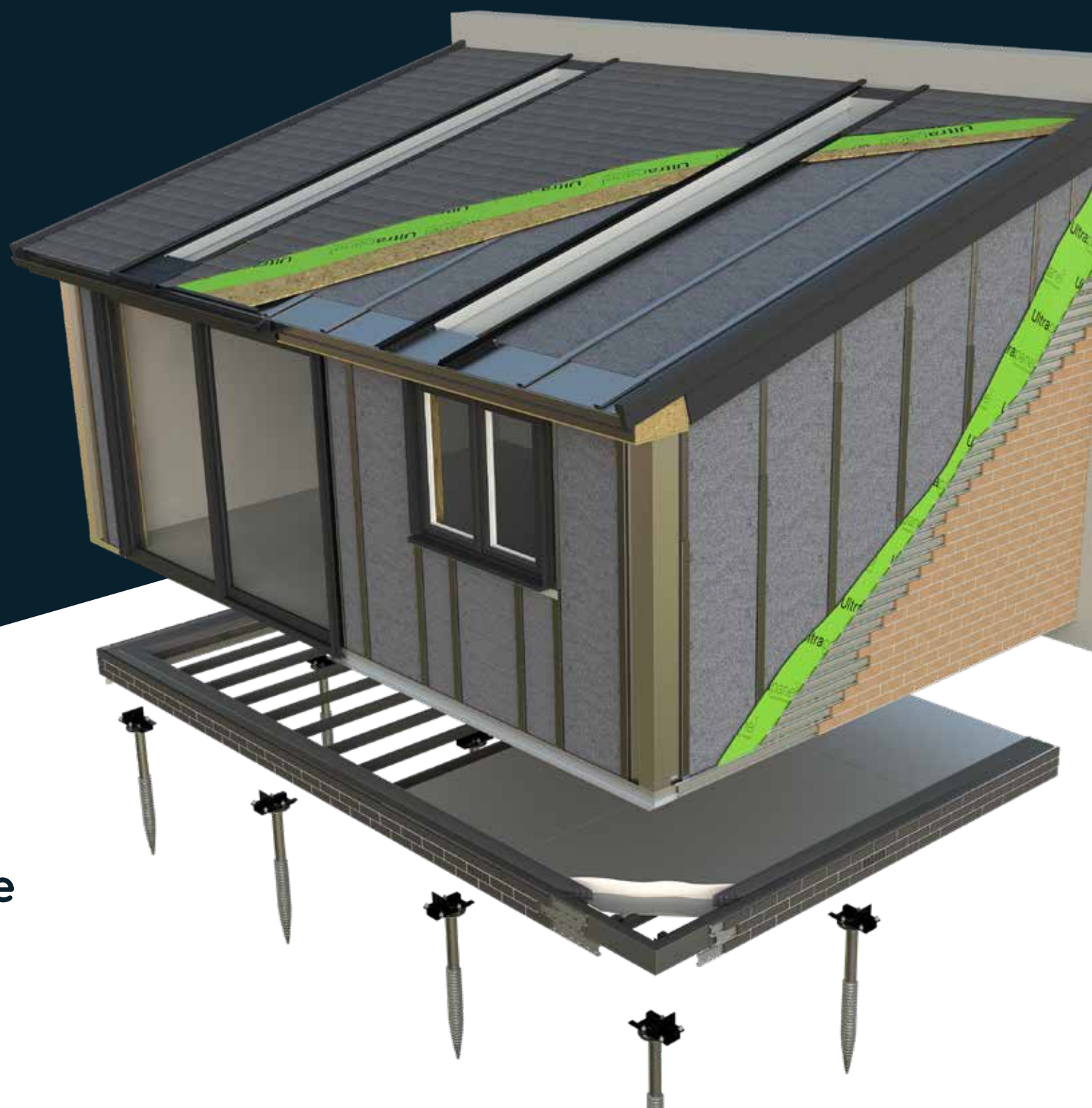


# hup!®

The better way to build



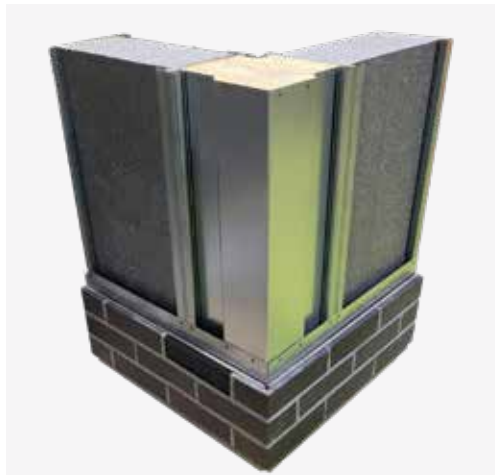
## A Complete Guide



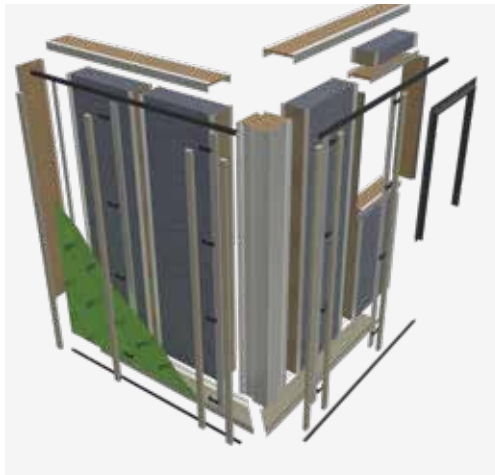
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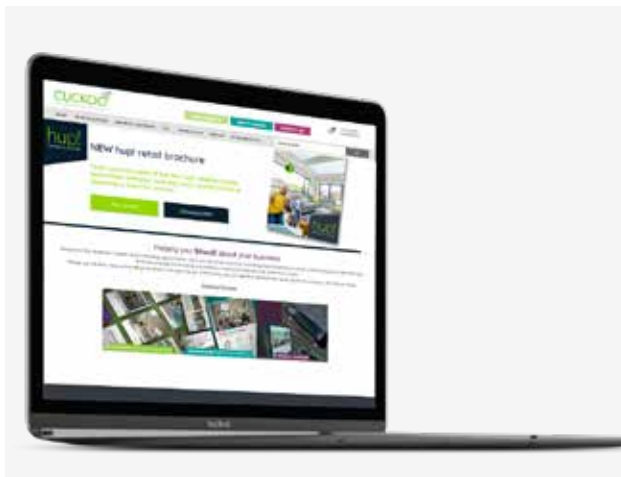
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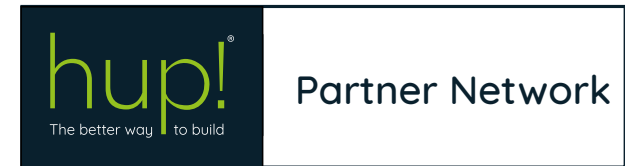
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# Why choose hup!



## Five Times Faster to Build – Collect Cash Quicker

- 100% pre-fabrication, no cutting required on site.
- Rapid wall and roof connections.
- 10m<sup>2</sup> of wall built in minutes.
- Can be built in most weather conditions unlike brick.



## Engineered by Ultraframe – High Quality Finish

- BBA approved Ultrapanel technology from a BBA approved factory.
- Designed to accommodate on site tolerances.
- Precision engineered for a consistent high quality finish.
- No cold bridging.



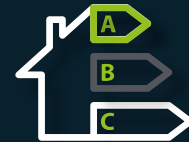
## Ultimate Design Flexibility – Convert More Sales

- Choose from four Ultraframe roofs.
- Compatible with any wall finish.
- Configurable to any window and door layout.
- Up to 20% more floor space than a brick wall.
- Perfect for extensions, conservatories, transformations and garden homes.



## Easy Project Management – Less Trades

- Designed to be fitted by one conservatory team.
- No need for bricklayers - less weather delays.
- Structural and thermal calculations on one easy hup! order.



## Five Times More Energy Efficient - Easy Building Regulations

- Five times more energy efficient than the average UK home.
- Components compliant with Part L June 2022 Building Regulations.
- Solid roofs with U-Values of 0.15 W/m<sup>2</sup>K for England and 0.12W/m<sup>2</sup>K in Scotland.
- Walls with a U-Value of 0.17 W/m<sup>2</sup>K, exceeding Building Regulations.
- Base with a U-Value 0.16 for England and 0.13 Scotland.



## 60% More Carbon Efficient – Kind to Planet

- 60% more carbon efficient to manufacture vs brick.
- Zero waste in production and on site.
- Re-use basework.
- ISO 140001 Environmental Management Accredited.
- Lower ongoing energy usage - less emissions.
- **Manufactured in the UK.**
- **Minimal on site water usage.**



# The building revolution

**hup! is the revolutionary way to build new extensions, conservatories, or convert a conservatory into a home extension.**

hup! uses highly energy efficient and BBA approved Ultrapanel technology in place of traditional brick walls and timber roofs. Five times more energy efficient than the average UK home, the lightweight nature of the hup! system makes it ideal for building on existing conservatory bases.

Rapid and fast to assemble on site, hup! extensions can be built five times faster than a traditional extension or a conservatory can be converted into an extension in just a few days. The hup! building system can be built in any weather and is designed to be used with all Ultraframe roofing systems.

The lightweight hup! walls are easy to manoeuvre on restricted sites, adding to the speed of the build and will cause minimal damage to gardens as they are laid on the grass for such a short time.

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# hup! technology explained

The walls and tiled or flat roof in any hup! extension use advanced Ultrapanel technology which has been BBA approved.

## Patented Ultrapanel Technology

This groundbreaking technology combines the best of both timber and steel framing building technology with exceptional insulation properties.

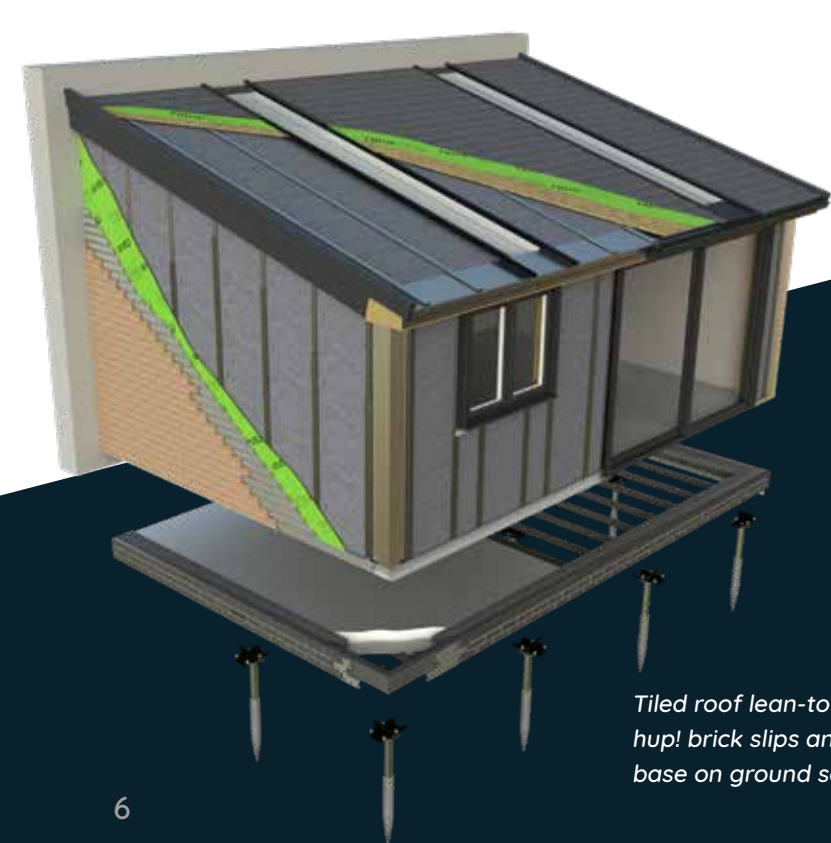
With U-Values of between 0.12 and 0.17 that exceed Building Regulation requirements, a hup! extension is five times more energy efficient than the average UK home.

## Super-Strong I-Beam Structure

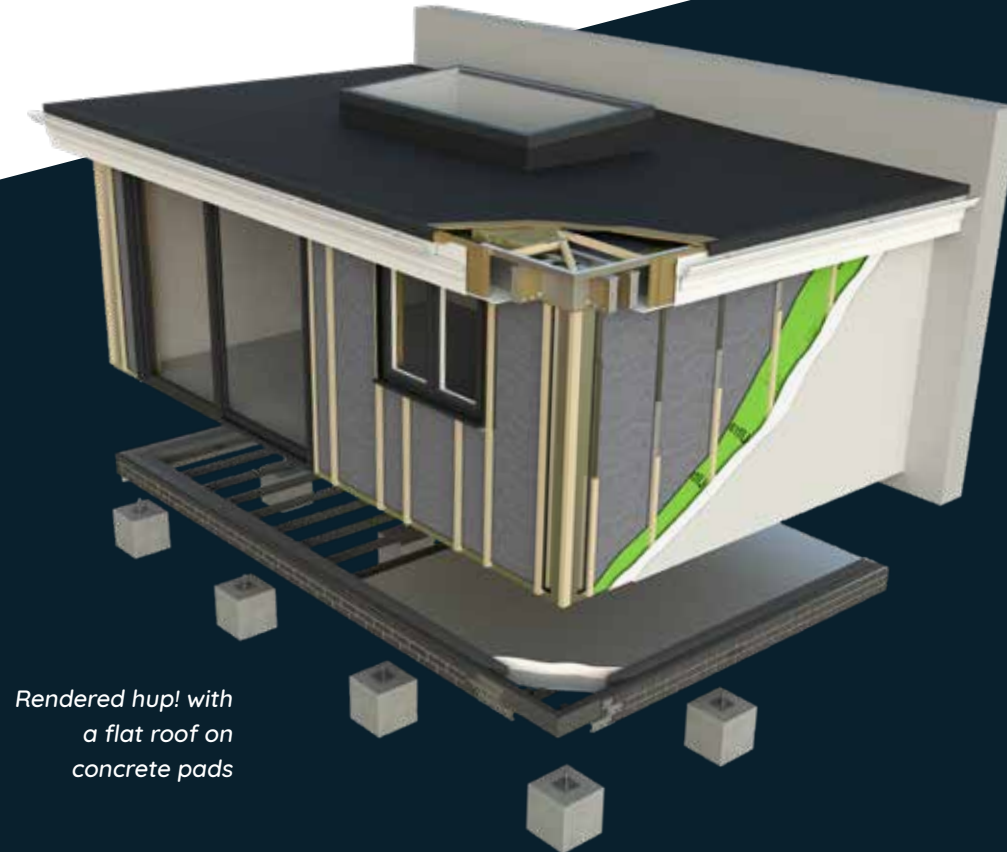
hup! wall panels significantly outperform traditional building methods in terms of structural performance. This is thanks to the composite strength of the panels which rapidly clip together to form a super-strong i-beam structure.

## Rapid Connection Details

hup!'s millimetre precision engineering and patented wall and roof connections will ensure a perfect build with no cold spots. The rapid clip-fit nature of these clever connections across the roof and walls mean that a hup! extension is built five times faster than a traditional build.



Tiled roof lean-to with hup! brick slips and base on ground screws



Rendered hup! with a flat roof on concrete pads

hup! as recommended  
by Laura Jane Clark

“For homeowners, hup! is completely game changing. People often ask how they can add an extension or rebuild their unusable conservatory in the most efficient way possible - hup! is definitely the answer.”

*L Clark*

Leading architect Laura Jane Clark, star of BBC's Your Home Made Perfect.



# Building with **hup!** is easy

Predictable costs, easy project management and faster completion times

## hup! Base



hup! base is fast to install and cost effective. The steel frame can be used with ground screws or pads minimising waste and project timelines.

## two Walls



Lightweight hup! walls can be used with any window or door style or system in any size, giving you extra floor space and ultimate design flexibility.

## three Roof



Convert more sales with a choice of four Ultraframe roofs to meet the needs of the most demanding homeowners.

## four Wall Finish



Choose a brick or contemporary finish. hup! is compatible with any external finish cladding to personalise each bespoke design.

Increase your income by up to 30% and build up to 30% more projects each year with hup!

hup! is pre-approved by several Building Inspector networks to help make Building Regulations easy. hup! is system approved by Stroma, MFA and Assent.

In the hup! software all structural calculations are taken care of. You can design your extension, then simply place your order. There are predictable costs as hup! materials are fixed so prices will not fluctuate during the job.

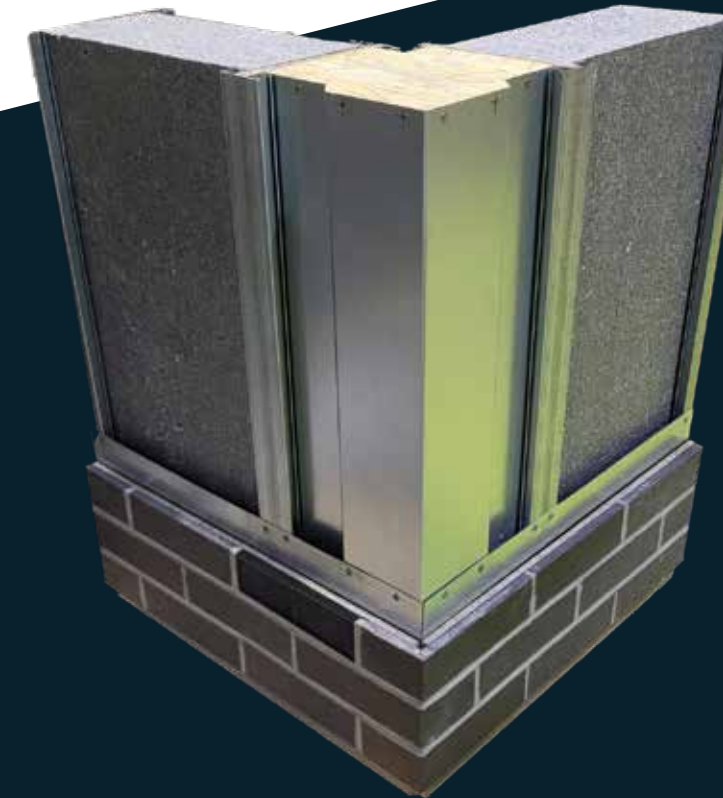
There are no need for lintels in most situations and you can order any windows and doors when you order the walls and roof.

Building a hup! couldn't be simpler – no stress, no expensive experts, and delivered on time – on budget.



## hup! Base

The new hup! Base solution enables full hup! extensions to be completed from start to finish in days rather than weeks.



The hup! Base makes a hup! build even faster and is suitable for most site conditions. With predictable costs and timelines, the hup! Base also provides confidence in your pricing and makes your hup! projects even easier to manage.

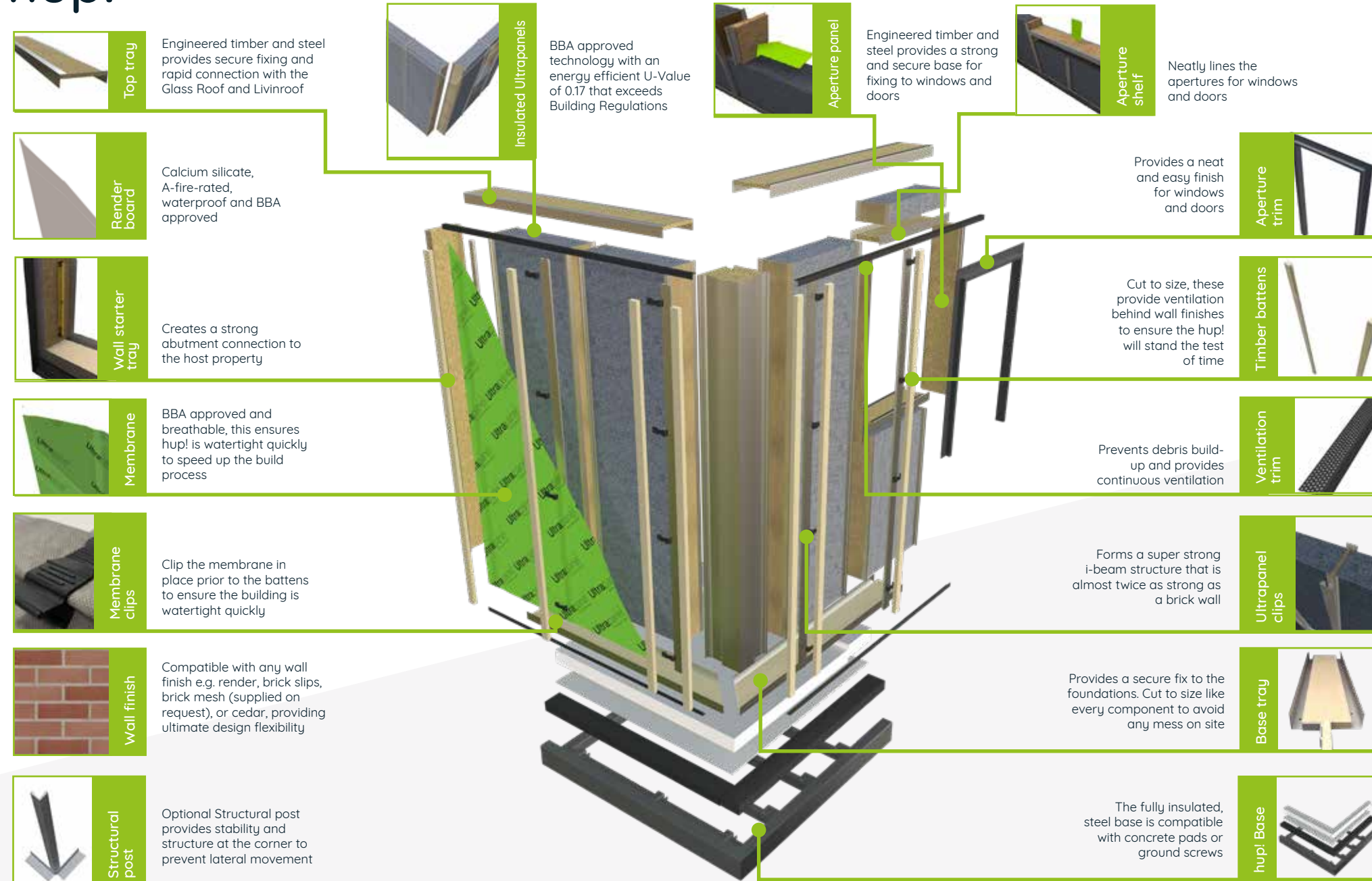
No diggers are required and the need for skips is reduced and sometimes even eliminated. There is far less mess on site vs a traditional base.

Concrete pads or ground screws can be used which require a lot less excavation work and concrete than a traditional base. This further speeds up each hup! project and reduces the risk of weather delays.

The hup! Base is fully Building Regulation compliant with a U-Value of 0.16 W/m²K and red tape is simplified with system pre-approval by Stroma and MFA for speedy compliance.



# hup!



## hup! on existing dwarf walls

Specify hup! on existing dwarf walls to save time and money on site.

Whether you are replacing a window with a small hup! wall or removing all the frames, using hup! on existing walls, offers more transformation options to conservatory owners on a budget.

Building on top of existing walls may reduce demolition costs and allow homeowners to keep their existing flooring.

There are two design options:

- **On cill:** Cheapest option, useful for sites where wall is out of square, wall finishes stop at the cill and original wall is still visible.
- **Full clad:** Premium option, hup! wall finishes run over the existing wall to the bottom.



hup! wall at the boundary

New frames and hup! walls on cill

New frames and hup! walls full clad





# hup! wall finishes

hup! is compatible with all wall finishes, to provide complete design flexibility. These include wall finishes such as brick mesh, brick slips, timber, cladding or render to name a few. You can mix and match different colours, effects and finishes to achieve the customers desired look.

## Brick Slips

hup! is compatible with any brick slips for projects that require a traditional brick finish. Choose from 34 colour options with a brick matching service also available at [www.hupbrickslips.co.uk](http://www.hupbrickslips.co.uk) where brick slips are available at exclusively discounted prices providing considerable savings. Why not order with our brick slips rails system and install twice as fast?

Find out more about brick slips rails on page 13.  
Order online - [www.hupbrickslips.co.uk](http://www.hupbrickslips.co.uk)



Timber Cladding



Mix and Match: Render and external cladding

## External Cladding

Most external cladding can be used with hup!. If you are close to a boundary, you will need to make sure that 'protected areas' have adequate fire protection. The calcium silicate board used on hup! has an A1 fire rating and must be combined with a cladding of at least an B-S3,d2 fire rating to be suitable for 'protected areas' near a boundary.



Render

## Render

We recommend a thin coat silicone render although most types of render can be used. If you are choosing to render the walls or require a fire rated board underneath your wall finish, the hup! calcium silicate board can be provided as part of the system. This is pre-cut to size for fast assembly and is A1 fire rated.

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# hup! brick slip rails

The hup! brick slip rail solution makes the installation of brick slips easier and quicker.

Installing brick slips with hup! rails is more than twice as fast as gluing them to a board because there is no time consuming adhesive required. The brick slips are mechanically fixed into the steel rails and double fixed into the mortar to ensure the brick slip finish will stand the test of time.

With brick slips available in an extensive range of colours and brick matching services available, this product enables hup! builders to offer a genuine brick finish.

Brick slips and mortar are not supplied by Ultraframe and must be purchased separately. Brick slips must be 20mm thick and metric size. A selection is available at [hupbrickslips.co.uk](http://hupbrickslips.co.uk).

The rails are fixed directly to the Ultrapanel on a standard hup! wall and onto calcium silicate board on a boundary in order to meet Building Regulations.





# hup! Hybrid Roof Conservatory Conversion



After



Before



## “This is the way forward for us!”

An extension with lots of light, clear views and easy access into the garden was the brief from this homeowner.



Day 1



Day 2



Day 3



Day 4

[hup-home.co.uk](http://hup-home.co.uk)

The resulting hup! design has delivered on all fronts thanks to multiple glazed areas in the hybrid roof and a large set of sliding doors which provide clear views of the garden and easy access to the outdoor space. Full length windows add interest and bring further light into the room while the opposite wall is solid to provide space for a media wall.

“We’re really made up with the hup!  
system, thanks to Ultraframe for  
bringing it to the market.”

“We were a bit nervous with our first hup!, but with the assistance we had on-site it all went swimmingly and it was watertight within 3 to 4 days. It’s the speed with which it goes up that makes all the difference from a traditional build, and the quicker we get the job done, the happier the customers are, and we can move onto the next project. So this is the way forward for us.”

Justin - hup! Builder

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# hup! Tiled Roof Extension



After



## Watertight in just 5 days, despite being built in winter.

This 30sqm hup! extension was watertight in just 5 days, despite being built in the bleak Lancashire mid-winter.



Day 1



Day 2



Day 4



Day 5

This full width hup! Tiled Roof extension has been knocked through into the existing rooms on the back of the house, creating a huge sociable space. The homeowners also gained the bonus of a utility room from the extra space gained due to the slimness of hup! walls. Featuring two sets of bi-fold doors and full length glazed panels in the roof, the new space is perfectly linked to the garden and flooded with natural light.

**“It was torrential rain for the first four days, but actually it didn’t halt any of the progress.”**

“The weather during the build was appalling. It was torrential rain for the first four days. But actually it didn’t halt any of the progress, and we were able to actually get to a position where we had the walls up and the roof on within four days, which I don’t believe you could have ever done with traditional bricks and mortar.”

Greg - homeowner

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# hup! Tiled Roof Conservatory Conversion with extended base



“I would use the hup! system on every build.”

This conservatory was unused and unloved with outdated technology. The homeowners didn't use it and decided it was time to transform it into an energy efficient, usable space.

After being told that the steeply pitched roof they wanted couldn't be achieved with a traditional build, the homeowners found the hup! system and were able to have exactly the design that they wanted. They decided to extend the base to the full width of the house and chose a Tiled Roof with full length glazed panels to bring in huge amounts of light. The design was finished off perfectly with large bi-fold doors and a shaped picture window and has created a stunning new space that the homeowners are delighted with.

“Compared to a traditional build, it's much faster, much quicker, much easier to handle”

“Also the benefits for the customer are you have more square meterage of floor space, it's so much faster, there's less mess, it doesn't make a mess of your garden, and it's simpler. If I could, I would use the hup! system on every build from now on!”

James - hup! Builder





## CASE STUDY

# hup! Flat Roof Conservatory Conversion with extended base



## Stunning hup! extension that was watertight in just 5 days.

The old conservatory on this project was leaking and the homeowners decided to knock it down and start again with hup! to create this amazing, open plan extension.

The footprint was extended to create an extension spanning the full width of the house with a flat roof, two lanterns, several sets of bi-fold doors and striking full length windows. The result is a stunning hup! extension that was built in less than a week! Externally the hup! is finished in white render with anthracite grey windows, doors and trims for a stunning, timeless look. The homeowner's choice of a flat roof with large lanterns completely changed the design from a traditional conservatory to the ultimate modern extension.

“Once we found out about hup! we didn't look back!”

“The speed was a major factor in us choosing hup! as it would have taken months if we had chosen brick. It was like a huge jigsaw puzzle that all fits together and it went up in just a couple of days – in fact after just two days the roof was already on and we just could not believe the speed!”

Mrs Bull - homeowner



Day 1



Day 2 & 3



Day 4



Day 5

[hup-home.co.uk](http://hup-home.co.uk)

hup!  
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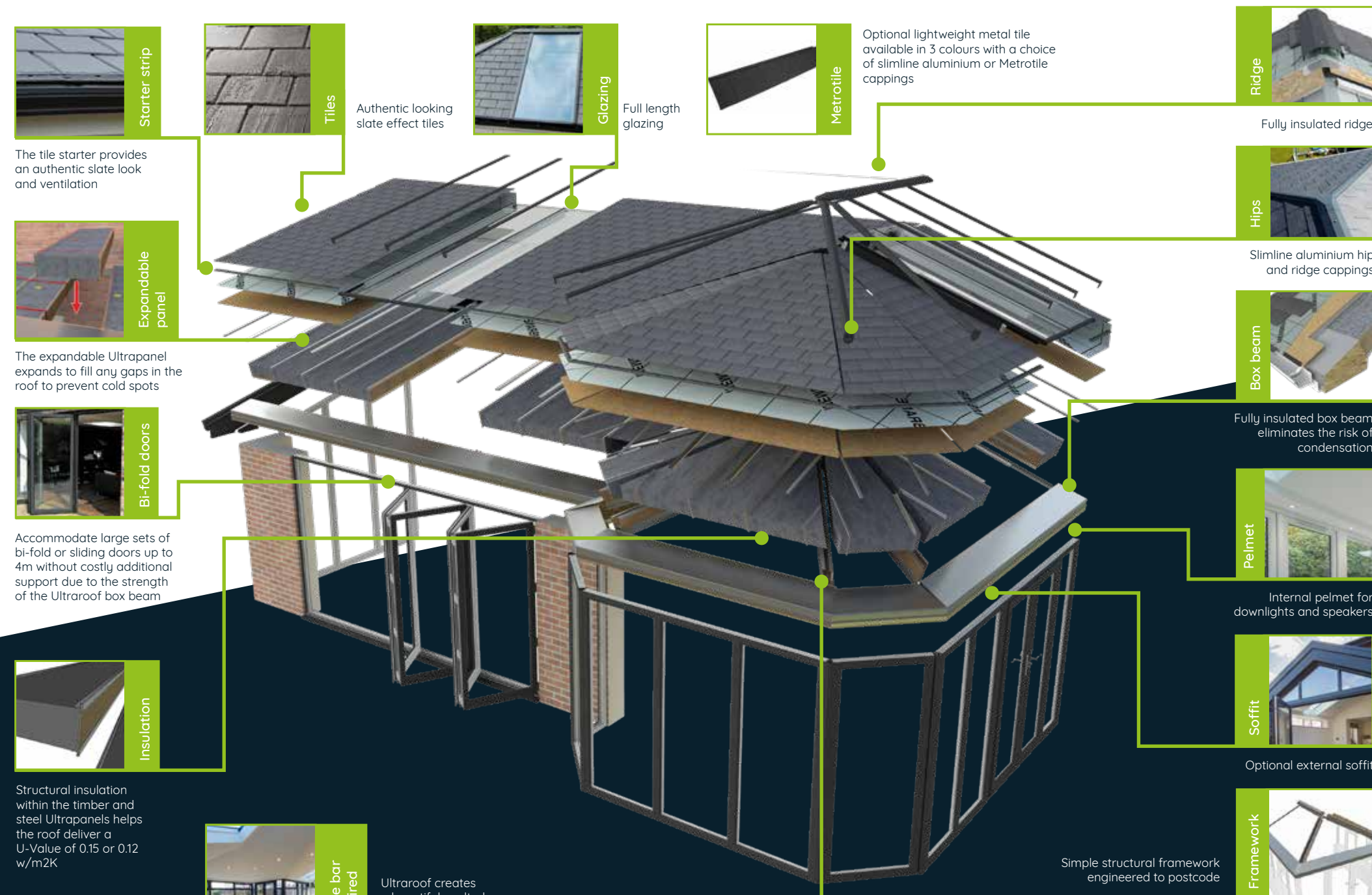


## hup! Tiled Roof

Ultrarroof is a tiled roof preferred by 8 out of 10 homeowners vs leading competitors. Click fit Ultrapanel make it the perfect companion to hup! walls.

- Building Regs compliant to 0.15 or 0.12 w/m<sup>2</sup>K
- The lightest tiled roof - only 38kg/m<sup>2</sup>
- Spans up to 4m to save money on goalposts
- Engineered to postcode
- Full length glass panels. No tie bar required
- Pre-cut Ultrarroof tile panels with a slate finish or choose Metrotile for a shingle finish
- Highly configurable for complex shapes
- Optional curved Cornice
- Fully fire-tested
- BBA Approved technology

**hup!**<sup>®</sup>  
The better way to build



hup! is fully Building Regulation compliant and has Stroma, MFA and Assent system approval.





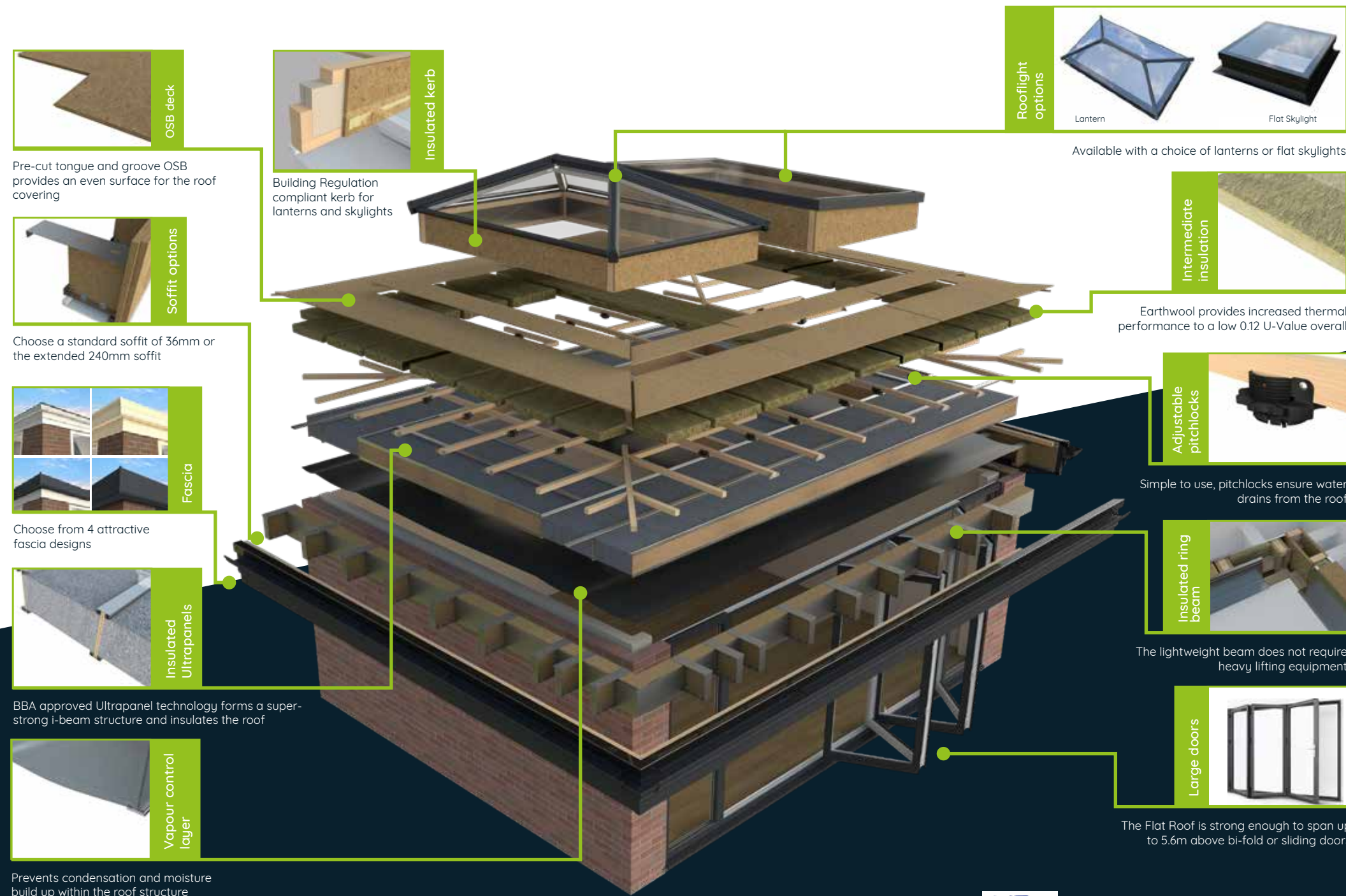


## hup! Flat Roof

The Flat Roof system from Ultraframe is offsite manufactured for fast onsite assembly. Save days vs a traditional flat roof construction.

- Compatible with any roof membrane
- Building Regulation compliant to 0.12 w/m<sup>2</sup>K
- Wide choice of fascia and soffit designs
- Building Regulations pre-approved
- Unsupported spans of up to 5.6m
- Includes rooflights - one roof, one order
- Pre-manufactured for a hassle and mess free build

hup!<sup>®</sup>  
The better way to build



hup! is fully Building Regulation compliant and has Stroma, MFA and Assent system approval.





## Lantern

With fewer bars than other roof lanterns, the thermally broken system is perfect for extensions or orangeries with a flat roof.

- Less bars for better views
- High performance thermal breaks
- Sizes from 600 x 600 up to 4m x 5.85m
- Choice of performance glazing options
- Triple layer storm-shield protection
- Installed in minutes, easy to glaze
- Available in PVCu or aluminium internals and externals
- Any RAL colour



hup!<sup>®</sup>  
The better way to build

## Flat Skylight

The Flat Skylight's frameless glass maximises light into the room below.

The fully insulated click-fit frame provides both thermal efficiency and an easy installation.

- Fully insulated frame
- Frameless glass for a premium look
- Click-fit frame for fast installation
- Available in clear or blue glass
- Up to 34dB noise reduction
- Hidden seal for maximum life span
- Grey, black & white as standard or any RAL colour
- Supplied fully assembled for speed and quality onsite





# hup! Glass Roof

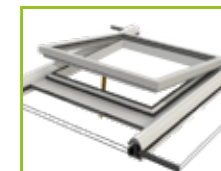
Highly configurable, highly reliable, high quality.

The Ultraframe Glass Roof is the UK's most loved conservatory roof system and has been engineered and continuously enhanced to exceed current Building Regulations and technology standards for over 40 years.

- Fully BBA approved
- Engineered to postcode
- Chambered PVCu or aluminium cappings
- Withstands winds up to 130mph
- Any size, shape, and colour, pitches from 2.5° to 40.9°
- Slimline radius end option
- Patented speedlocks ensure fast fit
- Super-strong jack rafters



hup!<sup>®</sup>  
The better way to build



Roof vent

Slimline aluminium roof vent



Jack rafters

Wind resistant jack rafters - tested in 130mph winds



Glazing bars

Strong 'wineglass' bars engineered to withstand extreme weather conditions for any specific postcode



Glazing stops

Robust glazing supports prevent glass slippage



Cornice

Optional Cornice hides gutters and adds shape to the roofline. 4 designs available



Hub

Weathering hub offers ultimate protection from wind and rain



Columns

Optional super-insulated columns



Pelmet

Optional internal pelmet insulates the eaves - a useful place for spotlights or speakers



BBA Approved conservatory roof system



Speedlock

Patented Speedlock ensures bars are secured and glazing is perfectly aligned



Top-caps

Top-caps provide maximum security and thermal efficiency. Available in any RAL colour



Twinbolts

Twinbolts deliver super-strong structural joints



Anchor clips

Anchor clips control natural movement for a weathertight seal



Eaves beam

Range of eaves beam options available for large spans

hup! is fully Building Regulation compliant and has Stroma, MFA and Assent system approval.





# hup! Hybrid Roof

Livinroof combines solid roof panels and shaped glazing to create stunning roof designs in almost any shape or size.

- Building Regs compliant to 0.15 or 0.12 w/m<sup>2</sup>K
- Fully configurable
- BBA approved chassis
- Fully fire tested
- Lightweight - only 31kg/m<sup>2</sup>
- Pitches from 5° to 40.9°
- Compatible with Ultraframe eaves beams.
- Patented speedlock
- Choose aluminium or U-tec panels



hup!<sup>®</sup>  
The better way to build



hup! is fully Building Regulation compliant and has Stroma, MFA and Assent system approval.





# hup! Marketing Support

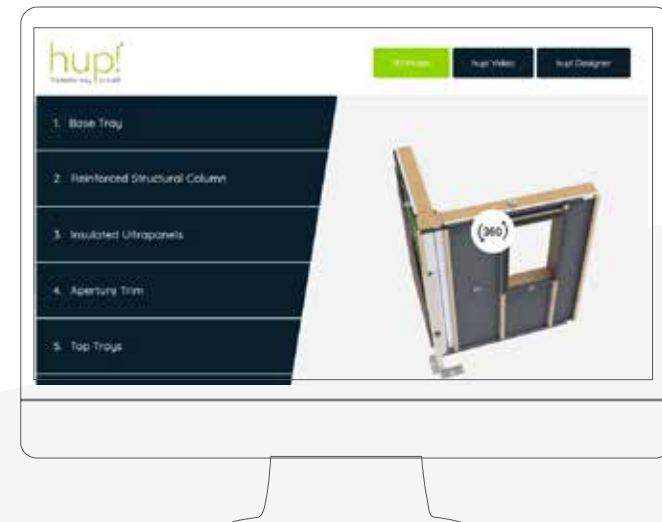
We've created a sales and marketing toolbox packed with everything you need to 'step hup!' your sales and marketing of the revolutionary new hup! building system.

For more details, contact [hello@hup-home.co.uk](mailto:hello@hup-home.co.uk).

## hup! digital samples

Use your free hup! digital samples platform to easily explain the key features and benefits of hup! walls and roofs on any device in the home, showroom or on your website.

- Accessible on any device in any location
- Use in the home, showroom or embed onto your website
- 360° digital samples with key features and benefits hotspots
- Save space in your showroom and car boot



## hup! configurator

Experiment with different design options using the free, simple to use online configurator. Accessible from any device, use the configurator as a selling tool in the home or allow homeowners to 'dream hup!' their perfect extension on your website.

Available with an optional lead capture form, you can also use the configurator to capture homeowner leads from your website.



## Ready to go websites

A fast and cost-effective solution to easily create an online presence as a hup! builder in your area. Up and running in a matter of days, the websites have been designed to effectively convert homeowner leads in your area and you can easily upload your own content through a dedicated hup! dashboard.



## Selling tools

Available now on our online marketing support centre, you can order hup! samples, point of sale or 'stock hup!' on brochures with standard or personalised versions available.

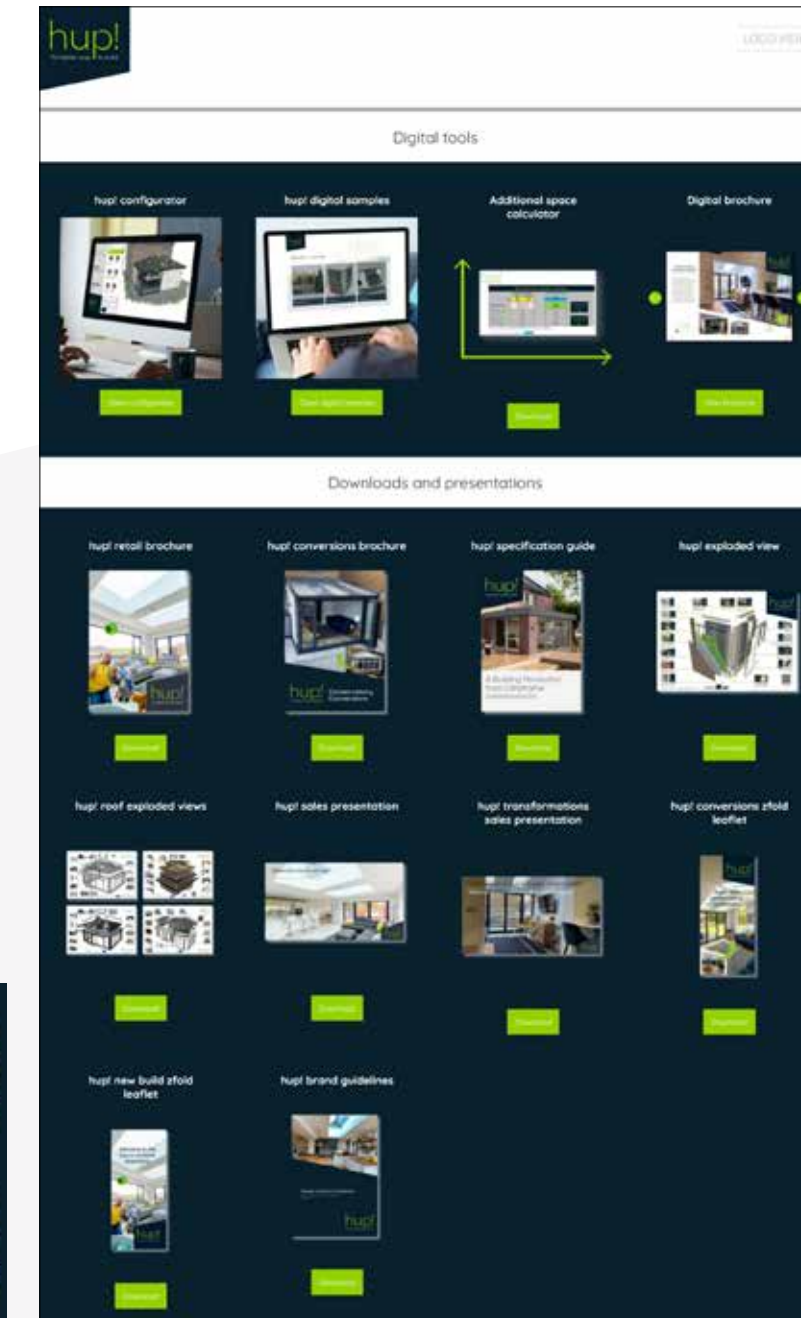
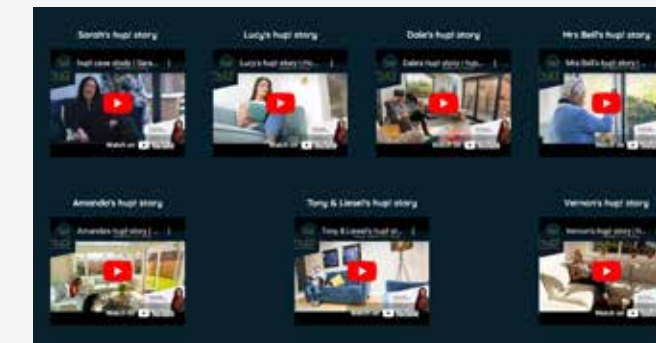


## hup! videos

'hup!load' videos to your website, play them in the showroom, add them to your social media and include them in your sales presentations.

Watch on YouTube:

<https://www.youtube.com/@huphome/videos>



## hup! sales kiosk

Everything you need to sell hup! at your fingertips! The hup! sales kiosk provides you with easy access to all of the tools you need to sell hup! from a single online interface and it can also be customised with your own logo.

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# hup! Partner Network

Join the hup! Partner Network where you can benefit from free hup! leads in your area and access a dedicated partner dashboard with free online training courses, an online forum and regular sales incentives with prizes including luxury holidays!

By becoming a hup! Network Partner you will have access to the hup! Partner Portal which is an online space where a community of highly effective hup! salespeople can interact and manage their own hup! leads efficiently and effectively.



You can also promote your business as a hup! Network Partner, providing reassurance to homeowners that you are an expert hup! builder.

To become a member of the hup! Network Partner fill your details on the online form [www.hup-home.co.uk/network-partner](http://www.hup-home.co.uk/network-partner)

## Membership upgrades

Upgrade your membership to generate and convert even more leads with our bespoke lead generation tools.

	Standard	Bronze	Silver	Gold
High Quality, Low Cost leads	✓	✓	✓	✓
Online Training Centre	✓	✓	✓	✓
Community and Advice Forum	✓	✓	✓	✓
Sales Incentives for your Team	✓	✓	✓	✓
Customer referral scheme	✓	✓	✓	✓
Free photobook & video reel for your customers	✓	✓	✓	✓
Your own local insight driven PPC Campaign		✓	✓	✓
Monthly Reporting		✓	✓	✓
Your own Personalised hup! Website			✓	✓
Local SEO, Tailored to your Business			✓	✓
AI Enabled WhatsApp Customer Outreach			✓	✓
AI Lead Generation CLM			✓	✓
Lead Qualification				✓
Appointment Booking				✓

# Technical Support

Ultraframe has many technical resources on hand to help you with specifying and installing hup!. Scan the QR codes for more information on our products and services.



Our site support team can attend site for your first hup! build to provide advice and guidance on your project and will be there to ensure the build process is followed correctly.



Our dedicated technical team are well versed in offering comprehensive technical support across our installer network. They are on hand for you to ask any questions or queries.

01200 452 918  
WhatsApp: 07595 192514  
[techsupport@ultraframe.co.uk](mailto:techsupport@ultraframe.co.uk)



We believe in providing you with the highest level of sales, technical and installation training to ensure that you are confident and have the ability to sell, survey and build hup! systems to the highest standards.



hup! has partnered with Stroma, MFA and Assent Building Control to allow you to submit Building Regulation applications to a single approved inspector for conservatory roof replacement, conservatory refurbishment and hup! projects.



Our FAQ's section is loaded with easy to search questions and answers. This is your first port of call for any technical hup! queries.



We have a library of technical guides and installation guides and a video library with technical and installation videos to help you on or off site.





