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A U.S. FIRST: MOTORIZED LOUVER SYSTEMS FROM EUROPE

SuperPersianas window fixtures debut at the American Institute of Architects' annual convention

Chicago, IL – 31 May, 2004 – Persianas USA (www.persianasusa.com), the exclusive provider of SuperPersianas in the U.S. and Canada, today announced they will be exhibiting their revolutionary new type of window fixture, a multifunctional, motorized louver system at the AIA Expo 2004, June 10-12, at McCormick Place, booth # 3451.

SuperPersianas were introduced to consumers earlier this year at the Fort Lauderdale Home Design and Remodeling Show, and the Architectural Digest Home Show in New York City.

"Because of the great feedback we received at consumer shows, we knew this was the right time to make ourselves known to the industry at a national level," according to Allen Linnen, Founder, *"Our product has never been commercially available in North America, and the AIA event is the perfect opportunity to showcase its exciting features."*

For more than a century persianas have been a common window fixture in Europe, and particularly in the Mediterranean. The persiana is a simple device, consisting of a series of narrow slats that are linked together horizontally and hung in guide rails on the outside of a window (picture a blind that is rolled up on a spool from the top instead of from the bottom).

The harsh-weather resistant, energy-efficient SuperPersianas work on the same simple principle as the persiana but incorporate modern design features: the spool that lifts and lowers the slats is motorized. This feature combined with patented mechanical linkage allows the slats to act as adjustable louvers which can **be adjusted horizontally, like Venetian blinds**, rather than just vertically as is the case with traditional persianas.

"It's important SuperPersianas are introduced to the decision makers that shape the industry," says Paul Goold, General Manager, *"it seemed natural to progress from regional shows to a national audience of architects, as the AIA Expo offers a unique platform for a product that already has the endorsement of the affluent consumer."*

Previously unavailable in North America, SuperPersianas are built with adjustable louvers (tubular sections) that are manufactured with a high-grade aluminium alloy, filled with high-density polyurethane foam for rigidity and thermal insulation, protected and finished with top-quality paints applied and baked-on in a continuous process.

Because of the vast array of choice in colors, aesthetics need not be sacrificed in the interest of safety and comfort. SuperPersianas can establish a mood and express personal style, working from the outside in.

About Persianas USA

Founded in 2003, Persianas USA is the sole distributor in America of SuperPersianas by Spain-based Industrial GradHermetic, S.A.E.; which was founded in 1954 and specializes in the manufacture and marketing of aluminum products for the fields of construction, industry and interior design using its own designs, know-how and patents. For more information please visit www.persianasusa.com, call 800.289.0894, or email tsimoes@persianasusa.com