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Press ReleaseMay 17, 2012

Deceuninck North America Unveils Genius™, World's First Interlinked Ultra-Performance Window, During AIA 2012 National Convention and Expo

Genius offers exceptional thermal performance of R-14 and above.

[Deceuninck North America](#), a leading designer and manufacturer of high-quality systems for windows, doors, and outdoor living, is changing the conversation regarding innovation and sustainability with the launch of the Genius™ system, the world's first interlinked dual sash window that enables thermal performance values exceeding R-14 without the use of exotic films or gasses. With these exceptional thermal capabilities, Genius™ becomes one of the most energy-efficient window systems available on the market today.

Deceuninck unveiled the new window system at a news conference during the American Institute of Architects (AIA) 2012 National Convention and Expo (May 17-19, Washington, D.C.). The company was also showcasing some of its other recent innovations at an exhibitor booth during the show (#4031 in the Walter E. Washington Convention Center).

"Innovation is at the forefront of our business, and the Genius system is destined to be one of the most innovative products in the fenestration industry today," said Filip Geeraert, president and CEO of Deceuninck North America. "It is the epitome of form meeting function."

The patent-pending window system is designed with two separate, interlinked insulated glass sashes. This creates an additional bonus air space between the two sash members and results in an extremely effective barrier to thermal energy flow. In addition, a unique thermal-activated ventilation system serves as an integral part of the window's design, turning Genius into an energy generator by automatically venting solar-heated air into the building interior in the winter and venting it to the outside in the summer.

Beyond its advanced thermal efficiency, the innovative design of Genius provides for ease of operation, extreme structural wind load resistance (range of DP-130 or more), exceptional sound transmission reduction in the range of low 50s in STC (Sound Transmission Class) ratings, and superior resistance to water and air infiltration.

The logo for Deceuninck, featuring the word "deceuninck" in white lowercase letters on a blue rectangular background.

“We selected the AIA Convention and Expo to unveil the Genius system because architects attending the show were looking for the latest innovations that can take their future building projects to the next level,” added Geeraert. “In our view, Genius has now reset the bar for window systems in terms of thermal performance and functionality.”

The AIA 2012 National Convention and Expo brought together thousands of architects from across the nation, and is the architectural industry’s most comprehensive event each year. Attendees got the opportunity to network, attend professional development and education events, and obtain a first glimpse at some of the latest products and technologies in the industry.

EDITORS/REPORTERS: Filip Geeraert, president and CEO of Deceuninck North America, will be available for interviews during AIA 2012. To schedule an appointment to meet with Filip, please contact Elizabeth Bacheson at 412.642.7700 or elizabeth.bacheson@elias-savion.com.

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About Deceuninck

Deceuninck® North America, LLC is part of the Deceuninck® Group, an integrated global organization specializing in compounding, tool fabrication, design, development, extrusion, finishing of PVC-U window systems and composite applications for the building industry. The company is active in more than 75 countries, has 35 subsidiaries (production and/or sales), and is supported by over 2,800 personnel worldwide. In 2010, Deceuninck Group achieved consolidated sales of \$706 million worldwide. Deceuninck® North America encompasses fully-integrated design, compounding, tooling, extrusion and quality assurance disciplines for the production of vinyl window and door systems and composite applications for the building industry at its corporate headquarters in Monroe, Ohio. For more information, please visit: www.deceuninck-americas.com.
