



Press release

Innovative solutions for internal sun shading systems

Warema presents its latest products at the imm cologne 2018

The 2018 international interiors show imm cologne is introducing the new format "Pure Architects", adding the fields of floor, wall, ceiling and light to the core range of furniture. In this lifestyle-oriented setting, the sun shading expert Warema will be presenting its innovative solutions for modern spatial concepts. In a room set in the current Pantone colour of the year, "Ultra Violet", the manufacturer demonstrates how internal sun shading systems can be used to create a cosy ambience as well as a pleasant feel-good climate. The new products and current highlights open up almost endless possibilities for creating individual living spaces with the perfect interplay between light and shade.

Optimum sight and glare control with maximum flexibility

As the name already indicates, the new venetian blind Flextra offers maximum flexibility. Depending on personal preferences, it can be shifted up or down as required, making it ideal as sight and glare control. So the blind allows glare-free reading at the screen without having to miss out on natural sunlight. Furthermore, it offers protection against curious glances when required, and leaves space for privacy. The blind can be locked in any position. In order to be able to regulate the light even more individually, the top and bottom rails have a slide to tilt the slats. The amount of direct sunlight and room brightness are infinitely variable.

Child safe and as easy as ABC: new operating type for pleated blinds

Safety is important to Warema, which is why child safety has the top priority. In the new pleated blind FT, the company has developed an optimum solution that specifically prevents accidents. The system in question is freely suspended with manual operation that requires neither ball chain nor cord: A gentle push of the bottom rail is all it takes to move the curtain into the desired position. Thus the pleated blind FT fulfils all the requirements for a child-safe sun shading system, and can safely be used in children's rooms to provide sight and glare control, and as thermal protection in summer temperatures.



What's new from the Pure family: Function meets design

Soft pastels, strong earth tones, trendy contrasting colours, or perhaps the classic white and grey that are so often used in the commercial building sector? With the sun shading solutions by Warema, there is almost no limit to the design freedom that architects and contractors can enjoy when it comes to the looks of their sun shading solutions. Functionality and handling are just as important as the looks. The new venetian blind construction Pure S combines all these aspects, and appeals for its function and design in their entirety. It is available in a wide selection of attractive slat designs that are only used on this blind. The uncomplicated technology and attractive price make the new member of the Pure family particularly attractive for commercial projects. There is the choice of cord, rod or ball chain for raising and lowering the blind and tilting the slats.

Pleasant noise reduction for the optimum working climate

No question: large windows provide a light-flooded ambience that plays a key role in achieving a pleasant working atmosphere, especially in offices. Having the right glare control is essential. Warema developed the whisper package for the cassette roller blind L to ensure that lowering the cassette roller blind has no effect at all on concentration. The use of ultra-quiet components reduces any irritating noises that occur when raising and lowering the roller blind to a minimum. It moves almost silently into the desired position, ensuring focused working with no distractions.

Warema will be at the imm cologne from 15 to 21 January in Hall 04.2, Stand D-025.

13.12.2017

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WAREMA Renkhoff SE
Hans-Wilhelm-Renkhoff-Str. 2
97828 Marktheidenfeld
Email: presse@warema.com
www.warema-newsroom.com

Media contact: Hering Schuppener
Unternehmensberatung für Kommunikation GmbH
Berliner Allee 44
40212 Düsseldorf
Tel.: +49 (0) 211 4307 9282
Email: warema@heringschuppener.com