

# Alkenz **SUNSHADOW**

newsletter

special edition



Committed to a tradition of quality and service.

**SunShadow Range  
Expands**

**Alkenz Unrivalled  
Vision**

**5 Year Quality  
Warranty**

Sunscreen Solutions – Sleek, Stylish...SunShadow®

# Welcome



The Alkenz Range of Window Covering Fabrics is by no means new to Australia and New Zealand or to The Bricos Group.

We have proudly marketed quality Alkenz SunShadow® Sunscreen fabrics for many years...among them our highly successful Screen Optic® and Screen Trend® Sunscreen Blind Fabrics.

It is with pleasure that we now extend our commitment to the Alkenz SunShadow® Sunscreen Range and announce our appointment as Australia and New Zealand's Exclusive Distributor.

Based on common values which are underpinned by tradition and a commitment to excellence, our alliance is a perfect coupling.

Alkenz is a modern and innovative manufacturer of great integrity – integrity in product quality as well as customer satisfaction - so too, The Bricos Group, which over the past 37 years has developed its own proud traditions of quality and customer service.

Please take a moment now to read about the opportunities our distributorship offers you.

Learn how our established systems will enhance the way you do business and how our marketing approach aims to increase brand awareness of Alkenz Sunshadow as a quality Sunscreen product at the retail level.

For more details please visit [www.bricosgroup.com.au/alkenz](http://www.bricosgroup.com.au/alkenz) or call your Bricos-Alkenz Sales Representatives for sampling and product information.

Your sincerely

Nick Bippus  
Director Sales, Marketing & Export

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# Alkenz Unrivalled Vision

**South Korea has long been the world leader in technical textiles and the largest producer of Polyester yarn. In the past two decades it has become one of the world's great centres of commerce developing a strong reputation for manufacturing excellence.**

Korea is all about quality standards and innovation. It is home to globally branded companies you know well and admire – LG, Samsung, Fila and several motor vehicle giants.

Quality is palpable in Korea – you see it in the way its citizens dress, the formality of business and the sheer innovation of its world leading design and technology.

While other Asian countries have only recently emerged on the world stage of business, Korean companies have been partnered in the United States, Europe and Australia for many years.

Working within western economic structures has brought with it the need for constant re-investment in quality standards

and technology and as a result Korean companies have become giants in their fields.

Alkenz is a privately owned operation in the unique position of having a larger sister company specialising in compounds, an essential ingredient in Sunscreen fabrics.

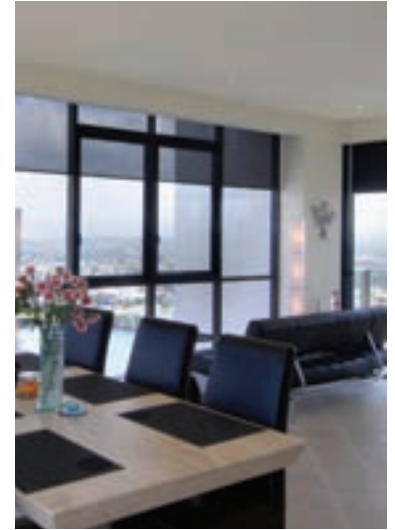
Having these connections ensures a completely vertical manufacturing process offering superior consistency in colour, performance and overall quality, that simply cannot be matched by other Sunscreen suppliers.

Alkenz developed the SunShadow® range of vinyl coated polyester yarn as an alternative to vinyl coated fibre glass yarn to offer a product which is environmentally friendly, consistent in quality and easier to handle.

Bricos is extremely proud to be appointed as the exclusive distributor of the Alkenz SunShadow® range of fabrics and has every confidence support will continue to grow in the Australian and New Zealand markets.

# COLLECTION

- 3000 RR Series 3% Openness  
2 x 1 Weave
- 3000 Net Series 5% Openness  
2 x 2 Weave
- 3000 HT Series 3% Openness  
Broken Twill Weave **(New)**
- 3000 CA Series 3% Openness  
1 x 1 Weave **(New)**
- 3000 AR Series 3% Openness  
3 x 2 Weave **(New)**



## Key selling features and benefits



### FACTS: **SUNSHADOW**

#### Solar properties

- Blocks and reflects 70-80% of solar heat;
- Reduces glare from direct sunlight for eye comfort;
- Blocks 80-88% harmful UV light affecting interior furnishings;
- Reduces heat penetration (summer) & heat loss (winter) by an estimated 20-40% energy savings;

#### Fire retardant qualities

- Tested to Australian and New Zealand Standard AS/NZS1530.3 (1999)
- Also meets international standards M1 (France) B1 and B2(Germany) NFPA701 (USA)

#### Excellent durability

- Light fastness rating of 7-8 on a blue scale (highest rating 8)

#### Quality Guaranteed!

- 5 year manufacturers warranty covers all Alkenz SunShadow® products.

#### Quality Standards Assured

While we at The Bricos Group can vouch for it, we wouldn't expect you just to take our word for it – Alkenz SunShadow® blind fabrics have been accredited by two of the world's premier quality standards organisations: Greenguard® and Oeko-Tex.



The GreenGuard® rating is a stringent testing process measuring indoor air quality.



Oeko-Tex Standard 100 tests for harmful substances in textiles.



- The No. 1 Sunscreen supplier in Asia and No. 3 in other major global markets;
- Offers excellent quality at affordable prices;
- Developed environmentally safe products (low odour or harmful substances).

## Antibacterial – Tested to ASTM.G21 and ASTM.G22

You don't need to live in the tropical north for your home or office and, in particular your window coverings to be affected by mould and mildew. All Alkenz SunShadow® Sunscreen products have antibacterial qualities.

This is particularly relevant to crowded work areas, hospitals, health care facilities or damp areas such as bathrooms.

Apart from providing health safety,

there is also no risk of unseemly staining due to the presence of mould and mildew or the musty odours associated with soft furnishings affected by bacteria.

# Alkenz **SUNSHADOW**

## Sales Resources

**You're going to be hearing a lot more about the Alkenz SunShadow® range of products - When you have a product this good you want to tell everybody about it!**

Our goal is to make Alkenz SunShadow® a household name, where the promise it makes is one of world leading quality and innovative window styling – Sunscreen Solutions... Sleek, Stylish SunShadow®.

The SunShadow® product range will be presented to four key audiences of influence: retailers, interior designers, architects and blind manufacturers.

By promoting the SunShadow® range at all levels our goal is to increase the profile of Alkenz as a quality world class manufacturer which guarantees quality, and SunShadow® as fashion for windows.

Ultimately, our objective is to inspire consumers to actively seek out and ask for SunShadow® products.

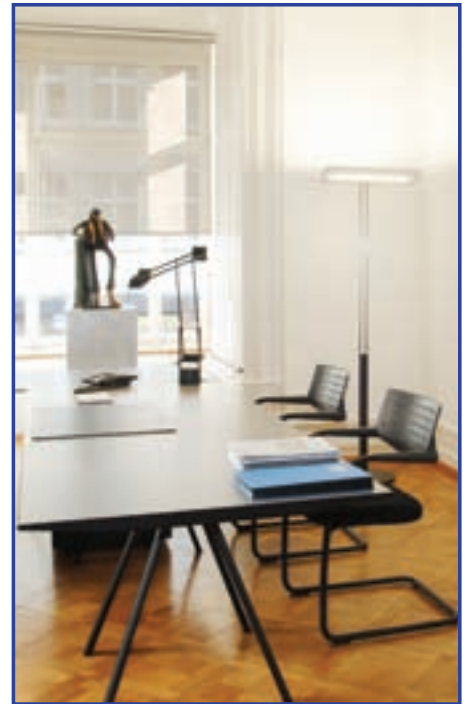


For retailers, interior designers and architects our sampling, data sheets, education program and other resources will present the inherent qualities and styling of the product in a manner that ensures SunShadow® is easy to present and sell as a preferred window covering fabric.

Finally, for Blind Manufacturers, we believe that the exceptionally low flaw rate, the ease of handling, the low-risk of problems at installation and the efficiency of our supply will speak for itself such that, blind manufacturers are actively recommending the SunShadow range.

## Technically Speaking

# Hybrid Sunscreen a world first



When it comes to Sunscreen window coverings, there are different weights. The industry standard for internal products is generally around the 400 to 420gsm mark, yet Alkenz has recently delivered a product that is significantly lighter at 320gsm...and it's the result of clever 'outside the box' thinking.

To create the lighter fabric, Alkenz has woven what is essentially a "Hybrid Screen Fabric". The SunShadow® 3000 CA series uses Inherently Fire Retardant Polyester yarns and blends this with traditional PVC Coated Polyester technology.

The result is a significant weight reduction in the fabric without compromising to the quality and durability of the window covering.

When manufacturing you'll still enjoy a robust, easy to manage fabric, however from an interior design perspective the overall presentation is one of a finer more elegant presentation. Furthermore, the lighter, more delicate handle also allows the manufacturer to make larger blinds without having to upgrade to heavier componentry.

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## CUSTOMER TESTIMONIAL

# Almost **Perfect!**

**Over the last four years, our customers have repeatedly told us that the Alkenz SunShadow® Blind fabrics have an incredibly low flaw rate.**

In fact, a client who recently took delivery of around 1000 lineal metres of the 3000 RR Series was able to

calculate a flaw percentage of an almost perfect 0.5 percent.

Making the experience of working with the Alkenz Sunscreen product even more enjoyable was the fact that the client also reported no puckering, no tracking and no rippling, just perfect rolling from the very first time.



Committed to a tradition of quality and service.

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