

PRESS RELEASE

Mermet: A strategy with new ambitions

By developing unique know-how based on the use of glass fibre, more than 50 years ago now Mermet positioned itself as the forerunner in solar protection.

In response to current developments (RT 2012, for instance) the company, which in 2005 became part of the Hunter Douglas group, is implementing an ambitious new strategy:

- refocus on its core expertise: solar protection;
- technical innovation and new product development placed at the heart of its activities;
- concentration of production facilities at a single site, in Veyrins, France;
- investment programme in manufacturing facilities totalling nearly 2 million euros.

Unique know-how: "the screen" fabric

In spite of the slowdown currently being felt in the construction industry, Mermet has decided to refocus on what has made the brand an international success:

- unique know-how in the field of solar protection;
- manufacturing activities dedicated to the fiberglass yarn "screen" fabric.

Other fiberglass yarn fabrics will now be manufactured via exclusive partnerships with the "big names" in the industry in order to achieve the required production capacity at optimum quality.

And the long-term objective? To further improve competitiveness and quality within the framework of sustainable development.

How this ambitious strategy will be achieved

To meet the challenge, Mermet is increasing investment in manufacturing, research and marketing with:

- strong commitment to manufacturing including 1.2 million euros invested in a new, latest generation heat-setting line, providing:
 - increased production capacity,
 - complete production autonomy.

And which also provides other immediate opportunities:

- a "Screen" range soon to be available in large width sizes (up to 3.20 m) which will reaffirm Mermet's presence in this fast developing sector,
 - improved availability and flexibility through permanent in-house stock.
- additional R&D resources to accelerate the policy of innovation. Mermet has already allocated a significant proportion of its turnover to R&D. Its laboratory is today the only one in France carrying out dynamic tests simulating finished blind applications on its products over a 10-year period.
 - greater visibility of its specifying activities, notably with architects:
 - participation in new European trade exhibitions such as Architect@work,
 - introduction of new sales aids, including a brochure entitled "BEST OF Mermet" to ensure that the main architect firms in Europe are fully aware of the essential information.

Action implemented during the past year has already begun to bear fruit:

- increased share in the most demanding of markets such as Belgium, the Netherlands, etc.
- successful completion of large-scale projects around the world, notably in the Gulf.

But it is above all product innovation, such as the Satiné 5500 LOW E¹ launched in early 2013, which should make the greatest impact. This is what will meet the ever increasing demands in terms of performance and energy savings.

And the company should not stop there... The Hunter Douglas Group has decided to expand its French operations by assigning it a proportion of its production previously manufactured overseas.

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¹ Thanks to double-sided metallisation, the Satiné 5500 Low E offers the best solution for interior solar protection with the lowest emissivity on the market. See press release of 01/03/2013.