



## **PRESS RELEASE**

**August 2010**

### **Visqueen backs Brick Awards**

As part of its commitment to facilitating higher standards across the construction industry, Visqueen Building Products is to be a sponsor of the national Brick Awards. The British-based business, which ranks as Europe's largest manufacturer of building films, is backing the Specialist Brickwork Contractor category through its Zedex CPT High Performance DPC.

Established in 1977 and widely seen as the premier event of its kind, the Brick Awards aim to recognise excellence in design and construction using brick. Anyone can enter, from architects/designers, owners and developers through to house-builders, specialist brickwork contractors and brick manufacturers.

Each year hundreds of entries are submitted and 15 prestigious trophies and more than 50 certificates are issued to the successful projects. The architect/designer, brick manufacturer and specialist brickwork contractor on each project are all acknowledged.

The Specialist Brickwork Contractor category sets out to acknowledge those contractors who have made an outstanding contribution to the industry. In particular judges will be looking for evidence of exceptional levels of professionalism and craftsmanship, as well as a commitment to training, investment and health and safety.

Visqueen Building Products' Zedex CPT High Performance DPC is made from Co-Polymer Thermoplastic (CPT) and possesses the characteristics necessary for it to perform effectively under harsh conditions. Not only does it offer superior strength,

adhesion and water impermeability, but its exceptional durability helps to avoid damage during installation.

Speaking of the sponsorship, Cameron Yates, Marketing Manager at Visqueen Building Products, said: "As a business, Visqueen Building Products is a firm believer in the highest standards. It's this commitment to excellence that has led to the development of Zedex CPT. It's also the reason why we're chosen to sponsor the Specialist Brickwork Contractor Category at this year's Brick Awards."

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**IMAGE & CAPTION:** Zedex.jpg. **Encouraging excellence.** Visqueen Building Products, manufacturer of innovative products like Zedex CPT High Performance DPC, is sponsoring a category at the Brick Awards 2010.

For more information please contact Wayne Mohammed or Emma Macey at [PRECISION](http://PRECISION) on 0161 638 8718 or email: [wayne@precision-online.co.uk](mailto:wayne@precision-online.co.uk) / [emma@precision-online.co.uk](mailto:emma@precision-online.co.uk)

**Notes to Editors:**

- Visqueen Building Products is a division of British Polythene Industries, one of Europe's leading manufacturers of polythene film.
- Through products created specifically for the construction industry, Visqueen Building Products offers a comprehensive array of solutions including damp proof courses, damp proof membranes, flame retardant films, gas protection systems, radon protection systems, storm water protection and vapour control layers.
- Working closely with sister business, bpi.recycled products (the largest recycler of waste polythene in Europe), Visqueen Building Products has become a major force in the supply of sustainable products
- Visqueen Building Products offers a variety of reprocessed plastic products including EcoMembrane<sup>®</sup>, the first damp proof membrane made from 100% recycled post-use waste, and Plaswood – a versatile range of plastic wood products stretching from street furniture to fencing.
- The continuing success of British Polythene Industries has been formally acknowledged in a high profile survey. The business achieved 40<sup>th</sup> place out of 236 companies in a league table of 'Britain's Most Admired Companies' published by Management Today in association with Accenture.