

Unicel Adds General Manager to Leadership Team to Help Drive Company Growth Strategy and Global Operations



MONTREAL, Canada – March 13, 2018 – Unicel Architectural, manufacturer of vision and daylight control solutions, today announced the appointment of Jean-Pierre Rose as General Manager. In his new role, Jean-Pierre will lead the Unicel team to continue to build its global client base and manufacturing operations for the quality delivery of specialty glazing and solar shading solutions. Jean-Pierre brings over 20 years of experience in developing and leading high-performance sales and operations teams at manufacturing and commercial services companies. Jean-Pierre will report directly to Jean-François Couturier, Unicel's CEO

"At Unicel, we pride ourselves on our team of experts who work diligently to provide our customers with the best solutions for privacy and daylighting control," said Mr. Couturier. "Jean-Pierre is great fit for our team as he understands both the manufacturing operations and business development processes. His senior management expertise will help us continue to grow Unicel's position as a global leader for premium quality products for the control of vision, heat, light and sound."

Jean-Pierre comes to Unicel from Ducharme Seating where he served as CEO of this leading manufacturer of custom spectator seating solutions for a wide variety of venues including theatres, motor sports tracks, stadiums, arenas, concert halls and auditoriums. Prior to Ducharme, Jean-Pierre held key leadership roles with commercial printing services giant, Imprimerie Quebecor Media Inc. He holds both a Bachelor's Degree in industrial relations studies and an Master's in Business Administration from the Université de Montréal.

"Unicel Architectural is an outstanding business and I am pleased to join the company at this exciting time," said Mr. Rose. "Unicel has established strong global recognition and loyalty among architects and glazers and is well-poised for further innovation and strategic growth. I look forward to building on the company's considerable achievements to date, and I am delighted to join an incredible team that is firmly aligned under the company's vision of delivering the future of vision and daylight control!"

About Unicel Architectural

For over 50 years, Unicel Architectural has built a reputation for the most advanced aluminum and glass solutions. These solutions encompass louvered glazing, skylights and more, to enhance major global construction initiatives with utmost quality and reliability. With its proprietary technology, Unicel's Vision Control® delivers unprecedented comfort and control of vision, light, temperature and sound with a patented combination of louvers between glass that are hermetically sealed and cordless. Unicel's solutions are guaranteed for longevity, optimized for energy efficiency, and customizable to any design, environmental or cultural requirements. Unicel combines its market leading know-how with great design to ensure optimal aesthetics and sustainable performance. For more information, visit: www.unicelarchitectural.com



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