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NEW SUN CONTROL DEVICE ARRIVES IN THE SOUTHWEST

Adjustable motorized louver systems that block the sun's radiant energy are introduced to the region

Miami, FL– 7 February, 2005 – Persianas USA (www.persianasusa.com), the exclusive provider of SuperPersianas multifunctional window fixtures, today announced they will be launching their sun control systems in the Southwest.

Introduced last year at the American Institute of Architects' annual convention in Chicago, SuperPersianas are fully adjustable (0-100% blackout) remote-controlled louvers that provide thermal insulation, privacy, security and noise reduction. They can also disappear completely into the fabric of the building at the touch of a button.

"We have been very warmly received by the industry," according to Allen Linnen, Founder, "many of our enquiries come from states such as Arizona, Nevada, Texas and California. We are now able to provide architects and developers with local support and introductions, and are planning to host a number of events and seminars throughout the area."

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.

The harsh-weather resistant, energy-efficient SuperPersianas work on the same simple principle, 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 is essential that the SuperPersianas be exposed to the audiences that would most benefit from its unique features," says Paul Goold, General Manager, "the Southwest is the ideal destination, as our product blocks **85%** of the sun's energy, providing energy efficiency and reducing A/C costs"*

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 and finishes, aesthetics need not be sacrificed in the interest of safety and comfort.

Persianas USA has previously showcased the revolutionary SuperPersianas at the Fort Lauderdale and Coconut Grove Home Shows, and the Architectural Digest show in New York City.

About PersianasUSA

Founded in 2003, PersianasUSA 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