



hup![®]
The better way to build

A revolutionary way to build extensions

Proven technology, our patented Ultrapanel building system replaces traditional brick and timber construction.

A faster, greener, cheaper solution that enables high-quality extensions to be built in days, with minimal disruption.

Fully accredited, market leading solution developed by specialists in pre-manufactured construction systems.

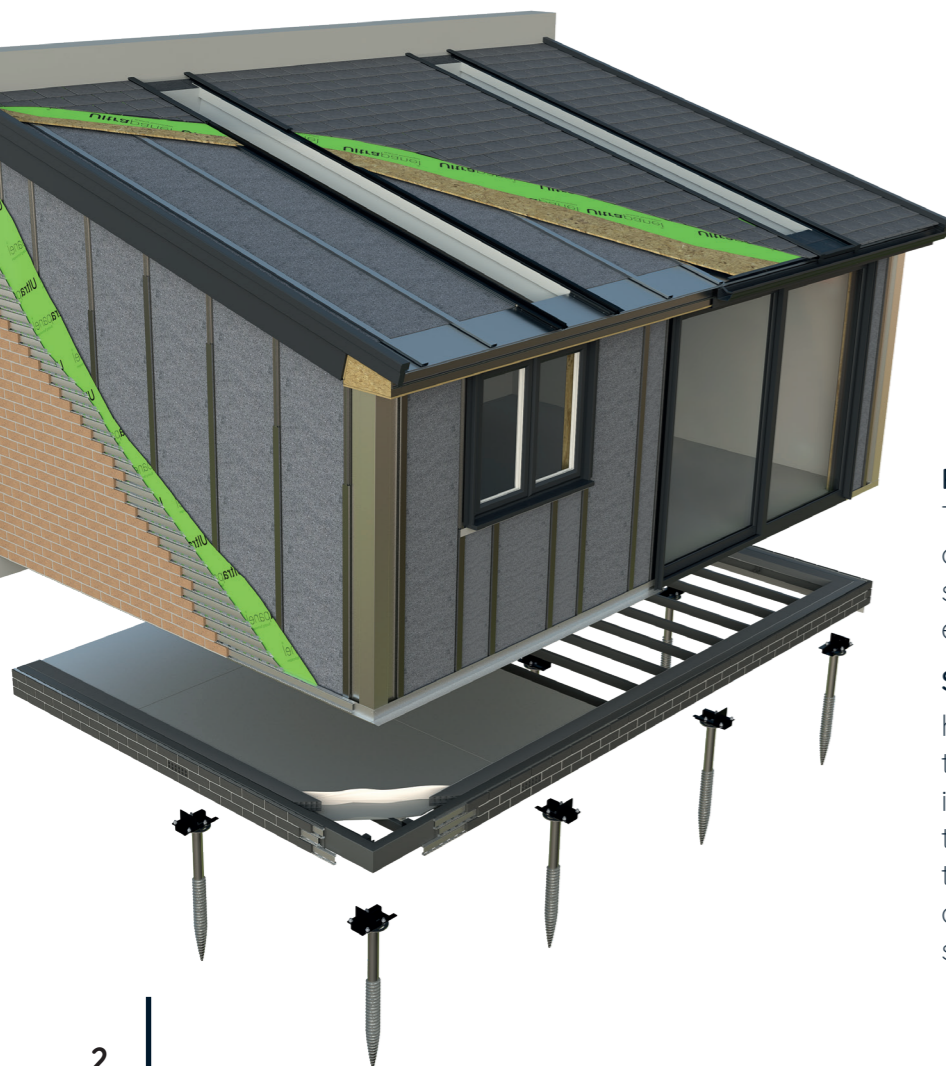
Who we are

hup! is brought to you by Ultraframe, an innovative, nationwide company headquartered in the North West.

Founded in 1983, the business is a national market leader in cutting edge, pre-manufactured construction systems, employing c.350 people with 500,000 sq.ft manufacturing facilities.

Launched in 2016, the lightweight panels inside hup! have been used in over 25,000 UK home extensions. hup! uses patented structural Ultrapanel technology to build extensions and focuses on greener, cheaper, faster building methods.

Since launching hup!, we have manufactured over 300,000m² of hup! wall and roof panels and delivered over 1500 hup!'s.



What is hup!

Patented Ultrapanel Technology

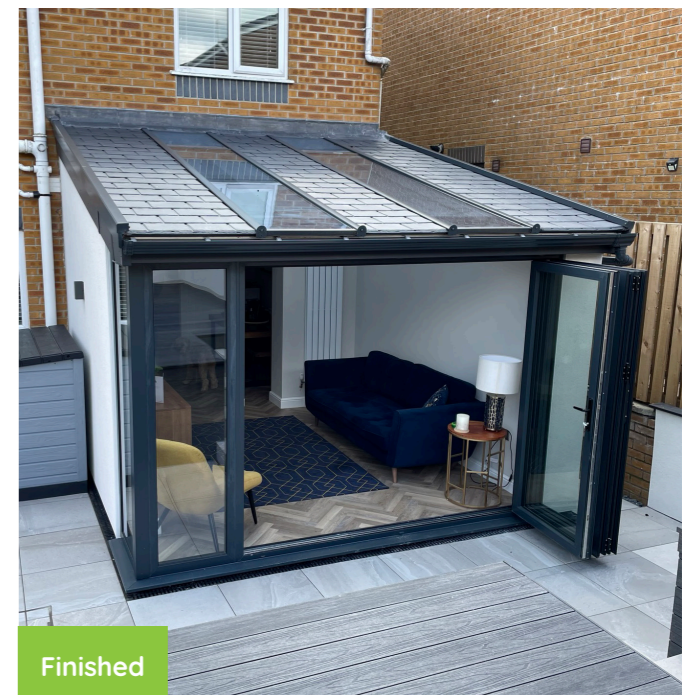
This groundbreaking technology combines the best of both timber and steel framing building technology with exceptional insulation properties.

Super-Strong I-Beam

hup! panels significantly outperform traditional building methods when it comes to strength. This is thanks to their unique design, which allows them to clip together quickly and form a continuous, ultra-strong I-beam structure throughout the hup!

Speed through builds with hup!

- Rapid wall and roof connections, significantly reduces build time.
- 100% pre-fabrication, no cutting required on site, easy to install.
- Less mess and waste, therefore minimal impact on garden and surrounding space.
- No need for heavy plant machinery or skips.
- Can be built in any weather.
- Lightweight and easy to manoeuvre - ideal for space restricted sites.



“hup! provided the perfect solution for this family, who needed extra space but were anxious about the disruption a traditional build would cause due to their teenage son’s severe ADHD and autism. With hup!’s offsite manufacturing, we were able to minimise noise, reduce the number of trades onsite, and keep disruption to an absolute minimum. It was rewarding to see how this approach transformed what could have been a stressful experience into something positive for the whole family.”

Jason, Managing Director, AHI



Design flexibility

- A fully bespoke range providing additional ground-floor living space for any purpose.
- External facade options include render and brick slips to complement the existing property.
- Full range of roofs available, including flat roof or pitched roof with optional skylights.
- Configurable to any window and door layout.
- Future proof, can include additional structural support to accommodate a ceiling track hoist or other home adaptations.
- hup! walls are slim to maximise internal floor space, creating 10 to 15% more room.
- Designed to accommodate onsite tolerances for a precise fit.



Accredited & robust

- BBA approved, minimum 60 year lifespan.
- Building Regulation compliant and approved.
- Fire tested and approved.
- Lightweight yet stronger than a brick wall, compression and stiffness tested.

Sustainability

- Five times more energy efficient than the average UK home, keeping energy bills low.
- Reduction in embodied carbon when compared to traditional construction methods.
- U-Values of between 0.12 and 0.17 W/m2K that significantly exceed Building Regulation requirements.
- Zero waste onsite and minimal manufacturing waste.

Case study

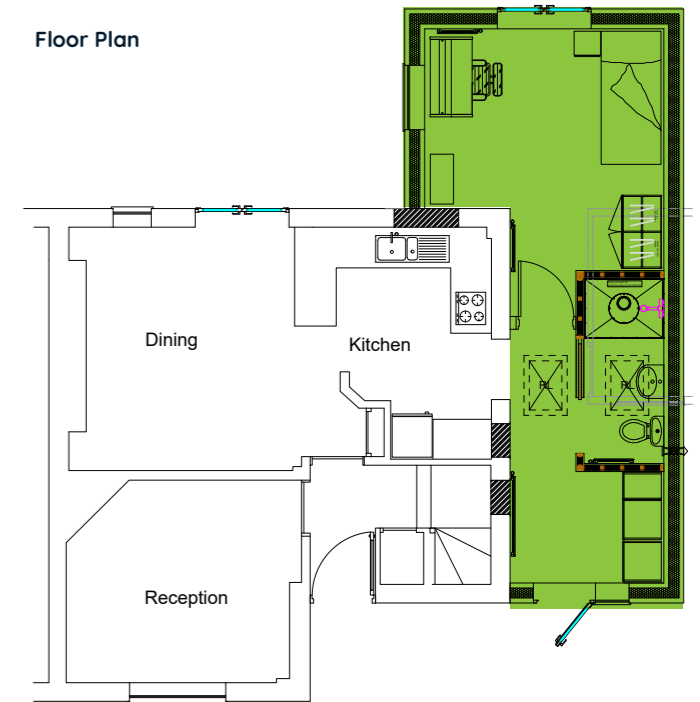
Specification

- L-shaped hup! extension to rear and side of property, adding c.22sqm of accessible internal floor space.
- Width 4.2m x projection 8.9m.
- Flat roof with skylight.
- External wall finish combines Hardie plank to the boundary wall elevation and hup! brick slips to the front and rear elevations.
- Built on traditional foundations.

External view



Floor Plan



Case study

Speed

- The hup! extension walls and roof were completed in, 15 working days ready for the installation of windows and doors, roof coverings and brick slips.
- The 8.9m side elevation was positioned just 70mm from the neighbouring boundary to maximise internal space. To enable installation this close to the boundary, the hup! wall hinging solution was used. The walls were fully assembled and clad before the entire 8.9m section was hinged into place. All walls were completed in just 3.5 days.
- Installation took place over the winter months with just 4 days lost, due to torrential rain and poor working conditions.

Cost effective - hup! structure only cost

Traditional Build Costs		hup! Build Costs	
Brick and block cavity up to roof level	£15,780	hup! system walls and roof	£16,197
Not applicable	£0	Install hup! walls and roof	£4,500
Construct flat roof	£8,500	Not applicable	£0
Flat roof coverings	£11,450	Flat roof coverings	£5,410
Structural openings	£12,000	Not applicable	£0
TOTAL	£47,730	TOTAL	£26,107
		SAVINGS £21,623	

- Structure only cost, based on a contractors comparable quotations for the project, costs as at March 2025.
- Excludes windows and doors.

Full Project cost

Full project costs including ground works, internal fit out, landscaping, make good, fees, any unforeseen works and VAT.

Traditional Build Costs		hup! Build Costs	
TOTAL	£158,749	TOTAL	£101,253
		SAVINGS £57,496	

hup! brick slip rail system

- The hup! brick slip rail system makes using brick slips for the exterior of an extension faster and easier.
- Creates a real brick finish indistinguishable from a traditional brick wall.
- A range of 45 brick slips and pre-formulated lime-based mortar are available.



hup! brick slip rails

hup! Base

- The hup! Base makes an extension build even faster.
- Suitable for most site conditions, providing predictable costs and timelines.
- Minimises site disruption and assists with constrained sites.
- Suitable for concrete pads or ground screws, requiring less excavation and concrete.
- hup! Base is fully Building Regulation compliant with a U-Value of 0.18 w/m2K.



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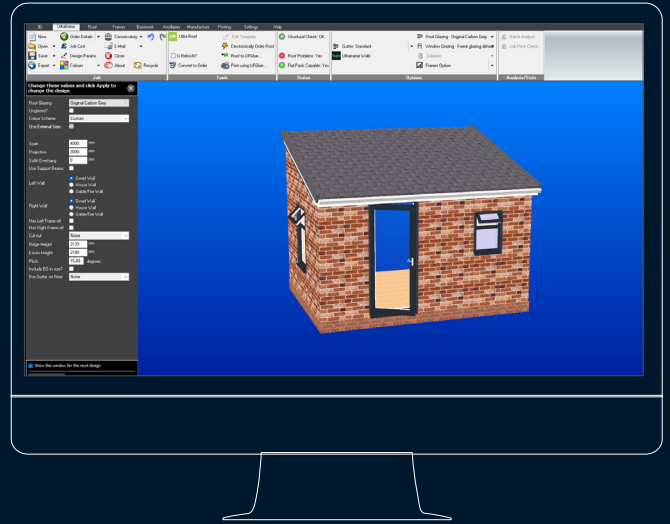
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Service & support

We have unrivalled experience, and our team will support your project at every step.

- Customer Care Department; providing quotations, assisting with design, order process support, arranging delivery and after care.
- Technical Support; dedicated technical team, on hand to answer any questions.
- Project specific drawings and structural calculations provided.
- Training; technical and installation training available.
- Site Support; our site support team will attend site for a builder or contractors first build to provide advice and guidance.
- Flexible delivery options; national service.



Minimal
disruption



Proven
technology



Future proof



5x faster



68% stronger
than brick



Build in any
weather

hup![®]
The better way to build



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