

EDUCATIONAL CAMPAIGN

#poznajstyropian

The end of September saw the start of the #poznajstyropian (#explorepolystyrene) Poland-wide educational campaign intended to showcase the properties of polystyrene boards and the benefits of using them to insulate your house.

DIFFERENT NEEDS, SAME POLYSTYRENE

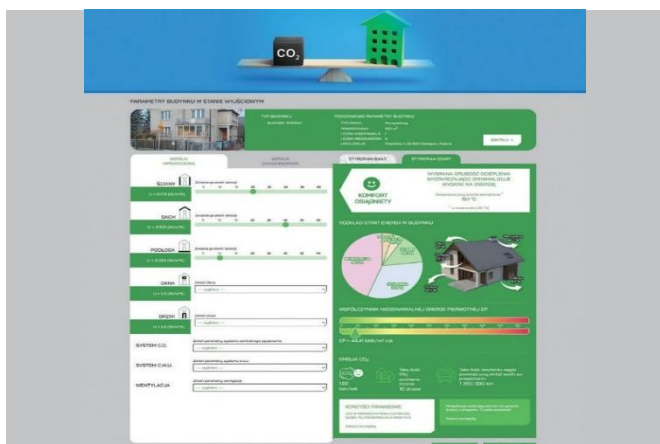
The campaign responds to the most frequent questions of builders – including their needs and various. economic and environmental aspects.

SIMPLE ANSWERS TO DIFFICULT QUESTIONS

It is always a challenge to communicate difficult technical terms using plain and understandable language – including the language of financial benefits. The example of the family of “Smart Builders” was used to create an animated illustration of the questions and problems faced by Polish families with respect to thermal insulation.

KNOWLEDGE BASED ON DATA

The campaign is based on reports and calculations from independent research institutions. Its objective is to show the broadest possible perspective and enable the builders to make an informed choice regarding thermal insulation.



THERMAL INSULATION PAYS OFF?

One of the most important elements of the campaign is the opportunity to perform your own calculations of the benefits of thermal insulation. The advanced free calculator available at www.poznajstyropian.pl not only verifies conformity to technical requirements but also financial and environmental savings, e.g., reduction of CO2 emissions. This is particularly important considering the expected wave of renovation projects and the need for thermal upgrades of buildings.

Builders who plan on building a new house will also enjoy the benefits of using a thicker layer of insulation or insulation with better thermal performance.

The campaign is conducted under the auspices of the association of European Manufacturers of Expanded Polystyrene (EUMEPS).

Find out more at:
www.poznajstyropian.pl