

# COMPANY PROFILE

**Verosol**

# OUR STORY

**Verosol** was founded in 1963 by Cornelis Verolme, a famous Dutch shipbuilder. He sailed into New York Harbour, he was marvelled by the impressive skyline and noticed that most of the buildings had large glass façades. He wondered how difficult it would be to manage the indoor climate.

On this particular trip, Cornelis was inspired to find a solution to this problem. He began experimenting tirelessly with many ideas and concepts. This led to the creation of a new concept – the metallisation of fabrics, which would be used to manufacture blinds and curtains.

This new concept made it possible to reflect heat and glare outside the building. Regulating the heat and light creates significant energy savings as well as a much more comfortable environment for occupants.

The initial pioneering innovation led to the birth of the company we know today as Verosol, composed of the first four letters of Cornelis' surname VERO and the word SOL, meaning sun.

Verosol's mission is to create, with our innovative and high quality blind solutions, a better environment in every building.

# AUSTRALIAN OPERATIONS

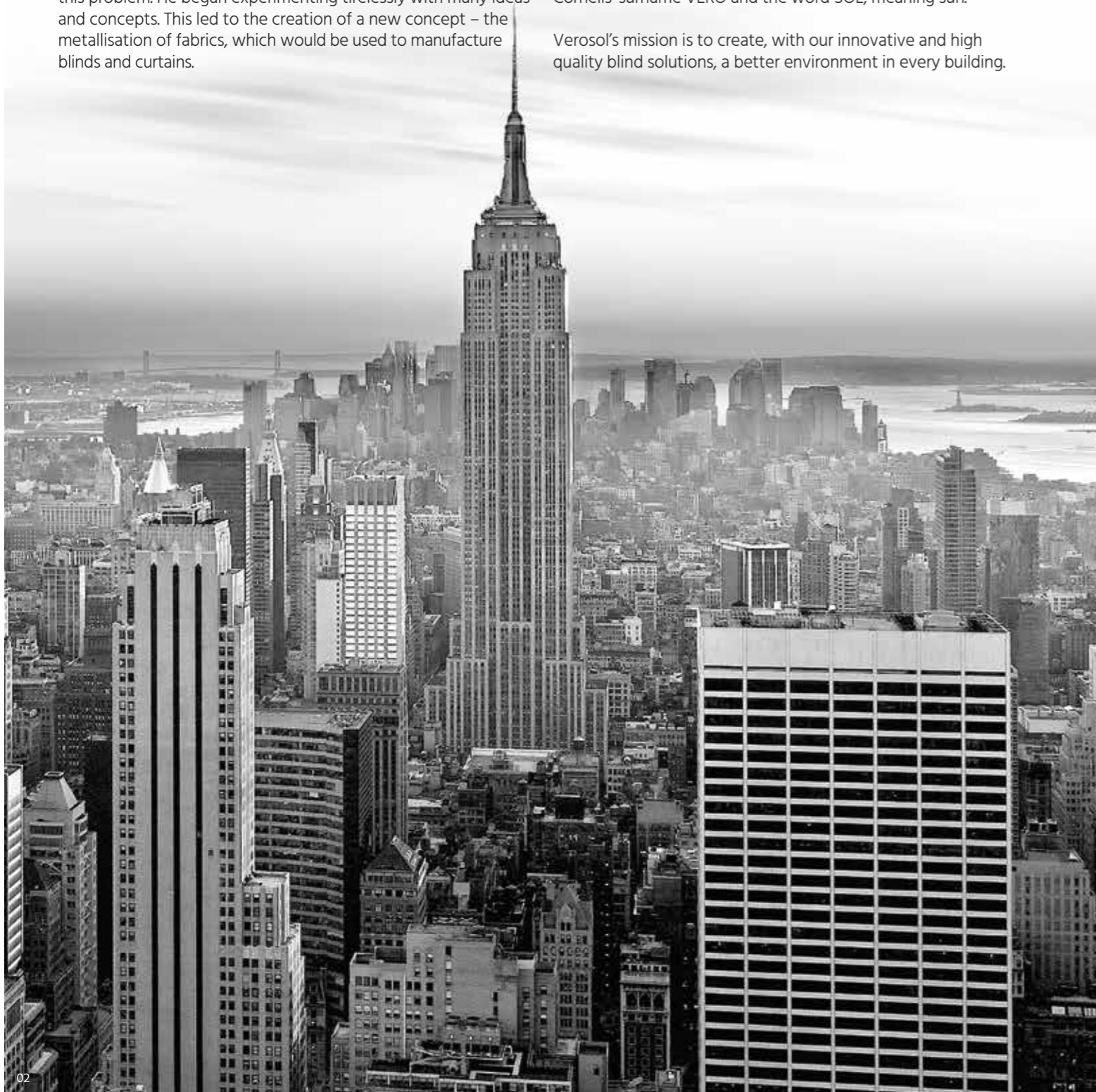
We service Australia, Asia & Pacific from our headquarters and manufacturing facilities located in Revesby NSW. Our Australian operations is also supported by distribution centres and staff located in every capital city.

We are inspired by our founders' vision; and we are also guided by our local mission - to provide the Australian, Asia & Pacific markets with a wide range of quality internal and external window covering solutions.

Verosol in Australia can manufacture blinds using a wide range of fabrics, componentry and motorisation solutions.

Our product range includes:

- INTERNAL ROLLER BLINDS with exclusive fabrics
- EXTERNAL ROLLER BLINDS up to 6.5mtrs wide
- PLEATED BLINDS versatility to accommodate any shape
- ROMAN BLINDS classic or contemporary look
- PANEL GLIDES for functionality
- CURTAINS for performance and aesthetics
- SHUTTERS in timber, aluminium & polyresin
- VENETIANS for versatile light control



Verosol Australia's Headquarters and Manufacturing Facility | 4300m2 | Location: Revesby NSW





### THE BENEFITS OF SILVERSCREEN ARE AMAZING

- SilverScreen reflects up to 85% of solar radiation (best in market).
- Glare is significantly reduced removing eyestrain and allows visual clarity of computers and TV screens.
- Ultra Violet Radiation entering a room is virtually eliminated, preventing fading and damage to furniture.
- Your view through to the outside world is unaffected, irrespective of the sun's intensity.
- The reduction of heat, light and UV is the same regardless of fabric colour.
- SilverScreen protects and adds longevity to the blind fabrics.
- You get reassurance with a 7 year + warranty.
- SilverScreen is low maintenance, anti-static and dust repellent.



### SILVERSCREEN IS NOT A COST IT'S AN INVESTMENT

SilverScreen is the ultimate energy efficient solution, ideal for saving on heating and cooling costs. Here's why.

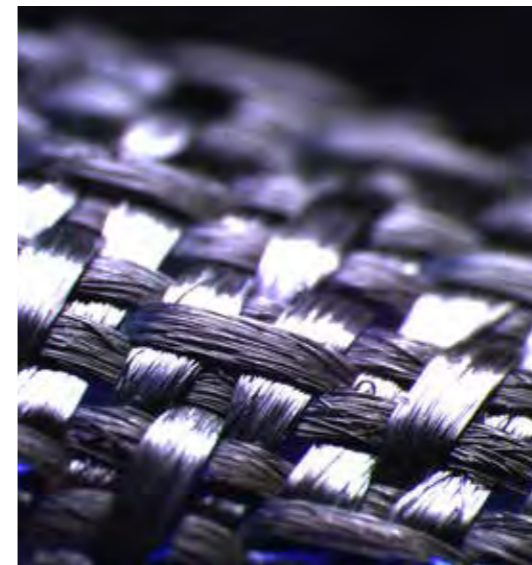
- During Summer, SilverScreen's highly reflective metallised surface repels up to 85% of solar energy before it has a chance to turn into heat. This means room temperatures stay lower, saving you on cooling costs.
- In Winter, the low E aluminium layer insulates the window, trapping warm air in the room, saving you on heating costs.
- SilverScreen can save approximately 20% of energy consumption in an air-conditioned building and about 10% in a non-air-conditioned building.
- SilverScreen metallisation is available on fibreglass based 2x1 weave fabric for the very best results in terms of energy saving.
- It is also available on 2x2 basket weave fabric for a beautiful view to the outside world and on cradle-to-cradle polyester fabric.



### LEADING THE WORLD IN METALLISED FABRIC SOLUTIONS

Fifty years ago, Verosol invented a process whereby a microscopic layer of aluminium was applied onto fabric. This layer was called SilverScreen, and the process was called metallisation.

Over the years, many blind manufacturers have tried to copy our process, without success. They found other ways to metallise fabric, however, to this day, no one has come close to SilverScreen metallisation for quality, durability and functionality.



### WHY SILVERSCREEN METALLISATION IS UNIQUE

Unlike other blind manufacturers, who metallise by coating or sticking an aluminium film onto fabric, Verosol uses Nano type technology. We have devised a method by which we vaporise aluminium, so the particles bond and infuse into the fabric. The aluminium and fabric become one. Our process creates a product with remarkable results that no one else can match.

SilverScreen also has an unsurpassed track record. There is no other metal back solar control fabric in the world, that has been used as extensively. SilverScreen's effectiveness as a window covering that reduces heat and glare at the window have been proven throughout Australasia, North America and Europe.



#### Highest Level of Visual Quality

Visual comfort through light control, glare control & view through.



#### Highest Level of Thermal Quality

Temperature control – ambient temperature, radiant heat reduction, insulative properties.



#### Significant Energy Savings

Reduction in CO2 emissions & reduction in capital costs for cooling and glazing.



#### Healthy Environment

Excellent colour rendering index. Fabric is anti-static & very low VOC emission.



#### Safe Environment

Fabrics provide daytime privacy, are flame retardant & carry Oeko-Tex Standard 100 certification.



#### Seven Year Warranty

Get reassurance with our 7 year + warranty guaranteed.

## CASE STUDY

### Green Square Library & Plaza

**LOCATION:**  
Green Square, Sydney Australia  
**ARCHITECT:**  
Stewart Hollenstein / Builder: John Holland  
**WINDOW COVERINGS:**  
SilverScreen Roller Blinds by Verosol

- Screen type: SilverScreen 202 Performance
- Sector: Public Library
- Certification: 5 Star Green Star

Green Square Library - 3000 sq m of naturally-lit space. This 5 Star Green Star Building was designed by Architect Stewart Hollenstein and constructed by Builder John

Holland for their client, the City of Sydney. With most of the development below ground level, the Glazed Tower and Pavilion are the landmark features of the development.

## CASE STUDY

### Barangaroo Tower 3

**LOCATION:**  
Barangaroo, NSW Australia  
**ARCHITECT:**  
Rogers Stirk Harbour & Partners and Lendlease  
**WINDOW COVERINGS:**  
SilverScreen Roller Blinds by Verosol

- Screen type: SilverScreen 205 Performance
- Height: 168 metres
- Levels: 39
- Floor area: 99,656m<sup>2</sup>

Barangaroo Tower 3 is considered by many to be Australia's building of the decade. At 39 levels reaching 168 metres, Tower 3 provides the ultimate in flexible, modern workspaces.

The amazing glass facade required a sustainable solution for solar control and its impact on the temperature inside the building during the harsh Australian weather conditions.

## CASE STUDY

### Hong Kong Jockey Club

**LOCATION:**  
Hong Kong, China  
**ARCHITECT:**  
Arquitectonica International Corporation / WCWP International Limited  
**WINDOW COVERINGS:**  
SilverScreen Roller Blinds by Verosol

- Screen type: SilverScreen 202
- Height: 53 metres
- Floors: 10
- Floor Area: 51,000 m<sup>2</sup>

The Hong Kong Jockey Club's new Communications & Technology Centre called: Shatin Communications & Technology Centre (SCTC), designed by Arquitectonica, was planned and designed with sustainability in mind from

the very beginning. The SCTC building provides excellent internal environment conditions, natural daylight in office spaces and open views toward the racecourse.

## CASE STUDY

### Bennelong Apartments

**LOCATION:**  
Bennelong, NSW Australia (The Toaster Building)  
**ARCHITECT:**  
Andrew Andersons and PTW Architects  
**WINDOW COVERINGS:**  
SilverScreen Roller Blinds by Verosol

- Screen type: SilverScreen 205
- Levels: 14
- Sydney's most recognised building

The Bennelong Apartments, commonly referred to as The Toaster Building, is one of Sydney's most iconic and instantaneously recognised complexes. Consisting of three individual buildings, the complex required high quality blinds,

which could be used to maintain the privacy of the tenants, whilst still allowing them to enjoy the vibrant day views and vivid lights of the night life that can be seen from the building.



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