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## Deceuninck North America Taps into the Power of Genius™ at Upcoming GlassBuild America Show

***Company to Highlight Genius™ Window System, Host Hospitality Event Featuring Exclusive Access to Traveling Exhibition “Da Vinci – THE GENIUS”***

[Deceuninck North America](#), a leading designer and manufacturer of high-quality systems for windows, doors, and outdoor living, is harnessing the power of genius during GlassBuild 2012 (September 12-14, 2012 at the Las Vegas Convention Center). The company will showcase its new Genius™ Window System during a hospitality event at “Da Vinci – THE GENIUS,” a travelling exhibit and the most comprehensive compilation of Leonardo da Vinci’s work, which is currently on display in Las Vegas. In addition, Deceuninck will be displaying Genius and its other innovations and products as an exhibitor at GlassBuild in the Innovative Products Pavilion (Las Vegas Convention Center at booth #547).

“Deceuninck continues to lead the charge for innovation in our industry, and the Genius Window System is a clear example of what we are capable of introducing to the marketplace. Genius has literally changed the conversation when it comes to promoting high performance in all aspects of a window,” said Filip Geeraert, president and CEO of Deceuninck North America. “What better way to demonstrate the power of the Genius than to pair it with the brilliant inventions that Leonardo da Vinci gave the world? Our guests at GlassBuild are in for an unforgettable experience.”

“Celebrating GENIUS,” Deceuninck’s hospitality event, will be held on **Wednesday, September 12 from 5:30 to 8:30 p.m. at The Venetian** (3355 Las Vegas Boulevard South). Invited guests will enjoy cocktails, hors d’oeuvres and exclusive access to the travelling exhibition “Da Vinci – THE GENIUS.” They will be able to view the interactive gallery that includes the first concepts of a car, helicopter and submarine, as well as the famous artist’s anatomical studies and Renaissance art. Following this, attendees will adjourn to Bouchon, a restaurant located in the hotel’s Venezia tower, where they will experience the culinary genius of world renowned chef Thomas Keller, who was named “America’s Best Chef” by *Time* magazine. They’ll also have first-hand access to the Genius Window System.

The logo for Deceuninck, featuring the company name in white lowercase letters on a blue rectangular background.

Introduced earlier this year, Genius is the world's first interlinked dual sash window that enables thermal performance values exceeding R-14 without the use of exotic films or gasses. A patent-pending window system, Genius is designed with an additional bonus air space between the two sash members that 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. This turns Genius into an energy generator by automatically venting solar-heated air into the building's 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.

Genius is slated for commercialization in 2013.

Now in its tenth year, GlassBuild America is the gathering place for the glass, window and door industries in North America. Organized by the National Glass Association, GlassBuild America showcases glass processing equipment, window and door manufacturing equipment, and the latest technologies for all types of glass and fenestration products in North America.

For more information about Deceuninck North America, please visit [www.deceuninck-americas.com](http://www.deceuninck-americas.com).

***EDITORS/REPORTERS: Filip Geeraert, president and CEO of Deceuninck North America, will be available for interviews during GlassBuild. To schedule an appointment to meet with Filip, please contact Elizabeth Bacheson at 412.642.7700 or [elizabeth.bacheson@elias-savion.com](mailto: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 nearly 3,000 personnel worldwide. In 2011, Deceuninck Group achieved consolidated sales of €536.1 million Euros worldwide (approximately \$670 million USD). 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](http://www.deceuninck-americas.com).

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