

## PRESS RELEASE

**Mermet launches its new merged collection**

, Mermet SAS and XLScreen SAS merged on December 1<sup>st</sup> 2010 and now operate under the MERMET SAS name. The merger of these two French companies belonging to the international Hunter Douglas group underlines the desire to reinforce the group's status as a market leader in the solar protection sector.

This union will now be represented by:

- a new visual identity,
- the 2011 Collection of "intelligent fabrics for solar protection", a representative sample of the product ranges and of the hi-tech qualities of the two newly joined brands.

**4 segments, 10 families, 38 fabrics, limitless possibilities...**

Presented in a new product binder, the collection brings together 38 products classified into 10 "family" brochures, segmenting the range by application and making it easier to find the right fabric for every project:

- The **traditional Screen fabrics, transparent, based on coated glass yarn for interior and/or exterior applications**, are divided up as follows:
  - o 4 Screen families for indoor applications only:
    - **Screen Vision**, for a balanced Natté basketweave that offer unrivalled transparency with a wide selection of openness factors (*SV 1%, 3%, 5% and 10%*),
    - **Screen Design**, "decor and style" fabrics, available in a multitude of colours (more than 42!) which include the *M-screen (8501, 8503, 8505)* and *Natura* range,
    - **Screen Thermic**, double-sided fabrics: a reflective white exterior side for optimum protection against heat and a darker interior side to maximise transparency and control glare (*T-Screen 9601 and S2 3% and S2 5%*),
    - **Screen Technic**, 2 completely new and hi-tech fabrics. *Sprograss* and *Splus* offer a different openness factor for the upper and lower parts of the panel in accordance with the particular solar protection requirements of the building.
  - o The family of exterior AND interior Screen products, **External Screen Classic**, bringing together: the *5500 Metal*, the most recent Mermet development, the *Satiné 5500*, the widest range on the market with 46 available colours and several widths, from 160cm to 285cm, the *Natté 4503* with its low openness factor for perfect glare control and the *SV 450*, a balanced fabric, very open for maximum transparency.
- The **Screen Nature family**, the **only** transparent fabrics on the market, PVC, polyester and halogens free: the *SN 3%* and the *SNM 3%* (one metallic side) **meet the HQE environmental standards**,
- The **non-transparent fabrics** classified into 3 families:
  - **Blockout 100%**, 7 full-blockout fabrics for interior applications with *Kibo 8500, Flocké 11201, Karellis 11301 & 11302 and PO 11891* or exterior applications with *Black 13040, Dual 13137 or Satiné 21154*,
  - **Dim Out**, dim out and translucent fabrics, offering 4 choices with *Obion 11203, Paradis 11600, Nature 1310 and Privacy 1277*,
  - **Vertical**, comprised of the fabrics for vertical sections: 7 style and motif effects based on the fabrics *Line 1218, Square 1151, Element 1289, Rain 1150, Mosquito 1303, Bee 1292 or Jungle 3001*, suitable for all interior applications.
- **Acoustics**, with its unique *Acoustis®50*, a fabric with an exceptional combination of qualities in terms of both acoustic absorption and solar protection.

**A new visual identity**

The 2011 Collection offers a foretaste of Mermet's strategy and justifies the creation of a new visual identity. Simpler, more modern, contemporary:

- A shared logo, the fruit of the merger of the two companies, including the emblematic red colour of Mermet and the "high-tech" Hexcelscreen motif, the symbol of the Screen weave. Proud of its history, this year the brand is celebrating the 60<sup>th</sup> year of its existence. At the beginning, its founder, Henri Mermet was the first man to believe in the future of glass yarns, today generally recognised as the ideal solution for solar protection. Through the use of the "3G" symbol, the company honours the three Mermet brothers who managed it: Guy, Gérard and Georges.
- A new bilingual binder bringing together the ten Mermet product families in ten brochures, with a 4-page technical document at the beginning explaining the various optical and thermal terms in the form of a glossary.
- By the end of 2011, the two websites of Mermet and Hexcelscreen should also have been merged.

And finally, a complete, simplified and harmonised range, the first stage of the future 3-yearly collection beginning with 2012-2015, will be presented next February at the R&T trade fair in Stuttgart.

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