



## PRESS RELEASE

For Immediate Release

### V-KOOL® International Appoints Energy-Savings Window Coatings' Provider in Metro Manila, Philippines

**6<sup>th</sup> June 2009, Singapore** – V-KOOL® International is pleased to announce the appointment of a new area franchisee in Metro Manila, Philippines, as part of IQue franchisees worldwide expansion plans.

“We are pleased to introduce IQue® energy-savings window coating films to Philippines. IQue® range of spectrally selective energy-savings films will help to reduce residential owners and commercial buildings' operators' needs to reduce electricity charges and in turn, contribute to energy conservation. For every 100 square meters of glasses retrofitted with IQue® energy-savings films, a building could reduce its energy needs by 10,600 kWh per year, and reduce its CO<sub>2</sub> emissions by 9,500kg. In Global Frontiers Inc, we have found a like-minded partner who shares our vision” said Mr Wilson Lim, General Manager, V-KOOL® International.

With a population of about 90 million people on an archipelago of some seven thousand islands, the Philippines government is increasingly advocating the use of energy efficient products for both homes and offices as well as encouraging its citizens to reduce their own carbon footprint.

Said Mr. Chi Ho Co, President of Global Frontiers, Inc. “Home and office owners in Philippines, especially in Metro Manila, are more discerning when it comes to window films for their properties. In fact, the Philippines has the highest power costs in the country, next to Japan. For example, power costs accounted for 25-30 percent of the overall expenses of electronics and semiconductor firms. Hence, end-users are actively looking for window glazing solutions that do not change the original appearance of clear glass found on residential or commercial buildings; effective heat control; and energy efficient technology that can be easily retrofitted onto window glasses. IQue®, engineered by V-KOOL® denotes the ideal solution. We expect the demand for energy-saving products like IQue® energy-savings window films to rise,”

IQue® energy-savings window film is 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.

“Despite the economic challenges, there is still a growing demand for energy-saving products like IQue® window films. “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® energy-savings window films as their product offerings,” said Mr Wilson Lim.

The anchor product of IQue® energy-savings window film, the IQue® 53 Generation II (IQue® 53GII) 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® is also recognized by the United States Environmental Protection Agency (EPA) as an Energy Star Building Ally.





### **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).

### **V-KOOL® International Headquarters**

V-KOOL® International Pte Ltd  
12 Jalan Kilang Barat, #04-01  
Globamatrix Building  
Singapore 159354  
Tel: +65-6276-0555  
Fax: +65-6276-8316  
Email: [info@v-kool.com](mailto:info@v-kool.com)  
Website: [www.v-kool.com](http://www.v-kool.com), [www.iquefilms.com](http://www.iquefilms.com)

For more information or media interviews, please contact,

Ms Christina Tan  
Marketing Manager  
Tel: +65-6276-0555  
Fax: +65-6276-8316  
Email: [christina.tan@v-kool.com](mailto:christina.tan@v-kool.com)

