



Rely on it.

PRESS RELEASE

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RENOLIT at the fensterbau/frontale 2010 (Stand 6-231, Hall 6)

Sun, wind and weather protection

Newly developed external films with a comprehensive guarantee package

Worms/ Nuremberg, 24 March 2010 – Functionality, durability and design are crucial for the market success of building components. PVC products are increasingly fulfilling these demands and have been advancing into the market continuously over the last thirty years. A large part of this success is down to progress in the development of decorative films. In terms of durability and resilience, **RENOLIT AG** has been setting the pace over this time frame.

Three-layer film for use worldwide

The latest development from **RENOLIT EXTERIOR** is **RENOLIT EXOFOL FX**. Its predecessor, **RENOLIT FAST**, has been improved - a more uniform primer application makes processing easier and has improved the quality of bonding without adding extra costs.

In addition, the solid colour polymethyl methacrylate (PMMA) base film now includes Solar Shield Technology (SST) with IR reflection that reduces heat build up in both the three-layer film and the window profile. The second layer is made of transparent PMMA and the outer layer from polyvinyl fluoride film (PVDF). PMMA makes this high-performance film more resistant to UV rays while the PVDF layer protects against dirt and chemicals thanks to its low surface tension. Its easy-to-clean finish makes the film resilient to environmental damage and abuse (e.g. graffiti) so that it can be used to cover large areas of facade cladding. Owing to these combined characteristics, **RENOLIT EXOFOL FX** can be supplied in colours that in the past could not have been used in such conditions.



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SST: base film gets sunblock

The PVC base film of **RENOLIT EXOFOL MX** also includes the same Solar Shield Technology (SST) to help prevent the film and profile heating up. Although the transparent PMMA film and pigments in the print colour let infrared rays pass through, colour pigments in the base film reflect them. In some cases, the temperature of the film can even be below the RAL standard temperature of 53 °C for white, providing reliable protection for adhesive and profile.

As the vast majority of infrared rays do not even penetrate to the profile, both white and dark materials benefit from this protection. SST ensures that the profile maintains its stability so that windows remain airtight, even in strong sun. Processing has no surprises: “As we were able to integrate the IR-reflecting pigments into the base film, the original thickness of the film and, therefore, its flexibility during processing has remained unchanged”, explains Dr. Dirk Heukelbach, Head of Research and Development for **RENOLIT EXTERIOR** products, pointing out the advantages of SST films in processing.

These quality features are also the basis for the new safety concept for all **RENOLIT EXOFOL** products. Depending on the area of application, the exterior film specialists offer a guarantee of up to 15 years for **RENOLIT EXOFOL FX** with a further 7.5 years for their renovation service which is provided by a highly skilled maintenance team. Together the customer gets 22.5 years of guarantee – a new benchmark for reliability.

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