



For immediate issue

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NFRC LAUNCHES DEDICATED ROOFING CAMPAIGN FOR ARCHITECTS

The UK's largest roofing trade association, the National Federation of Roofing Contractors (NFRC), has rolled out a roofing campaign exclusively for the architectural and specification sectors. Entitled '*Think roofs – think NFRC*', the campaign aims to raise awareness of NFRC and to promote its knowledge and expertise to the architectural community.

Via an intensive PR drive, the '*Think roofs – think NFRC*' campaign will aim to update architects and specifiers on all the latest developments within the roofing industry. Through NFRC's strict code of practice and standards, vetting procedures, training and wide-ranging technical support, architects will be able to upgrade their knowledge of roofing, as well as seeking one-off help and guidance on specific disciplines.

Currently representing over 70% of the roofing industry by value, NFRC strives to ensure that members from the roofing community, including contractors and manufacturers, are at the forefront of all roofing developments. The decision to widen its services to the architectural community is based on the ever-changing landscape of legislation for roofing and the pivotal role that architects and specifiers play in the design and specification of roofs and roofing materials.

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Ray Horwood CBE, Chief Executive of NFRC explains: “The importance of roofing design in architecture can never be under-estimated and in a fast-changing industry, the time is now right to launch a dedicated campaign that aims to position NFRC as a single source of knowledge and expertise for both architects and specifiers.”

Ray continues: “Benefiting both new and established architectural practices, we are confident that our ‘*Think roofs – think NFRC*’ campaign will establish NFRC as the ‘architects’ answer to roofing’, and ultimately lead to improved best practice across all roofing disciplines.”

Dating back over 120 years, NFRC today actively ensures that all members offer high standards of workmanship and sound business practice through a strict code of practice and vetting procedure, including site inspections and adhering to the Government endorsed TrustMark standards. The Federation also offers training services, technical advice, and represents member interests to the wider construction industry and Government.

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For more information please visit www.nfrc.co.uk or contact 020 7638 7663.

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PHOTO-CAPTIONS:

Pictured here; a selection of just some of the roofing disciplines that architects and specifiers need to contend with in the design and specification of roofs and roofing materials. Thanks to the new '*Think roofs – think NFRC*' campaign, they will now be able to upgrade their knowledge of all things roofing via NFRC, as well as seeking one-off help and guidance on specific disciplines.



PHOTO-CAPTIONS:

Pictured here; Ray Horwood CBE, Chief Executive of NFRC who is responsible for a new roofing campaign that exclusively targets the architectural and specification sectors.

