



QUALITY LEADERS

At Knauf Insulation we are pioneering new definitions of Quality Excellence. The focus? The needs of our customers.

The Oxford English Dictionary definition of the word 'quality' is straightforward: *"The standard of something as measured against other things of a similar kind; the degree of excellence of something."*

At Knauf Insulation this definition is not enough.

One of the core values of our brand is a drive for Quality Excellence that ensures our products go far beyond being either 'measured' or just 'excellent'.

What is Quality Excellence? Very simply, it's understanding what our customers perceive as quality and then delivering. This means identifying their needs and then improving our product specifications, testing procedures, auditing progress and establishing new quality benchmarks. It is not just about looking at the technical specification of a product, but also examining the way it is used to achieve the best possible performance.

"In the construction industry, quality can be measured by meeting regulations or achieving specific standards that are universally recognised and understood," says Mark Thompson, Knauf Insulation's Head of Market & Product Development – Non Residential.

"Of course, our products meet these standards but we need to take them to a higher level by talking to the people who use them, understanding their challenges, adapting our products to the market and giving our customers the quality that they really need."

We have spent time with customers on construction sites to watch, learn and ultimately understand how our products are installed and used. This has led to external and internal audits followed by new quality controls and manufacturing benchmark recommendations to ensure our customers get the quality they need.

Ultimately, this has led to a laser-sharp focus on real performance — in the real world — at every stage of product development.

"You may have a product that was good 10 years ago and was used in a specific way," says Mark. *"But the world of construction changes, buildings change, ways of doing things change. At the heart of our Quality Excellence programmes is the need to track these changes and make sure that customer requirements are constantly factored into everything that what we do."*

KNAUF INSULATION

CASE STORIES

RAFTER FRICTION FIT INSULATION

The challenge: In Germany friction-fit insulation is highly popular for installation between roof rafters. However, not all rafters are equal, distances between them in modern buildings are increasing.

The solution: We visited many sites across Germany to establish the modern realities of this market and updated our testing procedures and products to meet these new requirements.

MINERAL PLUS

The challenge: Installers in Turkey required high standards when it came to the real thermal and acoustic performance. They also needed an insulation solution that saved time during installation. We carried out extensive research to understand exactly the challenges they faced.

The solution: We developed Mineral Plus to offer the ideal balance of a level of stiffness that makes it simple to cut and an ease of flexibility that ensures it fits easily into the most demanding spaces. It does not break or chip during installation and offers excellent friction fit. A slab of Mineral Plus is also half the weight of our Rock Mineral Wool and this makes it easy to move around a site in fewer trips.