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PRESS RELEASE

Mermet improves the product selection process with a new website

Mermet, the market leader in solar protection, further enhances its service-oriented approach launched in 2015 with the introduction of its fully overhauled website.

With the objective of making its products more accessible, the new ergonomics of www.sunscreen-mermet.fr:

- Places the fabrics at the forefront
- Highlights the company's installation projects

and, above all, enables its customers and specifiers to quickly and easily find the fabric best suited to their project in accordance with their required performance levels,

www.sunscreen-mermet.com will go live on 8 June 2017.

Products at the forefront

The fabrics finally come out of the shadows via:

- A unique and very detailed search engine designed to provide a precise and readily accessible response to the identified need,
- A wide range of criteria for finding the right fabric in accordance with:
 - thermal and optical performance calculated via the European standard EN 14501: g_{tot}, solar factor, solar reflection, thermal comfort index, openness factor, visual comfort classification...
 - technical characteristics: interior or exterior application, opacity level, colour, width, fire/smoke properties, weight, thickness...
- An overview of the entire collection with a summary presentation of each range (fabric families) and key words by holding the mouse over any fabric.
- A precise description of each fabric with its main advantages, technical information, all available colours at a glance alongside the associated thermal and optical values, high quality images of fabrics and applications, documents for downloading (brochure, thermal and optical values, fire classification certificates...).

Detailed functionalities for an enhanced user experience

Having listened to its customers' preferences, Mermet decided to completely change the tree structure to make the website more intuitive, incorporating dynamic interaction with more visuals and animations.

Among the website's new functions are:

- A "Technical Support" section with detailed pages where Mermet's expertise is available to users: explanation of solar protection and acoustics, industry standards, environmental regulations, external website referrals, information on warranties and maintenance...
- Clear and concise technical data supported by videos,
- An "Applications" section to highlight numerous installation projects with the ability to conduct searches via key words, fabric or utilisation,
- A "Documentation" section with unrestricted access to numerous document downloads,
- Contact forms by theme with an interactive world map to find out the details of the Mermet sales manager for the country in question,
- The ability to order brochures and samples directly via the website.

With www.sunscreen-mermet.com everyone will be able to improve their understanding of the world of solar protection.

A real time-saver for professionals, enabling them to easily select the right fabric.

Yet more proof of the company's professionalism and expertise!

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