

Press Release
December 19th 2019

The Flood Company launches innovative airbrick in memory of founder

The Flood Company is proud to announce the launch of a new product to offer enhanced flood protection to commercial and residential properties.

The Buffalo Anti-Flood Airbrick is the only airbrick on the market to be manufactured to meet the latest British flood protection standards (85118-2:2019). With its passive design which allows for self-activation, the Buffalo Anti-Flood Airbrick replaces a standard airbrick by allowing a greater airflow to minimise the impact of conditions such as dry and damp rot. Under flood conditions the self-activating floating seals automatically prevent flood waters from entering the building.

The development of the Buffalo Anti-Flood Airbrick is the legacy of The Flood Company's founder, Luke Ruddiman, who passed away aged 28 on December 17th, 2018 from cancer. Earlier in 2018 Luke was recognised as One to Watch by The Manufacturer and listed in Insider's 42 Under 42.

Tony Ruddiman, Director and co-founder of The Flood Company, commented: "Luke was very passionate and instrumental in the development and design of the Buffalo Anti-Flood Airbrick right up until to the very end. He was committed to creating products that made a difference to both communities and individuals affected from the devastating impact of flooding as evidenced through the accolades he achieved in 2018. I am delighted that we have finally been able to bring his vision for this product to market and will continue to make such a positive difference to those at risk of flooding".



To commemorate Luke's life, a percentage of sales from the Buffalo Airbrick will go to Maggie's Yorkshire who supported Luke and continue to support his family and friends. Funds raised will add to the £26k which has been raised during the past year through a number of other activities.

The product carries with it a number of additional USPs including an improved design to other airbricks on the market to aid installation. It also comes in a range of six different colours, including a unique transparent design which allows merchants to hold less stock as it fits aesthetically with all types of surroundings.

The product is available to pre-order for January 2020 delivery now from [The Flood Company](https://thefloodcompany.co.uk) and with plans in the pipeline to retail through distribution partners throughout the UK and Europe by February 2020.

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