

Press announcement

Polyurethanes industry participates in Bright Green Copenhagen

Brussels, 9 December 2009 – The Polyurethanes industry will participate as an exhibitor at the Bright Green Expo in Forum Copenhagen from 12 to 13 December, with a stand sponsored by ISOPA, the European polyurethane raw material producers, and PU Europe representing the European polyurethane insulation industry.

The Bright Green exhibition takes place in parallel to the United Nations Climate Change Conference (COP15) and is an event that will give participants the opportunity to showcase the business response to the climate challenge, in particular to present the solutions and technologies developed by different sectors to tackle climate change.

The Polyurethanes exhibit will highlight the critical role of insulation in cutting greenhouse gas emissions and demonstrate the environmental and economic performance of polyurethane insulation products for low energy buildings. The stand will also showcase some of the other environmental benefits of polyurethanes such as its energy efficient use in refrigerators.

“We wanted to be in Copenhagen at Bright Green to show our ongoing commitment to engaging with policymakers and to contribute to the climate debate,” said Wolfram Frank, Secretary General of ISOPA. “There are still many who don’t realise that building insulation offers the largest CO2 savings potential of all energy efficiency improvement measures.”

Oliver Loebel, Secretary General of PU Europe, commented: “We need to create awareness around presently available solutions that will make a big difference and that can already be introduced now. Our goal is to make important little-known facts well known; for instance, that insulating buildings to optimal standards could reduce global CO2 emissions by 20%.”

A cocktail reception “The fundamental importance of conserving energy in buildings” will be hosted at the stand on Sunday 13 December 2009, from 12.00 to 13.00, offering an opportunity to discuss the key role of buildings in tackling climate change and in particular how this sector could help in reaching the new reduction targets that will be discussed in Copenhagen. There will also be a short demonstration of passive housing.

The Polyurethanes stand can be visited at the Bright Green exhibition, stand number 44, on 12-13 December 2009.

More information on ISOPA’s polyurethanes campaign can be found on www.polyurethanes.org
More information on Bright Green: www.brightgreen.dk

For more information, please contact:

Wolfram FRANK
Secretary General
ISOPA

Av. E. Van Nieuwenhuysse Laan 4, Box 9
B-1160 Brussels, Belgium
Tel: +32 2 676 74 75
Fax: + 32 2 676 74 79
E-mail: main@isopa.org

Oliver LOEBEL
Secretary General
PU Europe
Av. E. Van Nieuwenhuysse Laan 6
B-1160 Brussels, Belgium
Tel.: + 32 2 676 73 52
Fax: +32 2 676 74 79
E-mail: secretariat@pu-europe.eu

ISOPA is the European Diisocyanate and Polyol Producers Trade Association. Diisocyanates and Polyols are the main building blocks for polyurethanes. ISOPA promotes the highest standards of best practice in the distribution and use of these raw materials, ensures that all stakeholders can easily access accurate and up-to-date information on diisocyanates and polyols, and shows how polyurethanes help fulfil society's present and future needs. ISOPA's eight members are Bayer Material Science, BorsodChem, Dow, Elastogran, Huntsman, Perstorp, Repsol, and Shell Chemicals.

PU Europe was originally founded in 1981 as BING to become the European voice for the National trade associations representing the rigid urethane insulation industry. Today PU Europe represents foam producers, raw material suppliers and component manufacturers from eleven EU Member States. The involvement of the entire value chain means that PU Europe is able to access and disseminate solid scientific data and life cycle information on polyurethane insulation products.