

The complete roofline  
solution for your home



**freefoam**

Building Products

*for all seasons*





# Welcome to Freefoam, the complete roofline and rainwater solution

Freefoam combines style and substance with a comprehensive range of PVC building products for roofline, rainwater, and external cladding.

- **Leak-free, fully integrated system**
- **Ultra-low maintenance**
- **30 year transferable guarantee on white**
- **10 year transferable guarantee on colour and woodgrain**
- **Environmentally-friendly**

The threat of climate change demands that our products are fit for the challenges of the future. With more extreme weather forecast - colder winters, stronger sun, and more frequent storms - **Freefoam's** climate change range is designed to protect your home whatever the weather, today and tomorrow.

**Freefoam protects homes in the UK, Ireland, and across Europe.**



“We don't have to worry about painting or maintenance any more”

Mr & Mrs Sharp, Bradford



Bargeboard with scalloped edge

Box End

Soffits

Fascia

Guttering

# What is roofline? Why does it matter?

The roofline is where the walls of your house meet the roof. It's where your gutters collect the rainwater running from your roof, and channel it safely away into your drains.

The roofline is the weakest point of the building and the area that gets the most punishment from the elements; where weather can attack and damage your home. Because access is difficult, it's also the least observed area and the hardest to maintain. It's not the ideal spot for a vulnerable material such as wood.

Driving rain can force itself through the slightest gap between the roof and the walls exposing your home to the elements. Left unchecked, water from blocked or broken gutters will overflow

down your outside walls creating conditions that can lead to unhealthy damp and mould on the inside. If moisture gets into your roof, rafters and joists will soon start to rot. And once the damage has been done, repairs are costly.

Old-fashioned roofline is made of timber, but wood moves and absorbs water, leading to rot and decay. Wood is great for furniture, but without maintenance it doesn't provide great protection against the weather.

|                   | PVC-U | Painted Timber |
|-------------------|-------|----------------|
| Low maintenance   | ✓     | ✗              |
| 30 year guarantee | ✓     | ✗              |
| UV-protected      | ✓     | *              |
| Recyclable        | ✓     | **             |



Before



After

\* Requires regular maintenance.

\*\* Painted timber is recyclable in theory, but requires a lot of work to remove paint because it penetrates the wood. In practice a lot of old timber ends up in the skip or on the fire.



# Long lasting performance, guaranteed



**Freefoam roofline products are all manufactured using an advanced environmentally friendly, lead-free formulation that guarantees long life and maximum performance.**

All PVC products have some protection against harmful Ultra-Violet (UV) rays from the sun. But stronger UV rays – thanks to climate change and damage to our ozone layer - can cause building materials to age faster, just as your skin reacts to stronger sun.

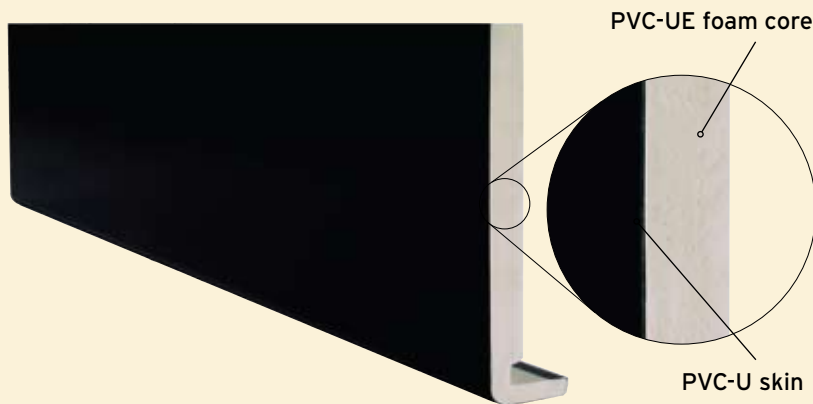
**Freefoam products are manufactured with extra Titanium Dioxide (TiO<sub>2</sub>), the natural mineral used in sun-block, for more protection so they last and look good for longer.**

Freefoam's roofline range is made in two parts: a strong PVC-UE foam

'core' is protected with a top coating of rigid PVC-U, giving a smooth, strong, hard-wearing skin. Resistant to acids, alkalis and other air pollution, **it will not warp, crack, discolour or blister**. We're so confident we offer an **extended 30 year guarantee** – more than twice the average offered by other roofline and rainwater products.

**With Freefoam you can be sure your roofline will be protecting your home and looking good in 30 years' time.**

Freefoam's guarantees are transferable too, so if you ever sell your home, the guarantee stays with it – adding to the value of your investment.



**“My new roofline has given me real peace of mind”**

Mrs June Sanger, Evesham





# Roofline that practically looks after itself

Who wants to get up a ladder every couple of years to clean, re-paint and repair their roofline? That's easy to answer... no-one! But that's what you have to do to maintain old-fashioned timber roofline and cladding. Skip the maintenance and you risk decay and damage to the fabric of your home.

**Freefoam's roofline and rainwater range is different.** An occasional wipe down with washing-up liquid and water does the trick.



Timber roofline can rot without maintenance...



...but a quick wipe down will keep your roofline and cladding looking good.

## Goodbye to time-wasting maintenance and hello to free weekends!

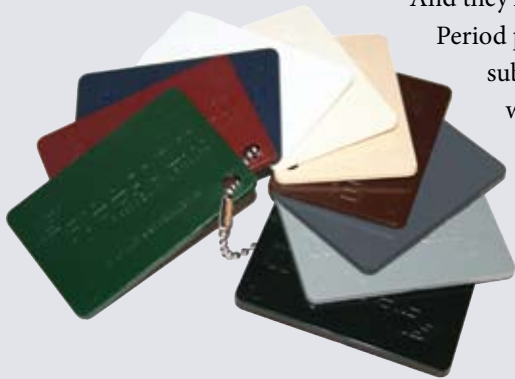


# The beauty of colour.. ...guaranteed for 10 years

Freefoam is the colour specialist. We've developed our own, patented technology – Colormax™ - to produce a wide range of ultra-long life colours so you can make your home your own. Our colour products use special pigments that reflect the sun's harmful UV rays, so they stay true.

We're so confident in our coloured products that we guarantee them, even the strong shades, to stay true for 10 years. **This is unique to Freefoam.** We supply a choice of 10 colours, from the subtle Pale Gold and Storm Grey to the more dramatic Regal Blue and Wine Red.

And they're not only suitable for modern homes. Period properties in rural areas are sometimes subject to limitations on strong colours, in which case our Rustic Green and Leather Brown are ideal. Put your own stamp on your home.



**COLORMAX**<sup>™</sup>  
technology

“We could match the colour of our new fascias to our existing door; the front of our home looks really coordinated”

Mrs Parker, Nottingham





# Freeflow<sup>®</sup> - protecting your home whatever the weather



Freefoam's rainwater range Freeflow<sup>®</sup> is designed to be leak-free and to stay that way. It withstands extreme differences in temperature, from a sweltering 30°C down to a finger-numbing -15°C. It will protect your home whatever the weather.

Fluctuations in temperature cause gutters to expand in the heat and contract in the cold. You've probably heard the sound of them moving when you've been sitting outside on a warm summer's evening – or perhaps you've been kept awake at night as they creak and shift about as they cool down.

This constant movement puts strains on standard seals, which are hard and inflexible, so they soon begin to leak. Freefoam's long-life, advanced compressible seals permit movement without noise, and without creating gaps that allow water to escape.

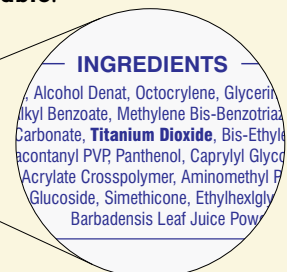
Freefoam's Freeflow<sup>®</sup> range has a distinctive layer of white PVC inside the gutter, whatever the colour on the outside.



This cleverly reduces the amount of heat absorbed and decreases movement by 40% compared to a standard system, so it **performs all year round**. It means Freeflow guttering **stays leak-free longer**.

Stronger Ultra-Violet (UV) rays from the sun cause building materials - including PVC - to age faster, in the same way your skin ages more quickly when it is exposed for long periods in the sun.

Freefoam products are manufactured with extra Titanium Dioxide (TiO<sub>2</sub>), the ingredient used in strong sun blocks. So as well as reflecting heat and accommodating movement, the Freeflow<sup>®</sup> range is better protected against harmful UV rays, making it **more durable**.





# Fortex<sup>®</sup> cladding - keeping you and your home warm

Fortex<sup>®</sup> cladding, the embossed cladding range from Freefoam, gives your home an instant facelift. It looks and feels like timber, with an attractive woodgrain texture, and comes in a range of subtle colours and three different contemporary styles.

Fortex<sup>®</sup> requires very little maintenance - just an occasional wipe-down keeps it looking new. Because it's protected from the sun's harmful UV rays like the rest of our range, it's long-lasting too, with a 10 year guarantee.

**Fortex<sup>®</sup> cladding can help you do your bit for the planet and reduce heating bills too.**

By insulating your home you can save energy, reduce fuel bills and cut down on CO<sub>2</sub> emissions.

Fortex<sup>®</sup> comes with significant environmental credentials: The Building Research Establishment's *Green Guide to Specification* recently gave PVC cladding the top A+ rating, when installed with standard products or materials.



Close up of the woodgrain effect



Before



After

**FORTEX<sup>®</sup>**





# Professional, reliable installation, guaranteed for 30 years

Roofline installation is best done by professionals, with all the right materials and tools for a job well done. But how do you find those professionals and benefit from our extended guarantees?

With **Freefoam** it's easy to **find exactly the right person to do the job**. Our **nationwide network of Freefoam Registered Installers** is made up of independent professionals with years of experience in the industry. They are experts on roofline and use our range regularly, so they can offer comprehensive advice on the specific needs of your home.

**Extra peace of mind.** By using a **Freefoam** Registered installer you have instant access to our extended transferable 30 year guarantee (10 years on colour), which is sent to you direct from **Freefoam**.



For more information about the Freefoam Guarantee  
go to [www.freefoam.com](http://www.freefoam.com)



# Protecting you, your home, and the environment

At Freefoam we take our role in responsible manufacturing very seriously. We're so passionate about preventing pollution and improving our environmental performance we've achieved the ISO 14001:2004 International Environmental Management System.

- **We recycle 85% of waste from our production units**
- **We have consistently reduced our electricity consumption year on year**
- **All of our products are 100% lead-free**
- **Our products insulate your home and save energy**
- **Our tough, long-life products are truly sustainable**



The window and roofline industry has until 2012 to comply with European Union legislation to be lead free. Our products are already **100% lead-free** – and they always have been. Freefoam uses an advanced, **environmentally-friendly** formulation so our products won't harm you or your family in any way.

And when we say lead-free, we mean lead-free throughout. Some manufacturers' products have a lead-free outer 'skin' and a foam core containing lead! Ask your Registered Installer for a Lead-Free Check Kit to test it yourself.



## 100% lead free!

# “I would recommend Freefoam cladding to anyone”



## Mr & Mrs Firth, Mapplewell - Before

Mr & Mrs Firth's house had a 'crazy paving' covering on the upstairs extension, there when they bought the property. The covering had discoloured over time and looked very unattractive. The interior walls had become damp as water had got in from the outside. Maintenance was difficult as the extension was on the first floor and difficult to access. Mr & Mrs Firth approached a **Freefoam** Registered Installer, recommended by a neighbour to fit **Freefoam** cladding to improve the overall look and insulate their home.



## After

The **Freefoam** Registered Installer removed all rendering, plywood and materials, including chicken wire (!) and fitted white Fortex® cladding over a layer of new felt insulation.

“The whole job only took four days to complete and we are really pleased with the work,,” said Mr Firth. “It’s made a massive improvement to the look of our house and it definitely feels warmer too. I’ve not had to touch it yet, so worrying about maintenance is a thing of the past I would recommend **Freefoam** cladding to anyone.”

# “Our new fascia and soffits have made our flat roof look much smarter”



## Mr & Mrs Sharp, Northdale Mount - Before

Mr & Mrs Sharp wanted the fascia and soffit boards underneath their flat roof replaced. The original boards were made of thin plywood and although they had replaced them previously this solution hadn't lasted and they were concerned about damp and possible damage to the roof. They chose a reputable company – a **Freefoam** Registered Installer to replace the fascia and soffit boards because the company offered **Freefoam's** long-life guarantee.



## After

“We've lived here for 19 years and we didn't want to pay for something that was only going to last for 2-3 years,” explained Mrs Sharp. “Our new fascias and soffits have made our flat roof look much smarter, but the main benefit is that we don't have to worry about painting or maintenance any more.”

# “My new roofline looks clean, smart and modern”

## Mr Steve Jessen, Evesham

Mr Jessen’s original roofline was made of wood and took a lot of maintaining. He wanted to have new PVC-U roofline, but thought white was the only option. He was surprised and pleased to see the choice available with **Freefoam’s** colour range, and a local Registered Installer was able to install new roofline in Mahogany Woodgrain, to match his existing front door.



“My new roofline looks clean, smart and modern,” said Mr Jessen. “A few of my neighbours have commented on how good it looks, and are considering having their roofline done too! I’m delighted with the results”.





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