

PRESS RELEASE

Unicel Architectural announces exclusive agreement with METRA to provide solar shading systems to North American markets

MONTREAL, Canada –September 28, 2010 – Unicel Architectural, the leading manufacturer of aluminum and glass solutions, announced today an exclusive licensing agreement with METRA Systems that encompasses the marketing and distribution of the METRA solar shading systems and motorized louvers in North America. METRA Systems, a division of METRA in Italy, provides aluminum products and solutions to improve architectural sustainability, performance and aesthetics.

Solar shading systems and motorized louvers have become a popular fixture in European architectural design. The METRA solar shading systems are renowned for their precision, quality assembly, cost effectiveness and superior construction.

“The METRA solar shading systems and motorized louvers are the perfect extension to our aluminum and glass solutions,” said Jean-Francois Couturier, CEO of Unicel Architectural. “We can now provide architects with a complete selection of the industry’s finest vision and daylight control solutions for virtually any building design. We are excited to offer Europe’s premium solar shading systems to the North American marketplace.”

Unicel’s new motorized louvers or sun blades are the optimal architectural envelope for daylight control. These shading systems are made of maximum strength extruded aluminum profiles that ensure thermal and acoustic insulation and low maintenance, while adding immense aesthetic appeal to a building’s design.

Key benefits:

Daylight control	Glare reduction and greater comfort
Heat control	Optimal thermal insulation and energy efficiency
Sound control	Acoustic insulation and enhanced tranquility
Visual appeal	State of the art aesthetic features that enhance overall design
Low maintenance	Durable and easy to maintain
Flexibility	Adaptable to many building and architectural approaches

To find out more about the solar shading systems and motorized louvers, contact: unicel@unicelarchitectural.com

About Unicel Architectural

For over 45 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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