

Seddon Homes News Release



17th September 2008

Sheep's wool 'jacket' makes Swinton homes as warm as toast



A RARE opportunity exists to buy a fully-furnished interior-designed show home near New eco-homes in Swinton will be able to fend off the winter cold using one of the most natural materials possible – sheep's wool.

The cosy insulation 'jacket' is being introduced by Seddon Homes at its Knights' Grove development off Moorside Road.

Seddon is piloting the innovative product in some of the 12 properties, all of which are constructed to the latest eco standards.

Seddon Homes sales and marketing director, Denis Maddock, said it could be a real money saver for buyers, cutting down drastically on the higher energy costs of more conventionally-constructed new houses and falling in line with Seddon's goal of building ever more environmentally friendly properties.

He said: "The innovative wool lagging ensures homes are warm as toast in winter and cool in summer, minimising heat loss and so cutting down on fuel bills."

It is supplied by a North Wales firm, Black Mountain Insulation, which specialises in transforming sheep's wool from Welsh and English farms into a 'green' biodegradable, recyclable, safe and easy to handle insulation.

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A by-product of the sheep farming industry, it has the added bonus of a wholly natural 'anti-condensation factor' because when sheep's wool absorbs water it creates energy, which warms the wool and helps prevent any water escaping.

Seddon Homes is so impressed it has invested in the business and pledged to use the product in new developments where appropriate.

It will add to the already high eco standards at Knight's Grove, where the contemporary three bedroom homes also include energy efficient lighting, state of the art water conservation technology and tri-coloured recycling bins fitted as standard. Their design meets the Eco Homes Very Good Standard benchmark, a nationally recognised environmental measure for sustainable homes.

The semi-detached homes, some with their own garage, are set in a cul-de-sac in a quiet, wooded environment within walking distance of local shops and parks and nearby Worsley with its renowned Bridgewater Canal.

Knight's Grove has easy access to the A580 East Lancs Road and the M62. Bus and train services provide regular connections between Swinton and central Manchester. Their eco appeal is already proving a plus point despite national credit crunch gloom – five have been sold and interest in remaining properties is keen.

Denis added: "With spiralling fuel prices and rising electricity bills clearly the added long term value of a owning a home in which energy costs are minimised is key to today's potential buyers."

Prices start from £215,000.

For more information visit the marketing suite, open Thurs-Mon 10.30am to 5.30pm, or visit please visit www.seddonhomes.co.uk <<http://www.seddonhomes.co.uk>> .

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For more information, please contact Outwrite Public Relations on 01352 706260.

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