

# SUNSHADOW®

Alkenz

NEWSLETTER  
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THE WORLD'S BEST SUN PROTECTION FOR WINDOWS

## MANUFACTURED TO LOOK & FEEL NATURAL

When it comes to modern Window Coverings, Sunshadow® is clearly emerging as the global leader in the Sunscreen Window Covering sector. What you may not know is why?

Firstly, this quality Blind fabric is manufactured by Alkenz, which is a leading chemical company based in Korea. Korea also happens to have a long and distinguished history in textile manufacturing.

In the past decade, Alkenz has cleverly applied its very rich industry knowledge and access to its nation's textile manufacturing resources to create 'manufactured' Window Coverings that look and feel as natural as traditional fabrics.

What's more, in perfecting their processes Alkenz has re-written the formula for PVC to create a non-toxic compound that surpasses the expected performance requirements of PVC-coated Blind fabrics in both the Blind fabricator's workroom and in terms of health and the environment.

Alkenz non-toxic PVC has been extensively tested by independent laboratories including globally recognised Oeko-Tex® (Switzerland) which has comprehensively tested Sunshadow® Sunscreen and declared it safe for humans and the environment.

Additionally, as part of this special non-toxic PVC formula, Alkenz has also eliminated offensive odours common to PVC Blind fabrics, which is called Low Odour Emission (LOE) technology and earned GREENGUARD® certification for Indoor Air Quality.

Alkenz is a company with a strong social conscience and it is from this platform that outstanding quality processes have been developed.

Every aspect of manufacturing, from top to bottom, is quality managed in a state-of-the-art facility that encompasses a formulation plant, laboratory, research and development and weaving factory.

While many of the quality processes involve complex and comprehensive laboratory based testing for colour fastness, fire prevention, raw material, yarn extrusion and weaving



Sunshadow® HT Series

processes, Alkenz very closely monitors the practical aspects of production as well.

Ordering and inspecting raw materials, appropriate storage and warehousing processes, packing and delivery are functions that are carefully coordinated.

All this equates to a flaw ratio that is outstandingly low and high performance Sunscreen fabrics that are the envy of other manufacturers.

For Blind fabricators, these processes translate directly to cost savings.

Sunshadow® Sunscreens perform well on the cutting table. They are easy to handle and cut cleanly without fraying. Once assembled Sunshadow® Sunscreen hangs superbly and rolls up with little need for tuning, if at all. Returns are unlikely as customer satisfaction levels

are high as Sunshadow® Sunscreen fabrics have no odour and they will not fade or become brittle and deteriorate.

Alkenz comprehensive 10 Year Manufacturers' Warranty ensures there is absolutely nothing for the Blind fabricator or consumer to worry about.

If the success of Sunshadow® Sunscreen fabrics were to be described in just one word, it would be "quality".

However, in truth Sunshadow® is loved the world over because of its intelligent scientific foundation, commitment to human and environmental well-being and attention to fashion, colour and style to deliver truly outstanding Sunscreen Blind fabrics.



## WELCOME

In this our first Sunshadow® newsletter, we are pleased to outline the facts about Sunshadow® Sunscreen and how science, environmental conscience and fashion have worked together to deliver a quality, yet competitively priced Window Covering that is fast emerging as the world's best.

We are certain that once you get to know Sunshadow® by Alkenz and understand the benefits and outstanding value of this affordable Sunscreen fabric, you will wonder why you ever used anything else.

Blind fabricators around the world are now enjoying Sunshadow's® exceptionally low flaw ratio while consumers are delighted by Window Coverings which look and feel like natural products but have the endurance and performance of a high quality manufactured Blind.

We are sure that you will be surprised and delighted by Alkenz, world-first, comprehensive 10 Year Manufacturers' Warranty and appreciate the confidence and peace of mind it brings.

Please take a moment now to read about the clever chemistry behind truly beautiful Sunscreen Blinds that stand up to environmental challenges and consistently meet international quality standards.

Yours sincerely,

*Mark Wood*

National Sales Manager

## SUNSHADOW® CA SERIES WORLD'S FIRST HYBRID SUNSCREEN

In a world where everything is becoming considerably more compact, it was just a matter of time before a request was made to reduce the weight of Blind fabric. Alkenz responded with Sunshadow® CA Series and it is proving to be extremely successful.

This fabric has been specifically designed for commercial applications in that it has excellent visibility, yet offers a superior 3% openness factor and outstanding Fire Retardant qualities.

In what may well be world-first technology, Alkenz has significantly reduced the weight and therefore 'bulk' of the Blind fabric

from around 400 to 420gsm, which is the most common industry weight range, to a significantly lighter 320gsm.

To achieve this goal, Alkenz has developed the Sunshadow® CA Series which incorporates two different types of yarn to deliver what Alkenz is calling a "Hybrid Screen Fabric".

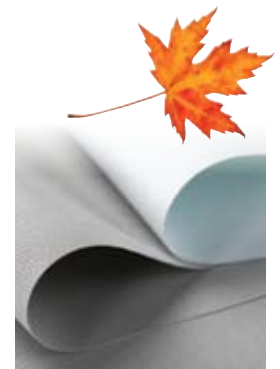
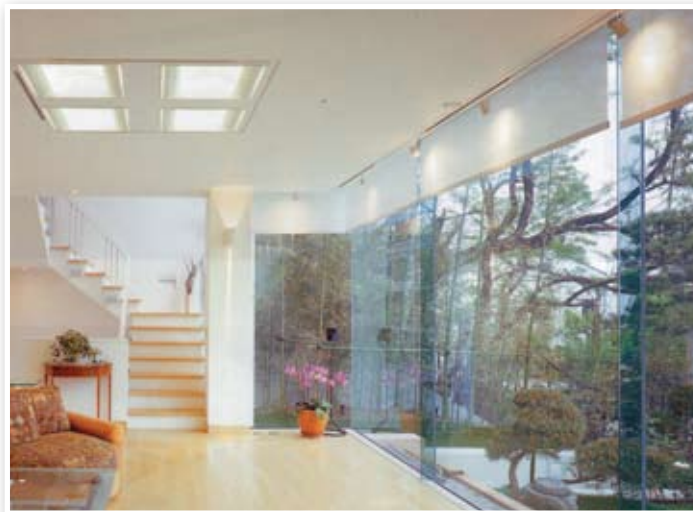
Using a non PVC-coated polyester weft yarn, Alkenz has been able to significantly reduce the overall weight of the fabric by an astounding 20%.

Additionally, the polyester yarn also has high Fire Retardant qualities and as it is non-PVC coated, the CA Series of fabrics has achieved

a significantly improved VOC rating.

Even though the openness is just 3%, the view is similar to what you would expect of 7% to 8% fabric but with superior solar optical properties. All this is achieved without compromising the quality or durability of the Blind. Sunshadow® CA Series has achieved Oeko-Tex®, GreenGuard® and EcoSpecifier endorsement.

From an interior design perspective, the overall presentation is finer and more elegant, while Blind fabricators will enjoy a robust, easy to manage and lightweight Sunscreen fabric.



Sunshadow® CA Series

## BMAA - SET FOR SUCCESS

The BMAA Blind Expo comes around every three years and when it does we look forward to it with great excitement.

This year our Bricos display is bigger than ever with an enormous 60m2 which includes a major presentation of Sunshadow® Sunscreen products:

- RR Series with 3% openness and a 2x1 weave

- Net Series with 5% openness and a 2x2 weave
- HT Series with 3% openness and a broken twill weave
- CA Series with 3% openness and a 1x1 weave
- Screen Opulence with 12% openness and a textured weave

Sunshadow® Sunscreen Blind fabric is capable of

withstanding the harsh conditions of heat and UV exposure while delivering a truly fashionable Window Covering. It is also capable of meeting practical needs of privacy, temperature control as well as light and glare filtering for both home or commercial application.

For more information please contact your Sunshadow® sales representative.

## SUNSHADOW® RR SERIES OUTSTANDING PERFORMANCE

First impressions of the RR Series include a much firmer handle, so manufacturers' will instinctively know that it will be easier to work with and there will be no need to worry about returns as the end-user performance will be outstanding.

Thereafter a host of qualities confirm that Sunshadow® RR Series Sunscreen is the perfect choice for residential and commercial applications.

The Sunshadow® RR Series offers a very clean weave. Where competitor products often struggle with tension issues and an irregular streaking within the weave, the Sunshadow® RR Series is a perfect half-basket (2x1) weave that has exceptional lay-flat qualities and is so consistent that the finished Blind hardly ever requires



tuning.

With an openness factor of 3%, Sunshadow® RR Series offers superior solar optical performance with no reduction to see-through quality when compared to Sunscreen of the same weave with a greater openness factor of 5%.



Sunshadow® RR Series

Additional benefits include an exceptionally low flaw ratio and strong Fire Retardant standards rating. Sunshadow® RR Series has also been endorsed by Ecospecifier.

The colour spectrum is extensive and includes popular two-tone designs. All Sunshadow® RR Series fabrics are available in 2.0m, 2.5m and 3.0m roll widths.

## LOE TECHNOLOGY - LOW ODOUR EMISSION

In today's society air pollution is simply not tolerated, while governments continue to find solutions to improve outdoor air quality, Alkenz

has already solved indoor air quality issues caused by Blind fabrics.

Using a very clever scientific process, Alkenz has removed the odour causing components from their specially formulated non-toxic PVC compound.

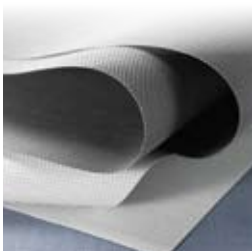
As a result, the entire Sunshadow® Sunscreen range has earned GREENGUARD® endorsement

for Indoor Air Quality.

Unlike opposition Blind Fabrics, Sunshadow® Sunscreen has minimal odour and therefore it has not been linked to the usual complaints from customers who develop headaches or feel unwell after inhaling strong odours from other Blind fabrics.

LOE Technology is ideal for residential environments, but particularly beneficial for commercial developments where odours from Blind Fabrics can linger and circulate through air-conditioning making it uncomfortable for office workers.

For more information details please contact your Sunshadow® sales representative.



Sunshadow® Net Series



## ALKENZ INNOVATION

Alkenz is the only Blind fabric manufacturer in the world to manufacture its own non-toxic PVC compound which is used in coating polyester yarn (inner core). This provides a unique level of quality control that no other manufacturer can claim. Other manufacturer's buy in yarns which have been coated by other sources or they coat their own yarn with an externally sourced PVC compound, therefore diluting their control over quality procedures.

## QUALITY STANDARDS ASSURED

SunShadow® Blind fabrics have been accredited by three of the world's premier quality standards organisations: **Oeko-Tex®**, **GREENGUARD®** and **Ecospecifier**.

Oeko-Tex® Standard 100 tests for harmful substances known as Volatile Organic Compounds (VOC), whereas GREENGUARD® is a stringent testing process measuring indoor air quality.

Ecospecifier is dedicated to an ecologically aware built environment.

Sunshadow® achieves 7-8 colour fastness on a blue scale, where the highest rating achievable is 8.

Sunshadow® fabrics meet standards MI (France), B1 and B2 (Germany), NFPA701 (USA) and they have been tested to comply with Australian and New Zealand Standard AS/ NZS1530.3(1999).

## ENVIRONMENTALLY AWARE

While the environment may be a catalyst, the demand for healthier products that have neutral impact on the world has resulted in many globally-conscious manufacturers improving processes across the board. The result is better products all round.

Alkenz Ltd, the manufacturer of Sunshadow® Sunscreen is in pole-position for the surge of consumers who are increasingly using their environmental compass in decision making.

Clearly Sunshadow® Sunscreen has been designed

to combat the impacts of the increasing harshness of the sun. Each fabric in the range has excellent solar optical properties for reflecting heat, reducing glare and fading soft furnishings.

Through this process, Alkenz has created a durable Blind fabric which will not wear and deteriorate as other Window Coverings often do, and all without using toxic chemicals. Sunshadow® Sunscreen fabrics are Oeko-Tex® Standards 100 certified which verifies a low Volatile Organic Compound rating.

Additionally, Sunshadow® CA, Net and RR Series Sunscreens have been certified by Ecospecifier. Ecospecifier only certifies 'green' building products which comply with its vision for an ecologically aware built environment.

Further, Low Odour Emissions technology which eliminates unpleasant odour in Sunshadow® product ranges has earned GREENGUARD® Indoor Air Quality certification.



## SUNSHADOW® A WORLD OF APPLICATIONS

As you can see by these photographs Sunshadow® Sunscreen is now sought-after as the number one Sunscreen Blind fabric all over the world.



Europe



Australia



Korea



Korea

## 10 IMPORTANT FACTS

The following 10 facts present clear evidence about why Sunshadow® is the world leader in Sunscreen window fabric.

Sunshadow® by Alkenz:

1. Blocks and reflects 70-80% of solar heat.
2. Blocks 80-88% of harmful UV rays from the sun and significantly reduces glare.
3. Creates energy savings of 20-40% from heat gain in summer and heat loss in winter.
4. Offers see-through qualities providing day time privacy without blocking external views.
5. Fire Retardant (FR) qualities are excellent.
6. There is no lead in Sunshadow® Sunscreen, a harmful material often found in opposition products.
7. Sunshadow® has Anti-fungus and Anti-bacterial qualities.
8. Colour fastness is outstanding with a score of 7-8 achieved out of a possible 8 on the blue scale following exposure to 'Very Intense' light exposure.
9. Sunshadow® has a 10 Year Manufacturer's Warranty for peace of mind.
10. Three leading global organisations have certified Sunshadow® for quality standards: Oeko-Tex®, GREENGUARD® and Ecospecifier.



## SUNSHADOW

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