

We're ready to rock!

Just when you thought it was safe to go the traditional business way to avoid economic restraints, Unicel Architectural steps ahead and injects new blood in its corporate image. Stimulated by the recent success with impressive architectural projects, the company needed to make a statement about its new path on the construction market.

New web: unicelarchitectural.com

The corporate website was the first to be approached and the brainchild of a talented communication agency became a tangible reality after a couple of months of sustained work. The main goal of the web tool was to clearly define the product portfolio while highlighting the wide expertise that the company holds.

Already reputed for the health care projects with Vision Control® insulating louvered glass, Unicel is also capable of manufacturing skylights and custom aluminum structures for various fields (commercial, institutional, residential, education etc). The com-

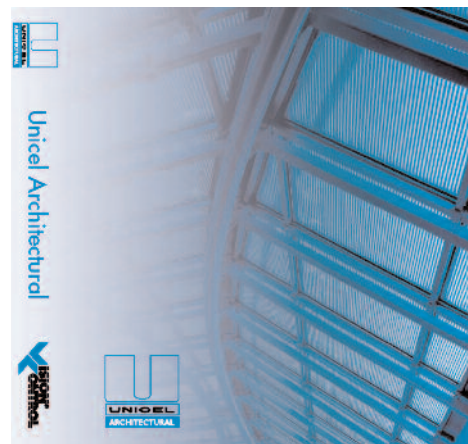
plete portfolio is reflected by the website and the technical catalogs.

Two new binders

This year, Unicel issued a new version of Vision Control® binders, with updated information and drawings, as well as a corporate catalog that includes three main sections: Vision Control®, Skylights, Custom Struc-

tures (curtain walls, solariums, sunshade devices). The corporate catalog is available in English and French to suit the needs of the US and Canadian markets altogether.

With these new tools, Unicel is better prepared to tackle the architectural market and to offer professional solutions to architects' needs.



The Vision Control® catalog continues to exist as a stand alone binder, all of whose contents can be found in the corporate catalog, along with skylights and custom structures

Setting new standards for corner conditions

Using Vision Control® for 3-panel alcoves has become a point of reference in health care, where the need for privacy and security is very important for both patients and staff.

After having worked with Unicel in different facilities included in its operations portfolio, William Beaumont Hospital in Troy, MI requires another batch of Vision Control® panels for 23 observation rooms in its West Bed Tower Expansion. This time, the vertical mullions are removed and ceramic frit is employed along with special notches cut in the glass to allow the thumbwheels to come

through. In the 3-panel alcove configuration, a nurse is able to view into two separate patient rooms from the alcove. The central glass panel is comprised of a double Vision Control® unit whose louvers are separated in the middle by a vertical intermediate spacer located inside the air cavity of the glass. This allows the right half of the panel to be controlled independently from the left half of the panel with 2 operators being located on opposite sides of the glass unit. The alcove desk is angled at approximately 135-degrees, with each return having its own Vision Control® unit.

Vision Control® was chosen over switchable glass with liquid crystal because it offers total privacy at night. Whenever the nurses need to check on the patients, when using liquid crystal windows, the room gets illuminated instantly, compromising the restful environment. On the contrary, when using Vision Control®, nurses can discretely open the louvers toward the rooms without disturbing the patients, offering them the intimacy they require.



3-panel alcove configuration previously installed at William Beaumont Hospital

Unicel at Greenbuild 18-21 November

With sustainable architecture gaining more ground these days, trade shows give more floor to green issues. This November, Unicel Architectural Corp. will be exhibiting at The Greenbuild International Conference & Expo held in Boston. This year's theme is "Revolutionary Green: Innovations for Global Sustainability".

Long before "green" became an industry bandwagon, Unicel was preoccupied by the development of products that served environmental purposes. The company recognizes the importance of sustainable architecture, optimizing energy efficiency and ensuring indoor air quality.

We hope you will join us at the Boston Convention and Exhibition Center, Canada Pavilion, from 18 to 21 November. Unicel Architectural will be among the 20 Canadian companies to showcase their green products and services.

Read more in our brand new website.

