



Rely on it.

PRESS RELEASE

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RENOLIT at the fensterbau/frontale 2010

Marked by Sustainability and Design

More Colour for the Facade

Worms, 22nd February 2010 – Clear lines, lots of light and an open construction: At this year's fensterbau/frontale, the "House of Diversity" by **RENOLIT** typifies the ideal conceptions of modern architecture. Its cubic construction serves as the platform for presenting the most up-to-date films from the **RENOLIT EXTERIOR** division (**Stand 6-231 in Hall 6**) providing a focus for film processors as well as architects and designers.

The Trend towards Stylish Profiles

Variety in the decoration, versatility in application: The booth seizes the individual themes by using various stylised elements. It displays numerous applications on objects, such as windows and doors, and provides detailed information about technical developments, warranty and resource protection. A wealth of new colours and woodgrains, developed at our centres of excellence in Worms and Cramlington, give fresh impetus to the creation of stylish profiles. Metallic colours with shimmering pigments, such as the new creations *Cardinal Platinum* and *Royal Platinum* set bold colour accents. While a more traditional stylistic direction is represented by the high-class looks of the elegant *Wisconsin XD* and the richly coloured *Teresina XC* woodgrains. Which colours and woodgrains will be preferred the most? This will be decided by the stand visitors who can take part in a raffle by nominating their top-three favourites.

Security for the Builder and the Construction Material



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One of **RENOLIT EXTERIOR**'s milestones is our Solar Shield Technology (SST). This technology improves profile stability even under intense solar radiation to reduce warping and the possibility of water leaks in the finished window. A test simulation on the **RENOLIT** booth clearly demonstrates that SST's IR-reflecting properties protect the film, the adhesive and the profile. Given that the IR radiation does not penetrate down to the profile, white as well as dark plastics benefit from this protection. This quality topic is supplemented with a new security concept and is part of the new brand structure presented by **RENOLIT** at this year's fensterbau/frontale. The film specialists from Worms offer up to 22.5 years of security, setting a new industry benchmark. The company's obligation remains valid till the end of the profile's life cycle, because the company is a founder of the Vinyl Foundation. It therewith actively supports the Vinyl 2010 Initiative, a partnership of PVC-producers. These partners have agreed to recycle 200.000 tons of PVC-containing waste per year till 2010 and beyond.

Colour Road: Setting direction for coloured construction elements

RENOLIT EXTERIOR is providing an additional focus point with the presentation of its new trend service 'Colour Road'. "Modern architecture must unify two criteria: on one hand it has to find answers to the general resources shortage, on the other hand it has to meet the desire for individuality when designing the living space", says Monika Fecht, the Head of Corporate Design Management. The 'Colour Road' helps by combining the technical performance of the **RENOLIT** films with latest colours and woodgrains.

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