



Cavity insulation installed at  
Goswell Road, Barbican, London  
**FIRETITE™ Best Practice Case Study**



## Project data

**Project:** 23 Goswell Road, Barbican, London. A former dance studio is now undergoing a refurbishment to convert the building to office space

**Architect:** Orbit Architects

**Client:** Wittington Investments

**Main Contractor:** GPF Lewis

**Scope of Work:** The refurbishment of the cavity wall required a minimum of a Class A2 product. FIRETITE was the material of choice for both the architect and main contractor. The product was applied internally due to the stage of construction and the location.

**Project Area:** 1500m<sup>2</sup>

**Products Used:** FIRETITE Class A2 mineral clay cavity wall insulation.

**FIRETITE Installer:** Site Sealants

Located opposite the Barbican Centre in London, 23 Goswell Road is a high rise building that was previously the Italia Conti Academy Theatre of Arts. Spread over eight floors, the building is undergoing an upgrade and a transformation into a modern office building of over 2000m<sup>2</sup>.

## Challenges

Orbit Architects required a cavity wall insulation product that complied with the new demanding building regulations for fire, while also providing a good thermal performance for their modern upgrade. The project had difficult location restrictions and the cavity wall insulation had to be installed internally throughout the eight floors. Time was also a key factor for the specifiers and a fast application was essential to ensure a tight schedule was maintained.

## Solution

Familiar with ECON's full range of insulation products, Orbit Architects went searching for a suitable cavity wall insulation to meet their project demands. Once introduced to the FIRETITE product, it made specification for this project easy. FIRETITE mineral clay cavity wall insulation offered the architect the comfort of a Class A2 fire rated insulation, complying with all new regulations. It also offered the added benefits of an airtight product, with good thermal values and contributes 30 credits to their BREEAM certification due to its environmental properties.

## About FIRETITE

FIRETITE is the worlds first three component mineral clay insulation developed after many years of extensive research to create this unique formulation. With a thermal conductivity of 0.034W/mK, it is a self sealing product that adheres to the masonry wall and has achieved the best EMICODE emission classification of EC1 plus.



“Very happy with the speed of the application and the efficiency of the installer. I’ve introduced it to our team in head office and we will definitely look at using FIRETITE on our other projects over alternative systems.”

Chris Jones, Senior Project Manager with GPF Lewis.

Goswell Road was completed by **Site Sealants** who are one of the first UK trained and approved FIRETITE installers. Site Sealants work closely with ECON on our full range of insulation and coatings products and have been monitoring the rise of FIRETITE over the last few years. They were delighted to be involved with such a prestigious London project and look forward to working with GPF Lewis in the near future.

For further information on FIRETITE visit our website [econbp.com](http://econbp.com)