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**PRESS RELEASE**  
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**INCA Gets Ready For Green Deal**

The Insulated Render and Cladding Association (INCA) has welcomed the Coalition Government's green strategy including the 'Green Deal' which is expected to be available by the end of 2012. The announcement of the Green Deal follows hot on the heels of the extension of the Carbon Emissions Reduction Target (CERT) at the end of last month, which together will help to meet the Government's objective of mass adoption of energy efficient measures across UK homes.

INCA, which represents all the major system designers offering BBA or BRE tested insulated render and cladding systems proven in UK climatic conditions and a nationwide network of specialist installers with a minimum of 2 years experience in external wall insulation (EWI), is uniquely placed to deliver the Government's low carbon agenda and help to meet the UK target of an 80% reduction in carbon emissions by 2050. It is estimated that between 400,000 and 1.8 million homes will need to be upgraded every year, and this has brought the EWI industry represented by INCA and its members to the forefront as clients look for reputable Specialist Contractors to deliver to the highest quality standards.

INCA has recently appointed a new secretariat team with the key objectives of further developing its activities and growing membership. INCA will continue to support members with a range of exclusive benefits and services and, as a long-standing member of the National Specialist Contractors' Council (NSCC), represents the EWI sector at the highest level through the Strategic Forum for Construction, ConstructionSkills, CSCS and JCT. The annual INCA Conference & Exhibition is taking place on Wednesday 13 October to showcase the benefits of EWI and over 150 delegates are expected to attend including Local Authorities, housing associations, architects, main contractors and other key specifiers.

INCA Chairman, David Harrison, commented on a bright future for INCA:

*"The EWI sector is vital to achieving the carbon reduction targets signed up to by the UK Government. INCA and its members are synonymous with quality and competence, giving clients the confidence and support they need when investing in 'greening' the places in which we live and work. I would encourage anyone with an interest in EWI to join us at our Conference & Exhibition on 13 October to understand what we have to offer."*

~ Ends ~

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## Notes to Editors

1. The Insulated Render and Cladding Association (INCA) is recognised by Government as the national trade association for the EWI industry representing system designers, specialist installers and key component suppliers – [www.inca-ltd.org.uk](http://www.inca-ltd.org.uk).
2. The Green Deal is a central part of the Coalition Government's green strategy enabling homeowners to upgrade their properties without incurring upfront costs which is expected to be available in late 2012.
3. The Carbon Emissions Reduction Target (CERT) is the Government's obligation on energy suppliers to deliver a reduction in household carbon savings, which has recently been restructured and will now apply until December 2012.
4. The National Specialist Contractors' Council (NSCC) brings together the common aims of 32 specialist trade organisations within the construction industry and is the authoritative voice of Specialist Contractors in the UK – [www.nsc.org.uk](http://www.nsc.org.uk).
5. Places at the INCA Conference & Exhibition on 13 October 2010 at the Millennium Stadium in Cardiff can be booked by completing and returning the [INCA Conference & Exhibition - Booking Form](#).