

Press Release
8th December 2010

Knauf Insulation Welcomes New Faces to Marketing Team

Knauf Insulation has announced the expansion of its marketing team, with several new appointments. Maria Morgan joins as Market Manager – Building: Non Residential, Steve Smith joins as Market Manager – Residential: New Build, Phil Rigby takes up the role of Product Manager, while Chris Roughneen, is a new Technical Advisor within the Technical Advisory Centre.

Maria joins Knauf Insulation from Kawneer UK and brings with her substantial knowledge of the building industry. In her new role, Maria will focus on developing and promoting insulation solutions and support services for non-residential buildings.

Maria said: "I am delighted to be joining Knauf Insulation at a time when energy efficiency is a key consideration for all buildings, whether new build or refurbishment. Given that Knauf Insulation offers a variety of insulation products it is good to know that we can offer true impartial advice on insulation solutions. I am looking forward to working with the Technical and Sales teams promoting the technical back up and support we can offer the specifier ensuring the right product for the right application."



Joining Knauf Insulation from Building Product Design, Steve Smith (pictured front) has extensive experience within the residential new build sector. As Market Manager – Residential: New Build; Steve will use his considerable knowledge of Part L requirements, Scottish Regulations, SAP and The Code for Sustainable Homes, to increase Knauf Insulation's presence in this sector. He will focus particularly on promoting solutions for energy efficiency and sustainability in line with the new requirements of ADL1A.

Steve comments: "Developers are looking for cost effective ways of reducing energy consumption and insulation is one of the best solutions, as it lasts for the life of the dwelling. I am pleased to be able to make a contribution towards reducing carbon emissions and promoting Knauf Insulation's environmentally friendly and sustainable products will play a large part in that."

Phil Rigby (back, right) has been with Knauf Insulation in all its previous guises since 1979 and has worked in various roles in the Sales, Technical and Marketing departments. In his new position as



Product Manager, Phil will be co-ordinating and developing new products and applications, to ensure Knauf Insulation's products are well placed within the market to meet customer needs.

Phil said: "I'm looking forward to developing Knauf Insulation's product offering even further and to providing the interface between our new product development and the Sales, Marketing and Technical teams."

The marketing team is strengthened still further by the new appointment of Chris Roughneen, as Technical Advisor within the Technical Advisory Centre. Chris (back, left), who is an accredited OCDEA and SAP assessor, joins the team of specialist technical staff that provide valuable advice to specifiers, stockists and users on legislation, requirements and the use of Knauf Insulation products.

For more information on Knauf Insulation please visit www.knaufinsulation.co.uk

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