**Trade Association Launches New Video – An Introduction To External Wall Insulation**

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**With imagery**

INCA, the recognised trade association for the external wall insulation (EWI) industry in the UK, has launched a new video, aptly entitled An Introduction To EWI Systems.

The video is intended to provide an easy-to-follow overview explaining what an external wall insulation system is, where it can be used and how it goes together and to showcase the many benefits it can deliver.

Released on behalf of the industry and designed to be used by the INCA membership the 4 ½ minute white label video is produced in animated format and talks in general terms about the benefits of a generic EWI system, what it is, how it works, the typical build-up and how it’s installed. It also provides direction to design, technical and best practice documentation.

It’s the first of a number of planned videos with future releases drilling down into more detail and focussing on specific EWI systems, finishes and market sectors.

The video not only serves as a valuable resource to promote the external wall insulation industry to architects, specifiers, contractors, landlords and homeowners alike but also for all INCA members to use and incorporate within their own CPD presentations and marketing campaigns.

Commenting on the new video John Sparrow, Executive Director for INCA said:

“This video is something that the INCA membership and external wall insulation industry has been asking about for some time – a generic, unbranded introductory level video which explains the basics of an EWI system in clear, non-technical terms.

“Not only will INCA be using and promoting the video as a stand-alone general introduction to external wall insulation, but it’s also intended that it will provide a valuable library resource to our membership who may wish to incorporate it, either in its entirety or specific sections, into their own presentations and campaigns.

“I would like to thank the INCA Marketing Committee along with [TurpsFilm](https://turpsfilm.co.uk/) for their support in bringing this video to production.”

Jane Wiltshire, Head of Membership Services at INCA added:

“Whilst there are plenty of other system specific resources available what sets this video apart is the fact that it’s generic, not linked to any particular system or manufacturer and talks about EWI systems in general thereby providing an independent, non-biassed overview of external wall insulation.

“A great resource for anyone considering EWI and looking to understand the basic principles and benefits before investigating further.”

The video is available with optional sub-titles on [Y](https://youtu.be/alZeXe_sykY)ouTube or the INCA website and members can request the media file by email.

Video Link: <https://youtu.be/alZeXe_sykY>



**LINKS**

Video: Introduction To EWI - No Subtitles: <https://youtu.be/alZeXe_sykY>

Video:  Introduction To EWI - With Subtitles: <https://youtu.be/ZMu5NMZ4mhM>

**FURTHER INFORMATION**

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**ENDS**

**NOTES TO EDITORS**

For more information contact John Sparrow at INCA: john@inca-ltd.org.uk

**About INCA**

* INCA is the recognised trade association for the External Wall Insulation (EWI) industry representing system designers, specialist installers and key component suppliers.
* INCA has proven longevity as a trade body dating back 40 years and currently represent around 90 key industry players. Please refer to the INCA website for an up-to-date breakdown of our membership numbers by types: contractors, manufacturers and associates.
* INCA’s vision: The delivery of growth in sustainable fabric performance solutions as the primary focus in combating fuel poverty and protecting the environment.
* INCA’s mission: To represent and support members of the External Wall Insulation industry through technical excellence, effective collaboration, strong communications and member benefits.