

Leads Lead To New Business

Principality Plastics Warehouse has put its recent growth down to starting to work with Freefoam Building Products and being supported by leads that have led to new business.

PPW is a multi-discipline distributor of plastics and building products, selling to trade and DIY customers in the South-West and Wales. It has branches in Cardiff, Gelli, Swansea, and Gloucester.

The company, which has been in business since 1992, was acquired in 2023 by a team including Matthew Epps (pictured and now MD) who says: "Freefoam are different to most suppliers in this industry.

"Most of their competition are manufacturers but they also have trade counters. Freefoam are just

focused on the distributors, the independents, which is the perfect fit for us.

"Freefoam are key to our growth plans and that's from the day we sat down with them in July 2024. We carefully thought out how we can work together and grow the business.

"We stock the full range of Freefoam products – soffits, fascia, window trims, interior panelling and cladding. But one of the key products in this partnership is the Fortex range of cladding. It's a new market for us and we see massive growth in that area with existing customers but it can also bring a lot of new customers to our business.

"Freefoam gave us lots of sup-



www.principalityplasticswarehouse.co.uk

port as a new customer. They assisted with lots of product promotions and launches in the early days, we've had specials on Fortex cladding and joint social media campaigns. We had members of their staff in the branch for the initial launch. They're always available, always communicating. We're really happy with the partnership. They're the perfect partner for our business." [i](#)

www.freefoam.com

Seals Get Seal Of Approval

ISO Chemie has linked up with an FE college in a new initiative to help current students understand foam sealant tape technology and the need to better seal doors and windows.

Experts provided a group of masters' students on courses at Abingdon & Witney FE College's Construction Skills Academy, with an overview of foam sealant tapes. They also explained why it's important to ensure windows are properly and effectively sealed to prevent energy loss and protect property against the elements.

The move, an extension of ISO Chemie's skills development and learning programme, saw UK sales and operations director Andy Swift, cover the benefits of using the latest foam sealant tapes and how to install them. There was a Q&A at the end of the session.

Doors and windows account for almost 21% of the total air loss of the average house. Adding the joints between walls, floors and ceilings brings the figure up to 50%. Andy Swift said that while airflow is desirable, you can eliminate 50% of heat loss while still retaining some natural air flow.

The initiative reflects the company's wider moves to help young people in the UK looking to pursue a career in architecture construction, building design and related sectors, understand the types of products available



and how to specify them.

Following the success of the first event, further events at other technical colleges could be on the cards in the next 12 months to support UK construction and building training syllabuses. [i](#)

www.iso-chemie.eu/en-GB