



PRESS RELEASE

For Immediate Release

V-KOOL® International Appoints Architectural Smart Window Coatings Provider in Mexico

20 February 2009, Singapore – V-KOOL® International announced the continued expansion of its worldwide franchise network for IQue™, the architectural brand under V-KOOL®, by appointing La Cantera Proyectos y Arquitectura S.A. de C.V. as the energy savings solution provider, representing IQue™ Smart Window Coating films in Monterrey, Mexico.

“We are excited about introducing IQue™ to Monterrey, Mexico. IQue™ smart window coating films have proven to achieve tremendous energy savings worldwide and in turn, contribute to energy conservation; and in La Cantera, we have found a like-minded partner who shares our vision,” said Mr Wilson Lim, General Manager, V-KOOL® International.

Monterrey, the “City of Mountains”, is one of the three most important cities in all Mexico and a modern industrial and business centre. With a population size of approximately 4 million, the demand for energy efficient solution is on the rise. The electricity usage by residential owners and commercial buildings operators’ have surged or more than doubled over a ten-year period. Also with growing concerns about climate change, many business corporations and home owners are looking at adopting energy efficient solutions for sustainable development.

“IQue™ smart window coating films, engineered by V-KOOL® denotes the ideal solution for architects, building project managers, and business and homeowners who believe in daylight harvesting, make buildings and homes not only visually appealing, but also environmentally friendly and energy-efficient. IQue™, engineered by V-KOOL® is recognized by the United States Environmental Protection Agency (EPA) as an Energy Star Building Ally.

“As more business corporations in Mexico are gearing up to be energy efficient and working towards obtaining LEED certification for their buildings, we expect the demand for energy-saving products like IQue™ smart window coating films to rise. Our value proposition partnering with IQue™ is unique in Mexico, thanks to the leading technology and energy consultancy processes developed by IQue™. This approach generates projects with short pay-back which are very important in these times of economic challenges” said Mr Juan A. Leal, Director of La Cantera.

“Under the architectural programme for Energy Efficiency Opportunities for business partners, V-KOOL® International will be providing business opportunities for entrepreneurs and businesses in the architectural, building materials industry a chance to represent IQue™ Smart Window Coatings as their product offerings,” said Mr Wilson Lim.

The anchor product of IQue™ smart window coating films, the IQue 53 Generation II (IQue 53GII), one of V-KOOL's innovative line of window film products, is the first clear and spectrally selective product to achieve an infra-red rejection of 96% with a 10-layer advanced metal construction. It also gives an absolute balance of lighting and heat control for effective luminous efficacy. Finally, the product is capable of blocking up to 70% heat penetrating the window, resulting in a temperature reduction of up to 5 - 8 degree celsius. IQue™ smart window coating films can be found in prestigious buildings worldwide such as American Institute of Architects (USA), Los Cabos Mexico International Airport (Mexico), Tokyo Sea Life Park (Japan), Shanghai Hilton Hotel, (China) and others.





About V-KOOL® International Pte Ltd

V-KOOL® International is recognized globally as the leader in providing daylight harvesting and energy efficiency solutions through advanced thin film coatings for architectural and automotive glass. V-KOOL® Technology has won numerous accolades globally, including the prestigious Top 100 Inventions of the Millennium by US Popular Science, Singapore Superbrand Award, Thailand and Taiwan Consumer Best Buy Awards, Singapore Promising Brand Award and China Top 10 Window Film Brands.

V-KOOL® provides a full suite of energy efficiency and heat control solutions for architectural glass through its endorsed brand, IQue. The anchor product of IQue, known as 53GII, is a 2nd generation advanced coating which is world's first 10-layer coating of rare metals vacuum sputtered on top 1% grade of polyester to produce a thin film which gives absolute balance of lighting and heat control for effective luminous efficacy. IQue can be found in prestigious buildings such as American Institute of Architects (USA), Brain & Mind Research Institute, University of Sydney (Australia), The Institute of Architectural Design & Research, Shenzhen University (China), Aeropuerto Las Americas (Dominican Republic), Los Cabos Mexico International Airport (Mexico), Tokyo Sea Life Park (Japan), Shanghai Hilton Hotel (China), McDonald's Restaurants (Hong Kong), The Pan Pacific Hotel (Malaysia) and Tan Tock Seng Hospital (Singapore).

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