

FLETCHER INSULATION

INSULATION IS FOREVER

Fletcher Insulation's Andrew Rowe discusses the life-long benefits of a well-insulated home.

For around 80 years, [Fletcher Insulation](#) (part of Fletcher Building Group) has been providing local jobs in the manufacturing of insulation, a vital energy efficient technology.

“My entire career has been in manufacturing, and I’m extremely passionate about this product,” says Andrew Rowe, General Manager of Fletcher Insulation. “It helps reduce emissions and improve the environment, reduce energy bills, and improve the health and comfort of people in their homes.

“It feels good to get up and go to work for a product that has such a positive impact for society – it’s probably why I’ve stayed in this industry for 20 years!” he adds.

While Andrew’s enthusiasm for insulation is spreading, he notes there’s much more to do to educate the community about insulation’s role and value, and that of energy efficiency more broadly.

“Energy bills continue to go up and cost of living pressures are leading people to look into how they can reduce their costs. Insulation is one of the most cost-effective ways to make an impact on energy bills,” he says. “Also important are other complimentary measures like draught proofing, to further maximise the benefits of insulation.

Positive drivers such as the building industry move to 7-star homes are also helping increase interest, but Andrew says there are still complexities the industry can help the community to better understand and manage.

“Insulation is a core element of a home,” he says. “Getting the right product with the right install is critical to unlocking the benefits. A gap as small as 5 per cent could cause a 20 per cent energy loss.”

Fletcher endorses the use of trained and [certified installers](#), and credible independent third-party certification such as [CodeMark](#). Training is critical in ensuring safe installation and achieving installed product performance particularly in retrofit applications. “We are very supportive of training programs that have been designed in consultation with our industry,” Andrew commented.

And when you consider that insulation is a multi-decade investment – and one that’s likely to be with you for the life of the house – the product itself is well worth paying attention to.

On top of his job, Andrew himself has lived the benefits of an insulation upgrade.



“I actually topped up my own insulation a couple of years ago, and noticed the comfort level in my living space go up considerably,” he says.

Because of the enduring nature of the product, this is a benefit he will likely enjoy forever, something millions more Australians can unlock in the coming years.