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LIGHT, TEMPERATURE, SECURITY, AESTHETICS: ALL IN ONE

First of its kind Persianas USA range of products showcase at the Architectural Digest Home Show

New York, NY – 11 March, 2004 – Persianas USA (www.persianasusa.com), the exclusive provider of GradHermetic products in the U.S., today announced the northeast launch of their range of revolutionary new type of window fixture, the SuperPersiana multifunctional, motorized louver systems. The company will be exhibiting at the Architectural Digest Home Design Show, March 11-14, at Pier 94, booth #775.

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.

"The launch of SuperPersianas in the U.S. is a significant milestone for the design and construction industry, and a natural and logical extension for the company," according to Allen Linnen, partner and CEO, "We are confident that this product will be an invaluable asset to our clients and thousands of distributors across the country."

Previously unavailable in the U.S., 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 colour enamels and finishes, 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.

"It's about being able to create an atmosphere," explains partner and CFO Gisela Lopez, "SuperPersianas allows interiors to focus on the senses, without sacrificing quality, security and durability."

Persianas USA successfully showcased their product line earlier this year at the Coconut Grove Home Design and Remodeling Show in Florida, where they signed on a number of local distributors who have enthusiastically hailed the SuperPersianas as truly innovative.

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