

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 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

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