

Wall-ACE

Deliverable

D5.11: REPORT ON THE MARKET TEST

WP	5	Go to Market
Task	5.8	Market Test

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¹ Dissemination level: **PU** = Public, **PP** = Restricted to other programme participants (including the Commission services), **RE** = Restricted to a group specified by the consortium (including the Commission services), **CO** = Confidential, only for members of the consortium (including the Commission services)

² Nature of the deliverable: **R** = Report, Document, **DEM** = Demonstrator, Prototype, pilot, **DEC** = Websites, patent filings, **O** = Other

³ Creation, modification, final version for evaluation, revised version following evaluation, final

Deliverable abstract

This deliverable describes the feedback obtained by the Wall-ACE market concept. As the project concludes having reached TRL7, rather than a market distribution test, a market survey has been implemented.

The objective of this survey was to re-assess market interest, specifically concept versus customer acceptance.

Almost 20 potential customers have been contacted (contractors, distributors, specifiers...) to obtain qualitative feedback on Wall-ACE system.

The overall conclusion is positive, and the survey clearly confirms the importance of strong communication around the new Wall-ACE solution, in order to convince final customers, craftsmen and distribution channels to promote the solution.

Deliverable Review

Reviewer #1: Laurence Lapôte			Reviewer #2: Tina Oertel		
Answer	Comments	Type*	Answer	Comments	Type*

Is the deliverable in accordance with

the Description of Action?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a
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Is the quality of the deliverable in a status

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that needs further work by the Partners responsible for the deliverable?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a

* Type of comments: M = Major comment; m = minor comment; a = advice

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1. Objectives

This deliverable describes the feedback obtained by the Wall-Ace market concept.

Prior to wide scale commercial roll-out, and to assess the viability and the risks of the marketing mix (product, distribution, price, promotion, services...) the aim of this survey was to evaluate the interest of our solution by allowing potential customers to interact with the product concept.

Due to project maturity (project ends at TRL7), the market test is oriented on a concept test validation putting our solutions through their paces with respect to distribution, craftsmen and specifiers to get their statement on their willingness to buy the Wall-ACE solution.

2. Methodology

2.1 Approach

In order to get a homogeneous and representative set of results, a questionnaire has been issued by the partners, and used as the support of the interviews.

Each partner identified from 5 to 7 targets from various profiles and conducted the interviews from July to September 2019.

The various face-to-face interviews have been managed by the partners directly to explain the characteristics and benefits of the system and its components. The “voice” of the customer and verbatim have been gathered in various countries: France, Italy, Germany, 3 major countries for Wall-ACE deployment.

20 interviews were conducted following a precise questionnaire. This survey shows a homogeneous panel from the building sector:

- Architect
- Contractor
- Craftsmen
- Distributor/merchants
- Other: Expert Energy

The repartition of the interviewees is done as follow:

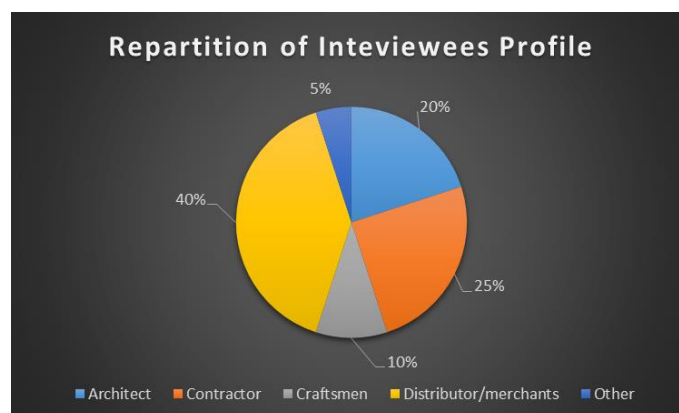


Fig. 1 Repartition of Interviewees profile

All the participants have a clear knowledge of the construction and insulation techniques. They also have a good view on what can and cannot be implemented in terms of system whether in new construction or renovation.

The main sectors of activities of the interviewees are defined as follow:

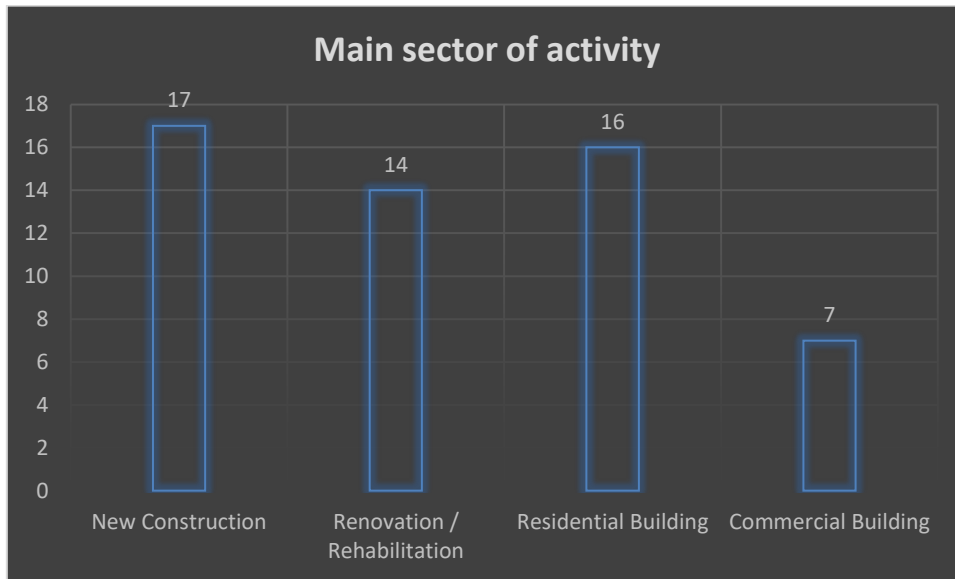


Fig. 2 Main sector activity

2.2 Questionnaire

The questionnaire has 3 main sections.

- The first part describes the information related to the Wall-ACE system with the explanation of the concept: benefits, advantages, technical attributes and properties.
- The second part is a set of questions to assess interest / willingness to purchase of the Wall-ACE system (The 5 components all together).
- The third part is dedicated to evaluating the interest of the product proposed by each partner. Objective is to assess the interest in one specific solution versus the total system.

3. Results and Analysis

Among the interviewees, the type of customers they are interacting with is also very representative of and coherent with the market and audiences that could be interested by the Wall-ACE system.

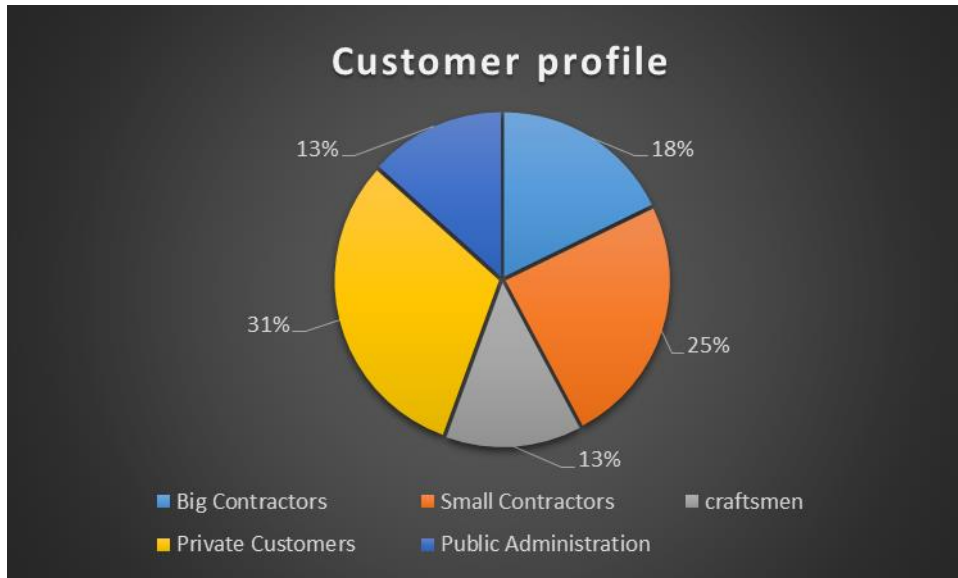


Fig. 3 Customer profile

3.1 Feed-back on the Wall-ACE System

Overall feedback on the Wall-ACE system was that it was rather well accepted with an average rating of 3.8/5; among the different customer categories and types of construction.

Inserted scale of rating: 1 unsatisfying solution, 5 very satisfying solution.

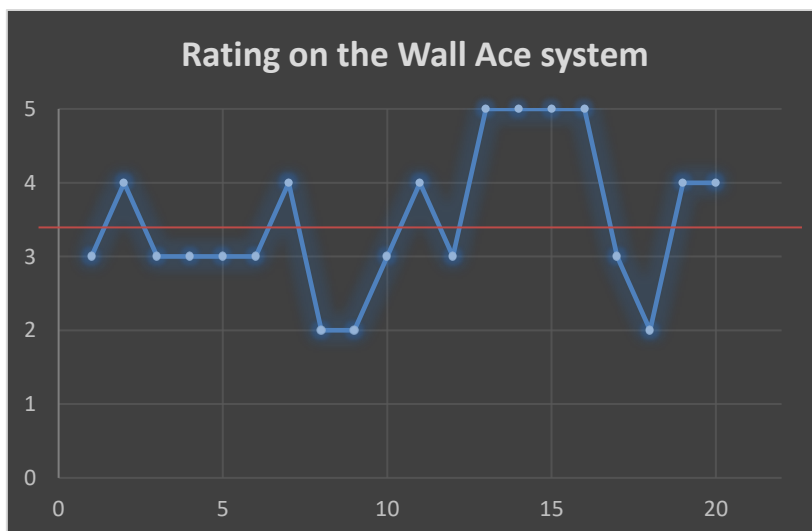


Fig. 4 Rating on the Wall Ace system

Nevertheless, we can see an important spread in the answers that requires to have an analysis by profile.

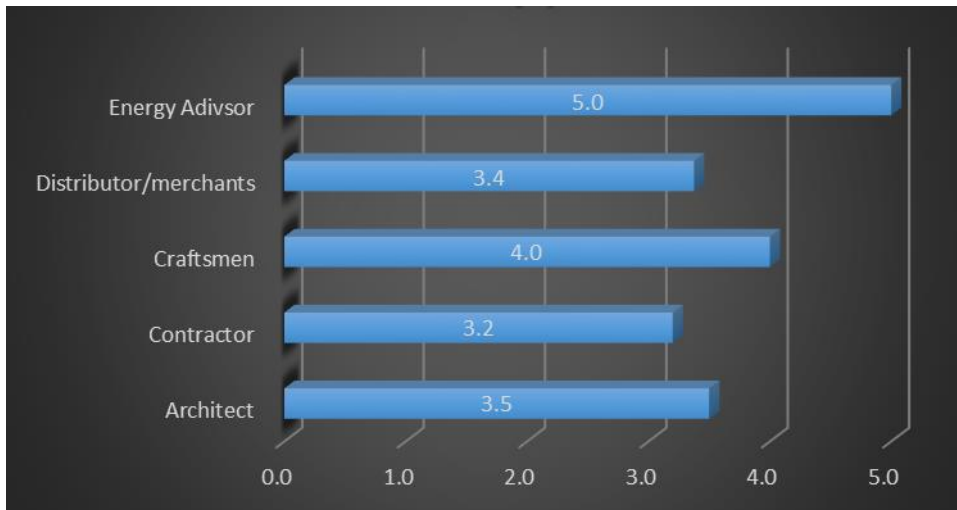


Fig. 5 Rating by profile

We can see that individuals representing the energy industry gave a very positive review of the system, perceiving it as very innovative and a real alternative to existing solutions, whereas contractors and distributors are more conservative. It should be noted that the technical advisor mentioned a point regarding thermal bridges and the possibility to limit/avoid them using a solution as Wall-ACE.

The main highlighted benefits are:

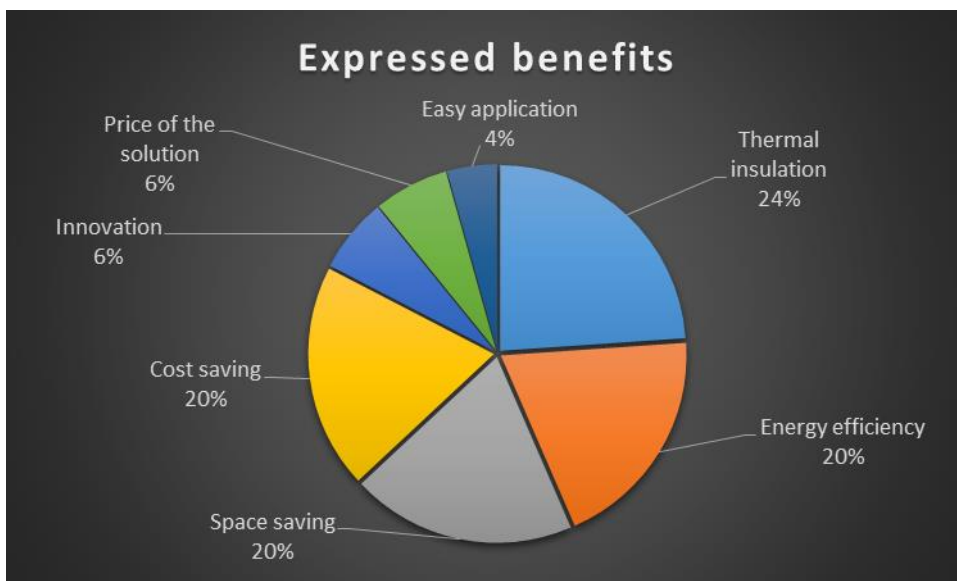


Fig. 6 Expressed benefits

At the top of the perceived benefits, the performance in terms of thermal insulation and energy efficiency is clearly highlighted as a strong point of our solution.

The space saving compared to traditional solutions and the ease of installation compared to ETICS (abbreviation for External Thermal Insulation Composite System) are also strong arguments in favour of the Wall-ACE system.

It should be noted that the sustainability of the developed product was brought up once, however was not highly ranked by the interviewees.

The Wall-ACE system is seen as particularly interesting in the case of jobsite renovation, where ETICS use is simply not accepted or is too expensive, such as in cities where real estate prices are very high or when historical buildings must be insulated.

Perceived as very innovative, the system is also promoted as a solution to be introduced in “Public building” or “Demonstrator site”.

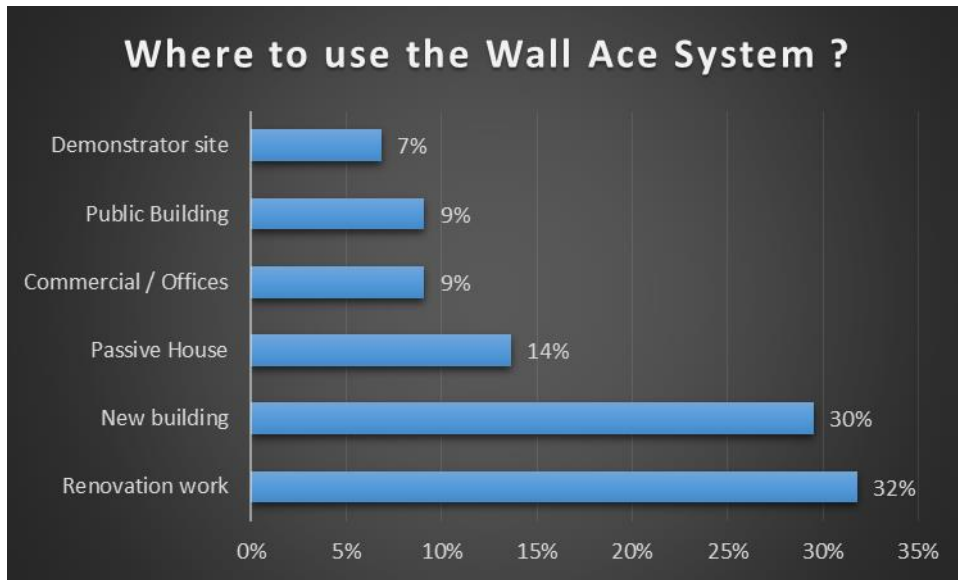


Fig. 7 Where to use the Wall Ace System

Regarding the global system, the willingness to purchase the all set of 5 products is nevertheless fairly good.



Fig. 8 Willingness to purchase

It is important to note that more than 55% of the interviewees expressed their interest to purchase and install the solution if available, with two main limitations:

- Price versus performance compared to current solution must be favourable.
- Some would purchase the products, if the customer asks for it, especially in cases where contractors and distributors are at the end of the decision process.

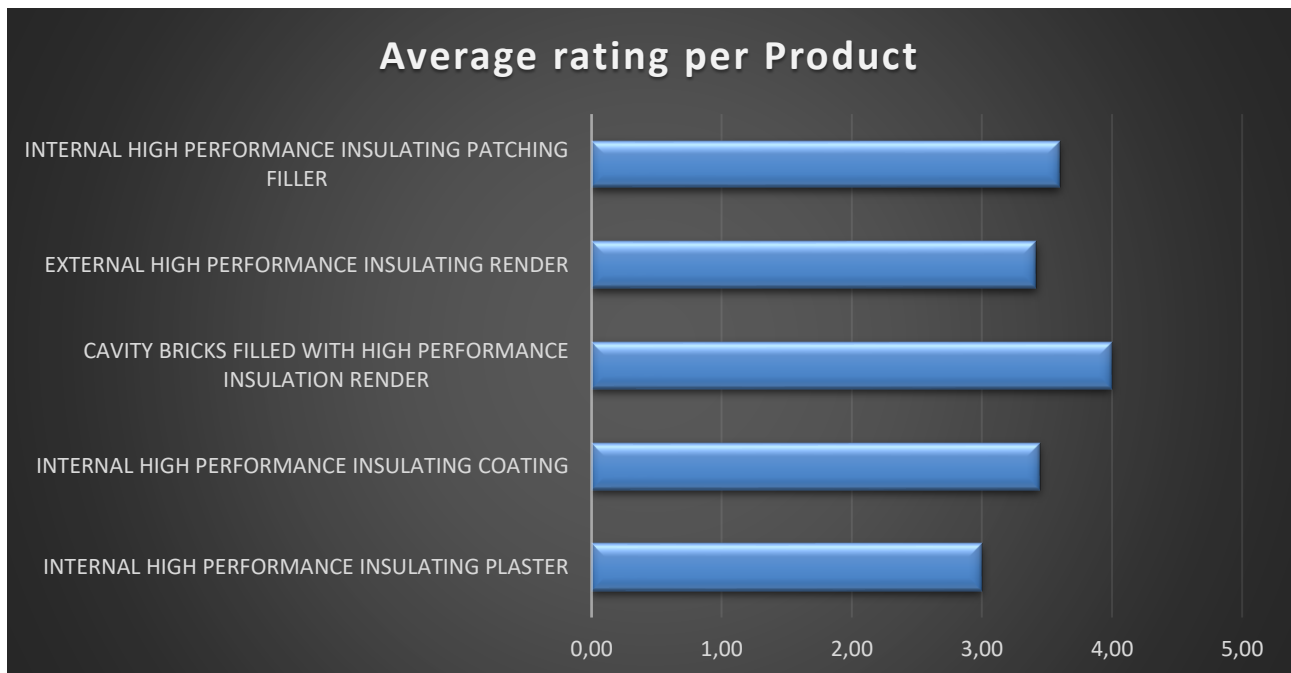
It is important to notice, that the “wet mode” of our system compared to traditional method (mineral wool/ETICS) creates constraints. For instance, it limits the installation in cases of very cold temperatures (winter time); it is also difficult to bring internal or external support with respect to the pumping machinery in cases of “high buildings”. These constraints must be considered in as limiting factors with respect to sales.

3.2 Feedbacks on each product composing the system

In parallel to the Wall-ACE global system evaluation, each component of the system has been presented to the interviewees to get their feedback and gauge their level of interest.

This enables us to figure out which of the “individual” products could generate business independently.

In average the rating for each individual product is rather good (note ≥ 3).



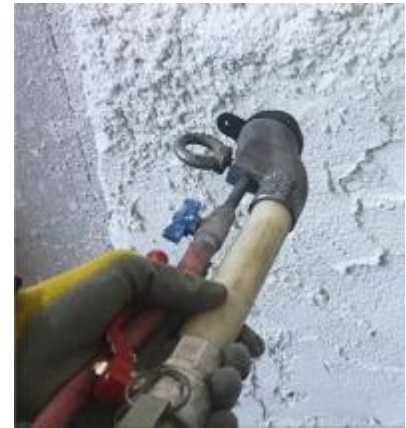
*Fig. 9 Average rating per product
Scale of rating: 1 unsatisfying solution, 5 very satisfying solution*

Nevertheless, we must keep in mind the “non-statistical” significance of these values, as only a limited sample of people have been questioned per product. Much more important are the “verbatim” and remarks expressed during the interviews.

Below are the summarized remarks & main takeaways.

INTERNAL HIGH PERFORMANCE INSULATING PLASTER

- Average rating 3 (number of interviewees 9)
- Targeted usage: New building and renovation
- Key benefits:
 - o Thermal efficiency improvement
 - o Reduction of thermal bridges
 - o Easy application: manual or mechanical process
- Point to be further improved:
 - o Price positioning compared to other solutions to be developed
- Willingness to purchase: Yes, if requested from the field



INTERNAL HIGH PERFORMANCE INSULATING COATING

- Average rating 3.45 (number of interviewees 9)
 - o Better evaluation from the architect and distributor with an average rating ~4.
- Targeted usage: Renovation
- Key benefits:
 - o Thermal efficiency improvement
 - o Reduction of thermal bridges
 - o Easy application: manual or mechanical process
- Information to be reinforced:
 - o Price positioning compared to other solution to be developed
- Willingness to purchase: Yes, if requested from the field



CAVITY BRICKS FILLED WITH HIGH PERFORMANCE INSULATION RENDER

Average rating 4 (number of interviewees 3)

- o Better evaluation from the architect with a rating of 5
- Targeted usage: New buildings only
- Key benefits:
 - o Thermal efficiency improvement
 - o Reduction of wall thickness
 - o No change is application method
- Information to be reinforced:
 - o Price positioning is expensive compared to traditional bricks
 - o Request for certification
- Willingness to purchase: Yes, if requested from the field



EXTERNAL HIGH-PERFORMANCE INSULATING RENDER

- Average rating 3.42 (number of interviewees 3)
 - o Better evaluation from the craftsmen and contractors with a rating from 4 to 4.5
- Targeted usage: Seen for renovation only
- Key benefits:
 - o Thermal efficiency improvement
 - o Easiness to apply compared to ETICS (easier manipulation compared to panels, but temperature of installation might be a constraint for the contractors)
 - o No change in application method
- Information to be reinforced:
 - o Price positioning versus other render
 - o Request for certification
- Willingness to purchase: Yes



INTERNAL HIGH PERFORMANCE INSULATING PATCHING FILLER

- Average rating 4 (number of interviewees 5)
 - o Better evaluation from the craftsmen and contractors with a rating from 4 to 4.5
- Targeted usage: Seen for renovation only
- Key benefits:
 - o Thermal efficiency preservation especially for recent building
 - o No change in application method
- Information to be reinforced:
 - o Price is rather acceptable for local reparation.
- Willingness to purchase: Yes



On average, we can conclude that from the customer point of view, there is a very good acceptance of the various products if sold separately.

We can estimate that, excluding the bricks which seems to have a more limited audience / distribution coverage, all the other products have a real market interest and generate significant sales opportunities as added value compared to traditional offer is clearly perceived.

4. Conclusions

To conclude, we confirm a real interest from the market regarding the Wall-ACE system and all the individual solutions.

It is confirmed that selling the full system will be quite challenging as it requires a very specific approach and coordination on the jobsites (weather constraints and building size). The Wall-ACE system is clearly identified as a solution for new constructions rather than renovation.

More opportunities are foreseen for the individual products in the renovation market. All of them are solving customer's issues and bringing alternatives to existing products.

The external render is clearly seen as a good alternative to operate on exterior insulation without the complexity of an ETICS but keeping in mind temperature constraints, easiness to carry the product at the different building level.

The interior products are also seen as providing very good solution for historical building or in cities where the architectural constraints are very high and request to have "only" interior insulation solutions.

With respect to the bricks, the interest is present, though more mitigated due to price and unique usage in new buildings. But technically the performance of the product is seen as very promising.

Finally, the patching filler is perceived as a good complementary product to different solutions in renovation or in new building, specifically to enable the contractor / craftsmen to operate on walls (plumbing, electrical installation) without degrading the thermal insulation of the building.

The overall conclusion is positive, and the survey clearly confirmed the importance of strong communication around the new Wall-ACE solutions, in order to convince final customers, craftsmen and distribution channels to promote the solution.