

HOW IKO PERMATEC LI IS REDEFINING SUSTAINABLE ROOFING



CMA AWARDS – BEST SUSTAINABLE MARKETING INITIATIVE

THE BREAKTHROUGH



UK's first carbon-storing hot melt roofing system



Over 50% lower embodied carbon



Up to 150kg CO₂e locked away per tonne



Zero-waste packaging

REAL-WORLD SUCCESS: DAKOTA HOTEL NEWCASTLE

IKO Permaterc LI + green roof = durable low-carbon waterproofing with biodiversity gains.

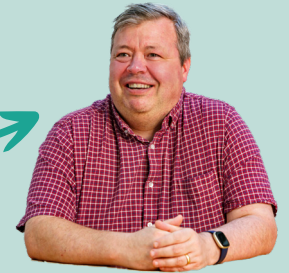
Delivered with BriggsAmasco, overcoming wind uplift challenges through tailored design.



INNOVATION DRIVEN BY PEOPLE

Developed by IKO R&D specialist Steve Dalton.

UUK innovation, verified by EPD and BBA certification & Patent Pending.



THE CAMPAIGN: SCIENCE, STORYTELLING, SPECIFICATION



- Carbon calculator to model emissions and savings
- Targeted digital, paperless campaign and CPD-style insights
- ESG-focused comms to focus on broader, long-term benefits
- Case studies including Dakota Hotel Newcastle
- Interactive showcase at The Building Centre

CAMPAIGN RESULTS

- Increased specification across ESG-focused projects
- Specifiers engaged with new carbon calculator tool
- Showcase at The Building Centre attracted industry-wide attention



VALUE ON INVESTMENT (VOI)

IKO focuses on VOI, not ROI. Customers gain:

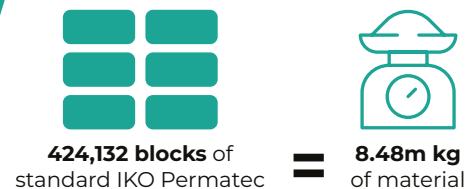
- Low-carbon innovation with no cost premium
- Verified performance (EPD, BBA)
- Smarter specification tools
- Compliance confidence

“ Our return: innovation momentum and market trust. ”

PROOF OF IMPACT

Over the past three years, IKO has sold **424,132 blocks of standard IKO Permaterc** — equal to 8.48m kg of material. If those projects had been specified in **IKO Permaterc LI**, they would have stored an additional **1.21m kg of carbon**.

This shows the scale of opportunity ahead: as more projects transition to IKO Permaterc LI, every block specified becomes a long-term store of carbon in the built environment.

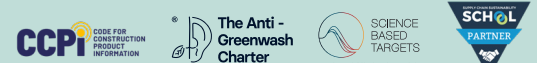


Using **IKO Permaterc LI** would have stored an additional **1.21m kg** of carbon

TRUSTED & VERIFIED



ALIGNED WITH:



IKO: UK-MANUFACTURED SYSTEMS

Trusted by specifiers. Built for a low-carbon future.

Discover more at ikogroup.co.uk