

FOIL MASTER

Tim Renouf, M.AIRAH,
is the managing director
at Melbourne-based
insulation business
Wren Industries.

Responsibilities

As managing director, I do a range of tasks including general administration, sales, marketing, accounts, and contributing to regulation and standards.

Passions

The continuous promotion of the scientific and practical benefits of aluminium foil insulation in residential buildings, presented by foil's reflection combined with low emission against intense roof space radiation. Large reductions in cooling costs routinely occur when foil shields are in proximity to insulated flexible ductwork.

This passion is driven from the fact that that my father Ted Renouf sold the first roll of foil "sisalation" in Australia in 1953 to a church roof in Mitcham, Melbourne. He went on to found Renhurst Industries, which manufactured foil laminates, and at its zenith in 1986, had 55 per cent of the total foil insulation national market share. I am immensely proud what my father achieved.

Finest professional hour

Reading the final recommendations of the 2010 Senate Inquiry – Home Insulation Program, which I gave oral and written evidence to. It called for the



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government to establish a dedicated and industry-independent program to research insulation systems and help develop efficient insulation policy.

Lessons learnt

To help people understand the real science of heat flow in buildings, and not just blindly believe in "R-values". While it is important that people know what you believe in, it is also important to realise that over-excitement and passion must be tempered by reality and patience. The greatest test is to witness the inability of regulators to embrace scientific truth, and recognise that politicians and bureaucrats are routinely compromised when framing building energy-efficiency regulations, and that Australian Standards have shortcomings by not always demonstrating "net benefit" to the public.

Whom do you most admire?

The few professors and advisory consultants who have forewarned governments in the early phases of regulation formulation for the energy efficiency of buildings. Many of them have been deliberately ignored, sidelined, and not recognised for their experience.

Dream sabbatical

To visit and experience the historic sites which underpin the philosophy of Christianity, which is the underpinning of free liberal Western democracies.

Motto

To serve, to strive and not to yield.

Greatest personal achievement

At the age of 14, I built a replica of the Melbourne Shrine of Remembrance made of 15,000 matches, without any schematic diagrams.

Favourite book

Lord of the Rings (trilogy).

Favourite film

Lord of the Rings (trilogy.)

Favourite website

Impossible to say because the internet knowledge is simply too vast. However, I prefer to read books rather than play with websites.

Describe yourself

Fit, healthy, honest, unambiguous in my beliefs, and direct with all people. I'm generally blunt, sometimes tactless or naïve, over-excited and then talk too much. That being said, I'm also considerate and helpful to others.

What is success to you?

When there are practical and emotional benefits gained from dealing with other people. This naturally includes hearing from satisfied customers using my two unique aluminium foil insulation products.

What does AIRAH membership mean to you?

Even though I am not an engineer, I enjoy the scientific challenge of involvement in industry matters and events. ■



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