

# “It’s like a raincoat

**Do you have concerns about protecting your property from damp and keeping the cold weather out?**

**T**herma Home Improvements are a local company based in Bingley specialising in roofing, maintenance, and the protection of the exterior surfaces of buildings. They are delighted to introduce an amazing solution to a recurring problem for homes in the Worth Valley...that is, **unwanted penetrating damp.**

Therma is dedicated to shielding your home from the effects of the British climate, and secoTHERM™, the latest addition to their arsenal of products and services, is like enveloping your home in an invisible raincoat!

When masonry surfaces get wet they lose their insulation properties. Water and UV degradation are the two key elements in the damage of masonry surfaces. secoTHERM™ is completely unaffected by UV rays and creates a barrier against water. **You can protect your home from penetrating damp and increase the thermal resistance of your masonry with up to 29% energy savings by applying secoTHERM™.**

It is an unfortunate fact that statistically 35% of heat is lost via exterior building walls. Damp walls inevitably create cold buildings and a significant loss of energy efficiency. The problem is compounded if cavity wall insulation is wet.

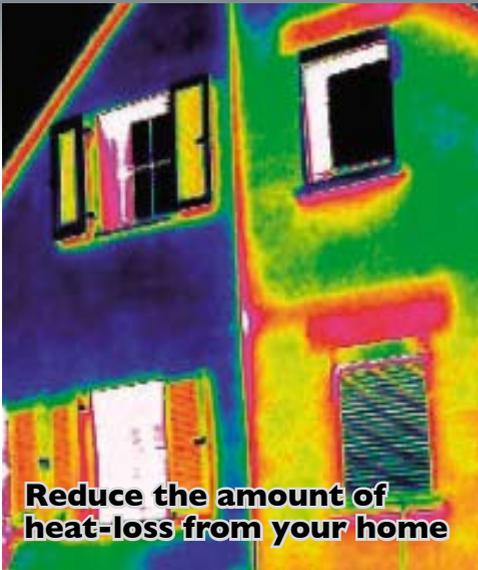


The prudent strategy is to take preventative measures to stop the moisture from taking hold in the first place. secoTHERM™ provides the effective barrier to prevent the problem from occurring. **Here is how it works:** With a specially patented substance that is sprayed on to the outer walls of your home, secoTHERM™ chemically bonds to your stone and masonry, provides a shield to all weathers, and additionally, repels biological growth and stains that can result in decay and cause problems. This process has no visible impact on the appearance of your home, making it **ideal for listed buildings in conservation areas or homeowners keen to preserve the original appearance of their properties.**

Tested to European thermal insulation standards, secoTHERM™ contains no

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# for your home!"



**Reduce the amount of heat-loss from your home**

harmful chemicals and is compliant to EN ISO 15148:2002 standards, demonstrating its hydrothermal performance. The product penetrates deeply into the exterior wall substrate and offers protection for up to 20 years.

**for more details about Therma Home Improvements**

**free phone  
0800 050 29 29**

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for Worth  
Valley Mag  
Readers!**

## **The benefits of masonry surfaces treated with secoTHERM™**

- \* Improves the thermal efficiency of masonry by keeping it dry (Potential energy savings up to 29%)**
- \* Maintains the thermal properties of cavity wall insulation**
- \* Reduces heat loss**
- \* Offers a self cleaning surface**
- \* Slows the ageing or break down of exterior wall surfaces**
- \* Is less susceptible to the growth of microorganisms**



**Until April 2011, Therma is offering Worth Valley Mag readers an introductory 25% discount on secoTHERM™**

Call today for your FREE consultation and advice on how you can protect your home. (Mention that you saw them in the Worth Valley Mag to qualify for the discount!)

Say you saw it in the Worth Valley Mag!