

Key role for insulation

THE Malaysian Insulation Manufacturers Group (MIMG) congratulates the World Wildlife Fund for Nature's (WWF) Earth Hour campaign, which has gained momentum since its inaugural 2007 event.

While Earth Hour focuses our attention on the need to preserve what is left of our depleting energy resources, MIMG calls upon the government, industry professionals and home owners to consider and use technologies that can further accelerate our conservation efforts, particularly the use of insulation in buildings.

Buildings, being one of the largest consumers of electricity, should be the first area of concern for energy conservation efforts. There are many "green" technologies and solutions available in the market, but one which is already well-proven and globally used is mineral wool insulation.

The benefits of mineral wool insulation are manifold. Studies

have shown that even if only minimum insulation is applied to a building (such as above the ceiling), it can potentially save more than 20% of energy used for air conditioning. Considering the number of buildings and homes being built, the use of mineral wool insulation can reduce energy consumption by over 3,300 GWh and reduce over 2.5 million tonnes of carbon emissions – equivalent to taking 830,000 cars off Malaysian roads.

Given our prime minister's commitment at the recent United Nations Climate Change Conference in Copenhagen to reduce the nation's carbon intensity by 40% by 2020 (compared with 2005 levels), the MIMG sincerely hopes that all Malaysians will adopt insulation as one of the key measures towards achieving this target.

**Malaysian Insulation
Manufacturers Group**