

PRESS RELEASE

### **New functional tools for a collection offering yet more technical enhancements**

Innovation has always been at the heart of the strategy of Mermet, the designer of intelligent solar protection fabrics and market leader for over 60 years.

Its unique expertise is based on the use of glass fibre and complete control over the manufacturing process, demonstrated by:

- The full range of technical textile solutions it is able to offer;
- The highly prestigious projects it is awarded year after year....

But it is also due to an enduring attitude of mind which is now even reflected in its communication tools.

### **The new Mermet tools... testament to a policy of genuine customer service**

Shaped by an approach based on performance and clarity of information, the 2015-2018 Mermet collection is broken down into four ranges:

- The five product lines of Transparent Screens for interior and/or exterior applications;
- The Screen Nature line, 0% fossil fuel;
- The 100% Blackout line;
- The Acoustis line.

23 fabrics with continuous technical enhancements, available in 670 product combinations...

The creation of new harmonised tools with greater functionality and variety make it easier to fully understand the new Mermet collection, enabling customers and product specifiers to easily find the most appropriate fabric for their project. The new package designed in the form of a box contains:

- **19 product brochures** incorporating the technical information.

A significant new feature: each product in the collection, both fabrics and colours, is now presented individually in sample format. A real decision-making tool !

- **1 selection guide** to select the right fabric for the particular application and the required solar protection properties;
- **1 technical manual** in three parts: a glossary to make it easier to read the thermal and optical data, fabric maintenance information and the applicable warranties;
- **1 general presentation of the company** including its corporate values and its objectives for the year 2020.

Similarly and in the interests of consistency, the website [www.sunscreen-mermet.com](http://www.sunscreen-mermet.com) presents a wide range of sections enabling users to easily find their bearings and select the right fabric in line with their particular requirements, incorporating:

- Examples of different applications;
- Practical advice in terms of tensile structures, signage, acoustics and solar protection;
- The latest product innovations and construction projects supplied by Mermet.

A policy of quality control, of personnel commitment to operational excellence and customer service, new communications tools... With performance as the guiding principle, the unrivalled expertise of Mermet has many forms of expression. The results speak for themselves: 70% of its sales go to export, a presence in over 60 countries, 3 million m<sup>2</sup> of fabric sold each year...

Mermet is proof that a regional French SME which combines innovation, industrial know-how and commercial dynamism is able to export to the four corners of the globe - a policy which now has even greater visibility thanks to effective and enduring communications tools.