

## FP150 vs FP300 – Product Positioning & Technical Comparison

### 1. Technical Comparison

| Category                         | FP150 – Wall & Façade Insulation              | FP300 – Flat Roof & Horizontal Insulation         | Comment / Synergy                                       |
|----------------------------------|-----------------------------------------------|---------------------------------------------------|---------------------------------------------------------|
| Main application                 | External walls, façades, ceilings, partitions | Flat & low-slope roofs, terraces, thermal screeds | Together they cover all building envelopes              |
| $\lambda$ (Thermal conductivity) | 0.048 W/m·K                                   | 0.057 W/m·K                                       | FP150 optimized for vertical heat loss, FP300 for roofs |
| Density                          | 150–160 kg/m <sup>3</sup>                     | 170–180 kg/m <sup>3</sup>                         | FP300 slightly denser for compressive load capacity     |
| Compressive strength             | 0.16 N/mm <sup>2</sup>                        | 0.20 N/mm <sup>2</sup>                            | FP300 higher strength for roof loads                    |
| Vapour diffusion ( $\mu$ )       | ≈6                                            | ≈6                                                | Both breathable and moisture-regulating                 |
| Fire class                       | A2-s1-d0                                      | A2-s1-d0                                          | Non-combustible across both lines                       |
| Layer thickness                  | 15 cm (up to 40 cm with formwork)             | Up to 40 cm (single pour)                         | FP300 thicker, slope-forming capability                 |
| Water behaviour                  | Hydrophobic, water-repellent                  | Hydrophobic, water-repellent                      | Same mineral base technology                            |
| Acoustic insulation              | +14 dB at 500 Hz                              | +10–12 dB typical                                 | FP150 optimized for walls                               |
| Application method               | Sprayed, pumped or trowelled                  | Pumped or poured                                  | Standard equipment for both                             |

| Category               | FP150 – Wall & Façade Insulation                            | FP300 – Flat Roof & Horizontal Insulation                 | Comment / Synergy                         |
|------------------------|-------------------------------------------------------------|-----------------------------------------------------------|-------------------------------------------|
|                        |                                                             |                                                           |                                           |
| Cold bridges / fixings | None – monolithic                                           | None – monolithic                                         | No anchors or dowels                      |
| Waste & recyclability  | Zero waste, 100% recyclable                                 | Zero waste, 100% recyclable                               | Circular mineral system                   |
| Primary advantage      | Vertical insulation replacement for EPS/mineral wool boards | Non-combustible alternative to EPS-granulate roof screeds | Together form a fire-safe envelope system |
| Installation time      | 1 layer vs 5–6 for ETICS boards                             | 1 pour vs 2–3 days for slope screeds                      | Both cut installation time drastically    |

## 2. Portfolio Synergy & Strategic Message

**FP150 + FP300 = Fullsulate Envelope System – the world’s first fully mineral, circular, and non-combustible monolithic insulation solution for walls, roofs, and ceilings.**

### Combined USPs

- **100% mineral, hydrophobic, vapour-open**
- **$\lambda$  between 0.048–0.057 W/m·K** across both systems
- **Fire class A2-s1-d0** – compliant with public/commercial standards
- **Zero cutting waste, fully recyclable**
- **Single-layer/single-pour application**
- **30–40% cheaper than insulating mortars; 20–25% cheaper than mineral wool**
- **No cold bridges, anchors, adhesives, or fixings**
- Same additive technology and unified logistics

### Market Strategy Insight

| Segment                  | FP150 Focus | FP300 Focus | Combined Market Impact                    |
|--------------------------|-------------|-------------|-------------------------------------------|
| Residential façades      | ✓           | —           | Continuous insulation envelope            |
| Public/high-rise façades | ✓           | —           | A2 compliance advantage                   |
| Commercial roofs         | —           | ✓           | Non-combustible, slope-forming insulation |

| Segment                | FP150 Focus | FP300 Focus | Combined Market Impact                |
|------------------------|-------------|-------------|---------------------------------------|
|                        |             |             |                                       |
| Industrial roofs       | —           | ✓           | Thermal & acoustic fireproof layer    |
| Green roofs & terraces | —           | ✓           | Hydrophobic thermal substrate         |
| Renovations            | ✓           | ✓           | Universal use with low substrate prep |

### 3. Summary Statement

FP150 defines vertical insulation innovation, FP300 defines horizontal insulation innovation. Together they make Fullsulate the first circular, fully mineral, non-combustible insulation platform covering every surface of a building.

