

HER/MV

25th June, 1958.

Mr. N. Clerehan,
"The Age" Small Homes Section,
Collins Street,
MELBOURNE.

Dear Sir,

Further to our recent telephone conversation concerning your article "Observations on Insulation", published in the Age Small Homes Section on June 16th, we wish to bring your attention to a number of statements which are completely untrue and all obviously misleading to the public. The following are extracts from your article along with our comments:-

1. "But it is very difficult for the home builder himself to install reflective insulation immediately under his roof covering."

It is not difficult to install Sisalation under the roof covering and is in fact quite simple and straightforward. The material is laid across the rafters or purlins before the battens go on (in the case of rafters) and then the roof is fixed. It is extremely easy and can be done by the layman.

2. "It is impossible for the existing home owner. The only place he can put it is over the ceiling framing and that is not the best position for this material".

The best place for any insulation is across the ceiling as this allows all heat to circulate above the ceiling in summer and for heat generated in winter in the rooms below to be reflected back. This applies particularly to aluminium foil which works at highest efficiency in summer when on a horizontal plane. In this position each foil surface, irrespective of whether it faces up or down, has a conductance factor of .13 which is equal in insulating efficiency to 2" of cork, rock wool or glass fibre. It will therefore be seen that double-sided Sisalation is equivalent in insulating material to 4" of the "standard" type insulation. Dust will most certainly reduce the efficiency of aluminium foil, but the dust has to be thick enough to absorb heat and transfer this heat through the foil by conduction. However, even if the top surface of foil eventually has no insulating efficiency there is still the foil surface facing downwards which is equal to 2". I think you would agree that there are very few houses insulated with rock wool more than 2" thick.

3. "Although reflective insulation costs little, it can hardly be called true insulation".

What actually constitutes "true" insulation? Surely any insulation which will stop the transfer of heat efficiently is a true insulation. Insulating facts and figures concerning all types of insulants are obtainable from the C.S.I.R.O. or from the latest guide of the American Society of Heating and Air-conditioning Engineers. In relation to price and efficiency, aluminium foil is rated as being the best for most types of applications.

4. "It is still held by many experts that true and efficient insulation in summer and winter can only be achieved by a good layer of rock wool".

These "experts" whom you refer to - do they include the C.S.I.R.O. and the A.S.H.A.E? It may be of interest for you to know that there is at Doncaster a cool store which is insulated solely with multiple layers of Sisalation. We understand that its running costs are only half the costs of a similar store insulated with rock wool. The cost of insulation was approximately one third. Would you say that this cool store is not insulated with a true insulation.

5. "Rock wool has several great advantages over all other forms of insulation. It is permanent and is both fire retardent and fire-proof itself".

Double-sided Sisalation having aluminium on both sides of the tough Sisalkraft is completely permanent and will last the life of the building itself. It is also fire resistant. It is not actually true to say that this material is fire-proof but then that is hardly relevant, for when it is installed in walls, under the roof or floor, it is completely hidden. By the time a fire reaches the foil the place is burnt down anyway.

6. "The double-sided variety will double effectiveness and the price".

Single-sided Sisalation costs retail, 27/6 per 100 sq. ft. (not 21/-) double-sided 39/-. This is an increase of 42%, not 100%.

Sisalation has been established over the past few years as being a most remarkable, highly efficient insulation at low cost, and will improve considerably the living conditions both winter and summer in every house. We consider it important that the public be not misinformed or misled, and would appreciate from you through your column in the near future, some comments relating to the information contained in this letter.

Yours faithfully,
SISALKRAFT DISTRIBUTORS CO. PTY. LTD.

H.E. RENOUF
Sales Manager - Building