



## **“The Insulation Challenge”; and the Winner is ... Svenska Aerogel!**

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Thermo-Line® med NANOTECH designed based on Svenska Aerogel's Quartzene was the winner of “The Insulation Challenge”, which was an innovation competition recently held by a number of housing companies in the Netherlands to identify the best thermal insulation plaster for preventing heat loss in 350,000 of the existing buildings of the country.

In the final this Tuesday it was clear that the contribution Thermo-Line® med NANOTECH inside based on [Svenska Aerogels Quartzene](#) won the prize in competition with 40 other contributions. Thermo-Line® med NANOTECH is based on Quartzene and is a thermal insulating plaster manufactured by Barozzi Vernici in [Italy](#). The team behind this achievement is Svenska Aerogel, Barozzi Vernici and the reseller Vesta Chemicals.

"This is a brilliant example of how the market drives innovative solutions. The demand for this type of product is great and we are of course happy about this success for our team. We have managed to unite innovation and cooperation in our network. We see this as an acknowledgment of the product, and now we can contribute with solutions to the market needs in the [Netherlands](#) and the rest of the world" says Tor Einar Norbakk, CEO Svenska Aerogel.

The initiative for the competition was taken by 3 housing companies with 90,000 households in Utrecht, the [Netherlands](#), in order to find smart innovative, energy-efficient solutions for existing buildings. The competition received a lot of attention in the [Netherlands](#) and another 12 housing companies joined. The total number of homes then increased to 350,000. The total market in the [Netherlands](#) is about 2.4 million homes.

Diederik Samsom, chairman of the jury for “The Insulation Challenge”: “This result is encouraging, but what happens after this is crucial. We have seen good solutions with great potential and the 40 entries show how important this challenge is.”

Read the [original article](#) on Svenska Aerogel.