

스티로폴 단열재 화재안전 공포 조장 - 경쟁업체의 불공정한 행위 제재하다 -

암면소재 단열재업체의 불공정 영업행위가 제재를 받았다. 이와 관련 된 유럽EPS생산자기구(EUMEPS)의 보도자료 내용을 소개한다.

암면 제조업체인 락울 인터내셔널사(Rockwool International)는 2011년 투자자와 기타 이해당사자들에게 송부된 뉴스레터 상의 두 개의 기사에서 아래와 같이 언급하였다.

‘발포 플라스틱의 단열재는 매우 가연성이 높은 것으로 알려져 있다.’ ‘발포 단열재는 매우 질식을 유발하는 연기를 배출하며, 단열재에 화재가 발생하면 집 전체가 불에 타게 된다.’

덴마크의 해양 및 상업 법원은 스티로폴(EPS) 단열재의 화재 유해성을 설명한 락울사의 뉴스레터에 기재된 두 건의 기사가 불필요하게 공포를 조장하고 단순화 되었다고 판결하였다. 락울사는 뉴스레터를 회수하고 정정 기사를 발표하라는 법원 판결을 받았다.

이 사건은 덴마크 플라스틱산업협회의 EPS 부서에 의해서 소송이 제기되었다. 해양 및 상업 법원은 두 건의 기사가 주는 인상은 진실을 호도하는 것이며 불공정하다고 결론을 내렸다. 지난 몇 년 동안 락울사가 기만적이고 불공정한 마케팅 실무의 이행과 연루된 경우는 이번이 세 번째이다. 2011년, 락울사는 네덜란드와 영국에서도 유사한 행동으로 “진실을 호도하였으며, 관련이 있고, 검증이 가능하고, 대표적인 특징들을 가지고 있는 한 개 이상의 자재들을 객관적으로 비교하지 못하였다”는 판결을 받았다.

EPS는 수십 년간 유럽에서 이용되어 왔으며, 유럽 단열재 시장에서 약 30%의 시장 점유율을 차지하고 있다. EPS는

경제적이고, 바람직한 단열 및 역학적 성질을 가지고 있고, 습기에 대한 내성이 있으며, 설치자가 취급하기에 용이하고 안전한 자재로 인정되고 그 가치를 높게 평가 받고 있다. 건물들은 모든 화재 안전 규정 및 권고사항을 준수하기 위해서 EPS 단열재의 이용을 고려하여 설계가 되며, 따라서 건물과 건물 거주민들의 화재 안전과 에너지 효율성을 보장하는데 도움이 된다.

법원은 락울사에게 법정 비용을 충당하도록 명령하였다. EPS 산업 측에서 실제적인 손실액을 증명할 수 없었기 때문에, 손해 보상 금액 130,000유로의 요구는 기각되었다. 락울사는 판결에 동의를 하지 않으나 수용한다고 라 우드쇼 홍보이사는 밝혔다.

요스 웨이스테겐은 EUMEPS Construction, 유럽 EPS 단열재 생산자 협회의 대표이다. 그는 판결에 대해서 다음과 같이 언급하였다.

“덴마크 법원에서 그와 같은 판결이 내려졌다는 점에 대해서 크게 만족한다. 이 판결은 불공정한 경쟁이 반드시 중단되어야 한다는 점을 명확하게 밝히고 있다. 우리는 이제 락울사가 EPS 단열재를 근거 없이 비난함으로써 공정한 마케팅 실무의 규칙들을 위반하였다는 것을 확정하는 법원 판결을 가지고 있다. 우리는 이 판결을 통해서 락울사가 이제부터라도 유럽 전역에서 공정한 마케팅 실무를 이행하기를 바란다.”

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Rockwool again convicted of deceptive and unfair marketing related to fire safety

‘Insulation of foamed plastic is (...) known to be extremely flammable’. ‘Foam Insulation develops a very suffocating smoke, and once there’s a fire in the material burns the house completely down.’ So wrote Rockwool International in two articles in a newsletter sent out to investors and other stakeholders in 2011. The Maritime and Commercial Court in Denmark judged that these two articles in a newsletter from Rockwool, which described the fire hazard of

expanded poly styrene(EPS) plastic insulation were unnecessarily frightening and simplistic. Rockwool now has been ordered to remove the newsletter and publish a correcting message.

The case was brought before the court by the EPS Section of the trade association of Plastics Industry in Denmark. The Maritime and Commercial Court judges concluded that the impression of the two articles was misleading and unfair. It is already the third time in the past couple of years that Rockwool has been convicted of applying deceptive and unfair marketing practices. In 2011 Rockwool was convicted

of similar behaviour in the Netherlands and in the UK and to be "misleading and fail objectively to compare one or more materials with relevant, verifiable and representative features".

EPS foam has been widely used in Europe for many decades and is holding a marketshare of around 30% of the European insulation market. It is recognised and appreciated as being economical, with good insulation and mechanical properties, moisture resistant whilst being easy and safe to handle for the installer. Buildings are designed, with the use of EPS as insulation, to comply with all fire safety regulations and recommendations, thus helping to ensure as well the energy efficiency as the fire safety of the buildings and their inhabitants.

The court ordered Rockwool to pay the costs of the trial. Because the EPS industry was not able to

prove the amount of the actual loss, the request of €130,000 in compensation was refused. Rockwool disagrees with the judgment, but accepts it, says communications director Lars Wodschow.

Jos Verstegen is president of EUMEPS Construction, the European trade association of producers of EPS insulation. He says to the decision:

"It is with great satisfaction that we have received the ruling from the Danish Court. It is a clear indication that unfair competition must be stopped. We now have a court order that confirms Rockwool International has violated the rules of fair marketing practice by discrediting EPS insulation. We hope this verdict convinces Rockwool to apply fair marketing practices all over Europe from now on."

환경칼럼 원문 (From page 3)

Expanded Polystyrene Packaging: Tried, trusted and sustainable packaging applications

Annette Schäfer (Secretary General of EUMEPS Power Parts)

The Value of Packaging – a change of perspective

Packagings are increasingly assessed from sustainability aspects. It is often overlooked that the principle of sustainability is not just limited to ecological factors, but takes equal account of economic and social aspects. Expanded Polystyrene (EPS) packaging meets these requirements in various ways. Two Life Cycle Assessments on packaging applications conducted by EUMEPS in cooperation with PriceWaterhouseCoopers and TÜV Rheinland proved that compared to other materials, the particular ecological advantage of EPS packaging lies in low residual waste and least amounts of water and air emissions.

Fresh food stays fresh

Unpackaged or incorrectly packaged – many foodstuffs spoil because they are not in the right packaging. Avoiding this, EPS packaging preserves more resources than they consume themselves. For example, the energy expenditure for providing four kilograms of fresh trout is ten times higher than for the EPS box over its entire life. The difference is even more pronounced with wild sea fish. A fish box from EPS for 20 kg of fresh fish only uses 1/20th of the energy used for providing 20kg of wild cod. If the fish goes off because it has not been adequately protected, this energy use has burdened the climate unnecessarily. And the same amount is caused again for the production of the replacement.

Save transport of TV sets

Another example of the high value of correct packaging is the save transport of TV sets. The energy expenditure for providing one TV set is approximately seventy times higher than for the production of an effective packaging system containing EPS parts, LPDE film and cardboard. The difference is even more pronounced by looking at the EPS parts only: The production of the EPS parts, which fulfill the most important cushioning part, only uses 1/200th of the energy used for the production of a TV set.

Think Recycling

After use, EPS is well suited for recycling. In Europe, 200,000 tons of EPS packaging were collected and recycled in 2009. Since many countries avoid landfill sites, the EPS packaging is often reused as insulation material. Thanks to material recycling, used EPS packaging can also be transformed back into the original material. This thereby eliminates one of the most energy intensive steps within the life of a packaging: the production of the raw material.

It always adds up

EPS packaging guarantees maximum packaging performance with the most minimal material consumption. The low transport weight and minimized transport damages avoided again saves valuable resources show that using EPS packaging solutions is not only a sustainable but also a valuable economic and social decision.