

August 17th 2022

Multishield with mould inhibitor launch campaign

Dear Valued Customer,

Earlier this year we advised that [Multishield](#) now comes standard with mould inhibitor. Supply chain issues delayed the launch of the product to the market, but we are now ready to proceed with a promotional campaign.

The improved mould resistance is of particular benefit in the installation of our [Interhome](#) system. In the past 16 mm Fireshield was recommended for lamination of the central fire barrier, but Fireshield can be susceptible to mould under wet conditions.

We now recommend mould resistant Multishield instead of Fireshield in this application. In conjunction with [Intershield](#) it provides the best possible protection against mould forming on the central fire barrier during construction.

[READ MORE](#)

The marketing campaign will run over the next couple of weeks. Please feel free to share our social media posts and other marketing collateral on your own platforms.

As communicated before, adding the benefit of mould resistance to Multishield will not affect its pricing. Your Channel Account Manager will be able to answer any questions you may have.

Kind Regards,

The Team at Siniat