

Image Submission Guidelines for SuperFOIL Approved Installers

Introduction & Purpose

At SuperFOIL, we pride ourselves on the quality, efficiency, and professionalism of our high-performance multifoil insulation. As an Approved Installer, your expertise is crucial to maintaining our brand's reputation and ensuring customer satisfaction. These guidelines are designed to help you capture and submit images that effectively showcase your excellent work.

Submitting clear, high-quality photos is vital for several reasons:

- **Quality Assurance:** It allows SuperFOIL to effectively review and sign off on your installations, ensuring they meet our rigorous standards for programme benefits and the 25-year product warranty.
- **Demonstrating Expertise:** Well-documented installations reflect your professionalism and the high standard of your work.
- **Marketing & Promotion:** High-quality images can be used by SuperFOIL (unless privacy is explicitly requested) to highlight successful projects, potentially featuring your work and reinforcing the SuperFOIL brand. This may also lead to more pre-qualified leads in the future.

General Photography Requirements (Technical & Quality)

To ensure your images are suitable for review and potential marketing use, please adhere to the following technical and quality standards:

- **Clarity & Focus:** All images must be sharp, in focus, and free from any blur. A blurred image cannot effectively demonstrate the details of the installation.
- **Lighting:** Ensure your photos are well-lit with suitable lighting. Natural light is preferred where possible, as it provides the most accurate representation of colors and details. Avoid underexposed (too dark) or overexposed (too bright) images, which can obscure critical elements.
- **Resolution & Size:** Submit high-resolution images. Most modern smartphones are capable of capturing suitable quality photos. This allows us to zoom in and examine details during quality

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checks. Accepted file formats include JPEG and PNG.

- **Composition:** Frame your shots effectively. The SuperFOIL product and the area of installation should be the prominent subject of the image. Avoid cluttered or distracting backgrounds.
- **Orientation:** Use both landscape (horizontal) and portrait (vertical) orientations as appropriate for the subject. Wide shots of an entire area might benefit from landscape, while close-ups of specific details might be better in portrait.
- **Stability:** Avoid shaky photos. Use a stable stance or brace your arms to prevent camera shake, especially in lower light conditions.

Content-Specific Requirements (What to Capture)

Your photos should tell the story of your installation, from preparation to completion.

- **SuperFOIL Product Visibility:** The SuperFOIL product (whether it's rolls of insulation, installed sheets, or the visible branding) must be clearly visible and identifiable in your photos.
- **Installation Process:** Capture key stages of the installation process. This could include:
 - Cutting the multifoil to size.
 - Fitting the insulation into place (e.g., between roof rafters, wall studs, or floor joists).
 - Stapling the product securely.
 - Taping and sealing all edges, overlaps, and penetrations to create an airtight seal.
- **Completed Installation:** Provide clear examples of a successful, neat, and complete installation.
- **Wide Shots:** Show the overall installed area to provide context of the finished work.
- **Close-ups:** Capture detailed shots of critical areas such as neatly taped seams, sealed edges, and around penetrations (e.g., pipes or vents).
- **Before & After (Optional but encouraged):** If applicable, capture comparative shots to highlight the transformation and improvement brought by the SuperFOIL installation. Ensure these are taken from the same vantage point for easy comparison.
- **Context:** Show the surrounding area to provide context of the installation. This might include visible roof rafters, wall studs, or floor joists, demonstrating how the SuperFOIL integrates with the existing structure.
- **Safety & Professionalism:** Images should reflect safe working practices. This includes a tidy workspace and appropriate Personal Protective Equipment (PPE) if people are visible in the shot. Your images should always convey a professional approach to the job.

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"Do's and Don'ts" (Practical Examples)

To make it even easier, here's a quick guide:

DO	DON'T
Show well-lit, in-focus SuperFOIL installations.	Submit blurry, out-of-focus, or shaky images.
Show neat and tidy installation, with sealed edges.	Include untidy or unsafe work areas.
Clearly show the SuperFOIL product branding where applicable.	Have distracting backgrounds or unnecessary objects.
Capture different stages of the installation process.	Only provide one or two generic photos of the job.
Ensure good lighting and appropriate exposure.	Submit images that are too dark or too bright.
Show the context of the installation (e.g., framing).	Show installations that do not comply with SuperFOIL guidelines.

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Submission Instructions

Images, along with other job details and proof of installation, should be submitted via the specified AIP reporting system within 30 days of job completion, unless an extension has been granted.

Please contact SuperFOIL for the submission form and specific instructions on how to upload your evidence. If the specified AIP reporting system is not available, please send all relevant details to Gary or Michael via email.

Gary's Email – gary@superfoil.co.uk

Michael's Email – michael.g@superfoil.co.uk

Review and Feedback

All submitted jobs and images are subject to audit and review by SuperFOIL. We will provide feedback on your submissions to help you continuously improve and ensure adherence to our installation standards.

Maintaining an 80% pass rate during audit checks is required for programme benefit eligibility.

If issues are identified, you will be given the opportunity to rectify them and resubmit the job.

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What Good Looks Like - Exemplar Images

These images showcase high-quality SuperFOIL installations that meet our standards for professionalism, adherence to guidelines, and visual clarity.

Example 1: Internal Wall Installation



This image demonstrates a well-executed internal wall insulation using SuperFOIL.

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- **Clear Product Visibility & Fit:** The SuperFOIL is neatly fitted within the timber frame around the window, showing precise cutting and integration.
- **Structural Context:** The timber framing is clearly visible, providing excellent context for how the insulation is supported and installed.
- **Good Lighting:** The area is well-lit, allowing for clear visibility of the insulation and the surrounding structure.

Example 2: Loft Installation



This image provides a clear view of a comprehensive loft insulation.

Full Coverage: The SuperFOIL is installed across the roof area, indicating good coverage.

Sealed Edges/Penetrations: While general, the image suggests attention to detail in sealing the insulation, particularly at the eaves and around any penetrations, which is crucial for performance.

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Example 3: During Installation - Roof and Wall Integration



This image captures a crucial "during" stage of installation, showing the integration of SuperFOIL in both roof and wall areas.

- **Installation in Progress:** Clearly shows the SuperFOIL being fitted around roof windows and along a wall, providing valuable insight into the installation method.
- **Contextual Elements:** The exposed brickwork, timber joists, and electrical conduits provide excellent context of the building structure and how the insulation is being applied within it.
- **Multiple Applications:** Demonstrates the versatility of SuperFOIL in different parts of the building envelope, showcasing both roof and vertical wall applications.

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Example 4: Internal Room Wall Insulation



This photo effectively captures the application of SuperFOIL within an internal room, prior to final finishing.

- **Wall Application Clarity:** The SuperFOIL is clearly applied to the wall surface, demonstrating its use in vertical applications.
- **Framing and Battening:** The timber battening is visible, showing how the multifoil is secured and creating the necessary air gaps for optimal performance.
- **Workspace Condition:** The overall area appears tidy and organized, reflecting professionalism in the workspace.

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Example 5: Corner Wall and Roof Rafter Installation (NEWSLETTER JIM PIC 2.jpg)



This image provides another excellent view of SuperFOIL insulation during an internal installation, highlighting critical areas.

Comprehensive Coverage: The SuperFOIL covers both the wall and begins to extend into the roof area, showing a seamless application.

Structural Integration: The image clearly shows the timber framing and roof rafters, providing valuable context for how the insulation is being fitted into the building's structure.

Clean Installation: The insulation appears neatly installed and secured, suggesting attention to detail in the application process.

We look forward to receiving your high-quality submissions! If you have any questions or need further clarification, please don't hesitate to contact us.

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