



HOUSING PRODUCT OF THE YEAR

**WINNER: Classi Seal by Classic Marble (Showers)**

Sponsored by Van Elle

Van Elle is one of the UK's leading geotechnical, piling and foundation engineering contractors. It offers a comprehensive range of geotechnical solutions and has earned an enviable reputation for quality, value engineered systems, innovation and customer service.

**Watertight**

The winning Classi Seal from Classic Marble (Showers) – a waterproof upstand launched at Interbuild last year – found a solution to a problem many housebuilders face: how to prevent leakage around the top of a bath or shower as a result of movement, shrinkage and settlement. When fitted to the top perimeter of a bath or shower tray, Classi Seal ensures that no water will leak alongside the wall sides of the installation.

The key to success is Classi Seal's flexibility – it will prevent leakage even if 15mm of movement occurs. When movement does occur, Classi Seal does not place pressure on tiles. Other winning elements are that the product takes only minutes to apply to a bath or tray following the appliance being fitted – it bonds immediately and does not require tools or fixing, no skilled personnel is needed to attach the product, and it is guaranteed for ten years if fitting instructions are correctly followed. Classi Seal also only needs to be applied to the sides of the tray or bath that adjoin the walls.

According to Classic Marble, the majority of customer call backs are as a result of water leakage. Although these are usually for obvious leakages - such as water dripping through a ceiling - small, frequent leaks can lead to dry rot



resulting in the same repairs and disruption that a larger leak would have caused.

The simple brilliance of Classi Seal has already been recognised by the industry. It has won best interior product and best innovation in 2006 at Plan Expo in Dublin.

**CRITERIA**

Candidates were required to demonstrate the innovative use of building products. The judges noted that the entries to the category had increased and improved steadily year by year, reflecting the amount of product innovation in the industry.

**THE JUDGES SAID...**

The judges labelled Classi Seal "groundbreaking" and "so simple," and were extremely impressed that it solved a problem commonly recognised by the industry in a straightforward fashion.

But the winner was pushed hard by a series of excellent entries, including Thermaflor's Ecoslab, Solarcentury's Complete Solar Roof and an ingenious Cavitytray system from Cavity Trays.

The judges Highly Commended the Enviroblock from Masterblock which pushed Classi Seal all the way. They described Enviroblock as "probably the best rated block in the UK".

**The other shortlisted companies**

**Masterblock**

**HIGHLY COMMENDED**

Masterblock, a division of Aggregate Industries, has a recycled content of up to 93% and a minimum of 72%. Enviroblock was, according to Masterblock, developed to be the first generation of sustainable modern building materials. It is setting new standards by surpassing the generic data within the Green Guide to Specification.

**Cavity Trays**

The Ground Bearing Floor Insulated Cavitytray System covers the requirement under Building Regulations for insulation under the ground floor slab perimeter, damp protection and protection against radon or methane gas on contaminated land.

**Solarcentury**

The complete Solar Roof provides both solar electricity and solar hot water, providing much of a household's hot water and over half of its electricity requirements. C21e



photovoltaic tiles generate electricity from sunlight, and C21t solar thermal tiles utilise the heat of the sun in order to raise the temperature for water for bathing and washing. The tiles can be fitted to any conventional roof batten.

**Thermaflor**

Thermaflor's Ecoslab is an integral formwork system, designed to replace pre-cast concrete ground floors in homes with insulated in-situ suspended concrete ground floor slabs. The system consists of 1m sq interlocking rafts and thickened edge beams giving benefits such as reducing site activity by 80% and a U-value of around 0.10. The judges commented that Ecoslab was seen as another strong contender for product of the year.