of wall construction
- ➔ the type of insulation fixing: bonding or mechanical fixing
- ➔ the coating system used to cover the insulation
- ➔ the interactive compatibility of all these components

The system as a unit must comply with the many requirements detailed in the DTA for each process.

The insulation material itself is subject to a minimum set of characteristics that make it suitable for use beneath coating. These characteristics are key to the durability of the total system by limiting the risk of facade defects or compromised weatherproofing, which could affect the external appearance of the building over time.

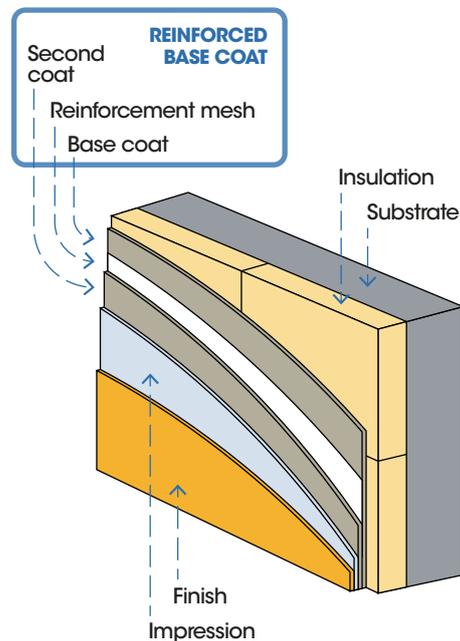
The following minimum ISOLE profile applies to expanded polystyrene insulation materials for bonding or mechanical fixing using appropriate anchors:

I	S	O	L	E
2	4	3	3 (120)	2

The following minimum ISOLE profile applies to expanded polystyrene insulation materials for mechanical fixing using profiles (excluding grey polystyrene):

I	S	O	L	E
2	5	3	3 (150)	2

The minimum characteristics for other types of insulation are given on a case-by-case basis in the individual DTA for the process concerned.



Lastly, particularly close attention should be paid to the many points of detail raised by (geometry, joints, window frames, etc.) to ensure optimum performance of the system used, limit thermal bridging and minimize any faults appearing in the facade.

### There are many external thermal insulation (ETI) techniques:

- ➔ Beneath coating
- ➔ Beneath external cladding
- ➔ Directly-applied insulated cladding panels...

All these techniques have an impact on the properties of the exterior wall (weatherproofing, wind resistance, fire safety, durability, appearance, etc.), and therefore require specific expertise. A number of best practice guides are available, and in the great majority of cases, the processes concerned are covered by a Technical Assessment or Technical Application Document (DTA).

In case of ETICS with insulation beneath coating, there are a number of issues requiring close attention to detail:

### FOR MORE INFORMATION

- ➔ **CSTB Guides**  
from bookshops or to order  
<https://boutique.cstb.fr/>
- ➔ **RAGE Guides**  
[www.programmepacte.fr](http://www.programmepacte.fr)
- ➔ **CCFAT website**  
<http://www.ccfat.fr/>: the Commission Chargée de formuler les Avis Techniques (CCFAT) website and the Cahiers des Prescriptions Techniques (CPT) editorial team

### ➤ DIARY DATES

APRIL 14-15	<b>CAPEB Construction Days</b>	Palais des Congrès conference center, Paris
APRIL 20	<b>UMPI-FFB Board Meeting</b>	Bordeaux
JUNE 23	<b>UMPI-FFB Technical Day</b>	Arles
OCTOBER 5	<b>UMPI-FFB AGM</b>	Paris

### ➤ LATEST CERTIFICATES

<http://www.acermi.com/isolants-certifies/derniers/>

