

TECHNICAL EXCELLENCE

Technical excellence is a matter of fact at Alkenz. It is not just a concept, rather it is a work in progress that is continually under review ensuring constant improvement and results.

This culture of excellence is evident in the consistently high quality of Sunshadow® Sunscreen blind fabrics which directly impacts in the blind fabricators workshop – less flaws, better lay flat qualities, faster fabrication turn around and greater customer satisfaction.

While Alkenz has state-of-the-art equipment, its greatest resource is its highly qualified and experienced work force.

The Alkenz team consists of innovative thinkers who combine science with human well-being and an environmental conscience with practical application that considers fashion trends of colour and style.

Together with highly skilled loom operators and fabric weavers, they continually re-set global industry benchmarks including:

- ISO, Oeko-tex®, GREENGUARD® and Ecospecifier® endorsements
- A flaw ratio that is between 50% and 75% better than the global industry standard (per 100m of fabric).
- PVC fabrics which, are lead free, heavy metal free and free of chemical adhesive.
- Permanent protection against the formation and transmission of bacteria to produce an anti-bacterial effect (certified as SGS_ASTM G21, G22) that has set new benchmarks for room hygiene in hospitals and healthcare.
- Sunscreen fabrics that block up to 80% of solar heat, up to 98% of harmful UV rays and that reduce energy

consumption by up to 25-40% (winter).

- Outstanding international results in fire and smoke classifications, that will emit very little smoke, produce no afterglow and importantly, no gas or toxic pollutants.
- The world's first 10 Year Manufacturer's Warranty on internal Sunscreen blind fabrics.

Each year Alkenz invests significant financial resources into research and development and clearly this investment is creating outstanding Sunscreen fabrics which have emerged as the world's best.

But don't just take our word for it. This is how an Australian fabricator explained their reasons for choosing Sunshadow® Sunscreen.

"Unless fabricators add time to the fabric cost, some of

the bottom-end priced screen fabrics being offered look very attractive, however it is a false economy. This is particularly the case when you add the time taken to cut around faults, address problems with lay flat, the need to tune blinds and often organise replacement fabric when all else fails. It is really about choosing what sort of business model you want to adopt...businesses that choose to work with problem-free products such as Sunshadow® are more productive which converts to extra dollars on the bottom line at the end of the year."

To underline the point, this customer also revealed a claim tray overflowing with fabrics – some of the country's biggest screen makers were among them.

Then in a stark contrast, another regular supporter highlighted four rolls of Sunshadow® Sunscreen which had been ordered for a commercial project, indicating one flaw only, which on closer inspection turned out to be dust that was removed when the surface was wiped.

This is a clear example of why Alkenz is committed to technical excellence. Put simply, our customers' profitability depends on it.



Sunshadow® has outstanding flaw ratio



WELCOME

In this newsletter you will read about Alkenz commitment to technical excellence and while innovation and technical excellence are high on Alkenz list of priorities, you may be surprised to learn that this large, global company is also committed to assisting customers at the coal face to achieve their sales goals.

For example, Alkenz will supply custom width fabric for existing colours and qualities within the existing Sunshadow® Sunscreen blind fabric ranges to satisfy orders for uncommon window specifications.

The customer needs to commit to a minimum order of rolls and naturally, sufficient lead time is required for manufacturing and shipping.

It is also worth knowing that should you have any other custom-order requests, your Sunshadow® exclusive distributor has the support of a massive global resource that will if possible, enable you to achieve your goals.

For more information about Sunshadow® Sunscreen blind fabrics – *The World's Best Sun Protection for Windows* - please give us a call.

Yours sincerely,

Mark Wood

National Sales Manager

NEW SCREEN OPULENCE™ SERIES

The new Screen Opulence™ Series by Sunshadow® adds designer appeal in a new multi-tone mixed weave Sunscreen blind fabric.

Perfect for Roller, Roman and Panel Glide blinds, the all new Screen Opulence™ Series has 12% openness.

As is the case with all Sunshadow® Sunscreen fabrics, the Screen Opulence™ Series presents with an exceptionally low flaw ratio, outstanding lay flat qualities and it rolls and hangs superbly.

However, it is the impressive multi-tonal yarn blending colour range and highly textured surface that really attracts attention. The regular linen-look weave is a demonstration of technical excellence which delivers a mixed-weave using up to six different coloured yarns.

The new Screen Opulence™ Series is 100% Polyester coated in Alkenz' signature non-toxic PVC. Screen Opulence™ has been certified by Oeko-Tex® for

very low levels of VOCs and anti-bacterial qualities. It also enjoys LOE™ (Low Odour Emission) Technology which is unique to Alkenz Sunshadow® Sunscreen blind fabrics and it is endorsed by GREENGUARD® for indoor air quality.

Recognised Fire Retardant classifications in Australia, New Zealand, Europe and USA ensure that Sunshadow® Screen Opulence™ complies with both residential and commercial building codes.



New Screen Opulence™ Series

BMAA – SUMMER IN JULY

The 2010 Blind Manufacturers Association of Australia trade show was an overwhelming success. Our 60m² exhibit was our largest yet, displaying our full commitment of Sunshadow® Sunscreen blind fabrics.

Our celebration of Sunshadow® Sunscreen continued after-hours, as customers were treated to a 'Summer in July' party. And although it was cold outside, inside it was warm and tropical as guests were presented with a straw sun hat, floral lei and a tropical cocktail, then photographed

in a tropical island scene – printed on a giant-sized Sunshadow® NET Series Sunscreen panel.

Left to Right: Mark Wood, Trudi Hatwell (Sales Manager, Contract Blinds), myself, Geoff Turner (CEO, Contract Blinds), Front Row: Cheryl Garland (Qld Sales Manager, Contract Blinds) and Greg Meadows (Marketing Manager, Contract Blinds)



TRIMMED TO PERFECTION

Some weavers don't bother to trim the selvedge from their Sunscreen fabrics, while other manufacturers do - on average removing around 50mm which is barely enough to cut away the ragged edges and release tension on the fabric.

Alkenz is the only Sunscreen blind fabric manufacturer in the world to trim 200mm from each selvedge and they do it for important reasons.

Danny Kwon, International Sales Director for Alkenz says that first and foremost, selvedge trimming is about quality and doing the right thing for customers.

"We take 200mm from each selvedge to ensure that the fabric delivered to customers is the best possible quality. Trimming anything less only creates a cosmetic difference,

it does not overcome any tension issues that affect all fabrics when released from the loom," Danny said.

For blind fabricators this is an important distinction.

If fabricators need to remove the selvages or trim additional fabric from the edges to ensure the tension throughout the weave is consistent, there will be considerable impacts on cost, time, available resources and ultimately customer satisfaction.

Cost of Wastage:

With no need for additional edge trimming, Sunshadow® customers may take advantage of the entire fabric width and avoid wastage and therefore cost common to other types of Sunscreen blind fabrics.

Time & Resources:

When fabrics are released from the loom there is a natural tendency for the weave nearest the selvedge to 'give' creating a situation where the fabric is tighter through the centre. Even the slightest change in tension causes visible differences in the consistency of the weave. Most fabricators have neither the time nor the space to leave lengths of fabric idle on work benches in an attempt to overcome lay flat problems. Sunshadow® Sunscreen may be fabricated directly from the roll each and every time with absolute confidence.

To find out more about Sunshadow® Sunscreen please contact your Sunshadow® Sales Representative.

NET SERIES EASILY OUR MOST POPULAR

Sunshadow® NET Series is easily among our most popular Sunscreen blind fabrics. This beautifully manufactured Sunscreen is suitable for Roller, Roman and Panel Glide blinds.

- Available in 2.5m & 3.0m roll widths
- Grade 8 colourfastness
- 5% openness
- Superior Fire Retardancy qualities
- Oeko-Tex® endorsed for very low levels of VOCs
- GREENGUARD® indoor air quality thanks to Sunshadow's Low Odour Emission technology (LOE™)
- Superior Anti-bacterial performance ideally suited to healthcare and wet area applications
- Ecospecifier® endorsed 'green' for ecologically aware built environments.

For more details please contact your Sunshadow® Sales Representative.

SUNSHADOW® HT SERIES

Arguably the most technical Sunscreen fabric in the Sunshadow® range, the HT Series is testimony to the experience and precision of Alkenz' highly skilled weavers.

The diagonal weave is a complex weaving method that requires exacting execution on the loom to ensure a consistent 45 degree pattern.

While suitable for residential application, the HT Series has been designed specifically for commercial environments however it also performs brilliantly in residential applications especially where body corporate requirements stipulate external uniformity. HT Series provides a greater level of privacy and light control while maximising the view. The coloured front

offers decorator options while the highly reflective light-coloured back provides outstanding Solar Reflectance and therefore energy saving benefits.

The HT Series is safe as well as durable comprising 75% Green PVC and 25% polyester. It has a 3% openness factor, measures grade 8 on ISO Blue Scale Colour Fastness Test and

complies with stringent Fire Retardance requirements in Australia, New Zealand, Europe and Korea.

As is the case for all Sunshadow® Sunscreen blind fabrics, the HT Series is endorsed by Oeko-Tek® for low VOCs and GREENGUARD® for indoor air quality.

Sunshadow® HT Series



10 YEAR WARRANTY YOUR UNIQUE PROPOSITION

Sunshadow® is the ONLY internal Sunscreen blind fabric in the world to offer a 10 Year Manufacturer's Warranty on 'white' for colourfastness.

Considering the majority of orders for internal Sunscreen blind fabric are for white or light colours prone to UV yellowing and deterioration, this 10 Year Warranty provides you with a unique proposition that will compel your customers to buy.

COST EFFICIENCY - 2 BLINDS 1 WIDTH

Confirming that Sunshadow® Sunscreen RR Series is the most economical Sunscreen blind fabric available, Alkenz now offers three roll widths.

As you are aware, the industry standard roll width is 2.5m, yet in Australia and New Zealand 50 per cent of window coverings measure less than 2.0m and this leaves a standard wastage of 0.5m per blind.

Rather than accept the industry standard width, fabricators can now tailor the fabric width to their needs:

1. Sunshadow® 2.0m roll

width reduces wastage for fabricators who frequently make Sunscreen blinds in the smaller than 2.5m width category.

2. Sunshadow® 2.5m roll width satisfies those who make slightly larger Sunscreen window coverings and for those who are in the habit of ordering an industry standard roll.

3. Sunshadow® 3.0m roll width provides versatility, not only for fabricating much wider window coverings without the need for seams, while also providing the



opportunity for fabricators to manufacture two blinds from one width.

All Sunshadow® RR Series colours are available in 2.5m rolls, while the popular

colours are also available in 2.0m and 3.0m widths.



3% OPENNESS – NEW WORLD BENCHMARK

Alkenz has established a new benchmark in Sunscreen weave openness which is a testament to their ability to deliver superior quality each and every time.

The current industry standard for openness is between 3% and 5%.

To date, achieving consistency in the lower openness categories has proved too challenging for most weavers to stake a claim in either area due to recurring tension control and fabric streaking issues.

However at Alkenz, highly skilled weavers and the overarching technical excellence of equipment and other resources has delivered consistently high quality Sunscreen fabrics in both the sub-3% and plus-5%

openness categories.

While the higher ranges of openness are more readily accepted due to enhanced see-through visibility it is in the lower reaches of openness that consumers are only now beginning to appreciate the benefits.

To the human eye, the difference between 3% and 5% openness in the same weave construction and colour is negligible, yet the inherent solar optical qualities of 3% Sunscreen are so much better.

Sunshadow® 3% maintains the highly desired see-through characteristics demanded by the residential market while delivering a consistent weave that satisfies the needs of both residential and commercial

markets.

For example, the Sunshadow® RR Series, which is a 2x1 weave and by nature more difficult to maintain perfect spacing and tension, clearly demonstrates precision and consistency in the Sunshadow® 3% openness category.

May we recommend you take the openness challenge and hold a piece of Sunshadow® 3% RR Series and a competitors' equivalent weave 5% Sunscreen in the same or similar colour against a back-lit window. You'll notice Sunshadow's consistent weave, and no discernible see-through difference...all this, at no additional cost.

FAST FACTS

- Sunshadow® Sunscreen performs better – Contract Blinds (Australia) says "We tune less than 1 in 20 (Sunshadow®) blinds."
- Sunshadow® Sunscreen's official flaw ratio is 5 flaws to 100m of fabric compared to others with a standard of 10-15 flaws to 100m of fabric. However our customers claim it's much better, frequently telling us that wastage is less than 2%.
- Very few screen fabrics have achieved Oeko-Tex® certification – Sunshadow® is one of them.
- Sunshadow® NET Series offers the largest colour selection in the global Sunscreen market.
- Sunshadow® is the current world leader in 3% openness.



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