

01/2012

**Topics in this newsletter are:**

- **Safety and design, energy efficiency and sustainability**
- Pilkington **Profilit™** goes EAST
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- **New Visual Identity of NSG Group**

- **Safety and design, energy efficiency and sustainability**

**CCK – Luxemburg**



Pilkington **Profilit™** K25 Klar Opal T

**Nebiker AG, Sissach (Switzerland)**



Pilkington **Profilit™** K25/60/7 Wave

Architect: Dieter Gysin, dipl Architect ETH/SIA/BSA, Basel

**Cascade Bicycle Studio cbs, Seattle (USA)**



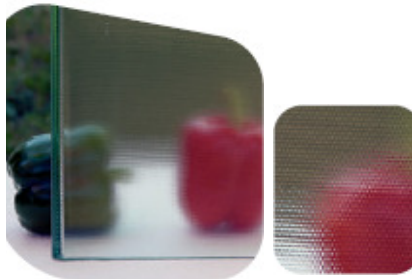
Pilkington **Profilit™** K25/60/7 T-H with TIM (translucent insulation material)

## Pilkington **Profilit™** design products

### A wide variety of products “created to design”

For possible product combinations, please see delivery programme. Further information can be found at [www.pilkington.com](http://www.pilkington.com) ([directly at: www.profilit.com](http://www.profilit.com)) or contact us. We would be pleased to advise you.

#### Pilkington **Profilit™** Macro



#### Linear and symmetrical

Its symmetrical point structure which is clearly visible close up gives the design product Pilkington **Profilit™** Macro its special visual character. Seen from distance, the point structure breaks down into fine, slightly broken, horizontal lines, giving the glass both a dynamic and structured look. This textured, optically diffuse effect is transferred to the objects behind the glass when observed through it.

#### Pilkington **Profilit™** Slim Line



#### Finely structured and vertically lined

Extremely fine, vertical line structures characterise the design of Pilkington **Profilit™** Slim Line. The fine, undulating surface creates a gentle yet dynamic sense of motion as soon as the observer changes the view perspective. The elegantly lined structure is transferred to the optical perception of objects located behind the glass providing for their ‘alienated’ yet clearly contoured view.

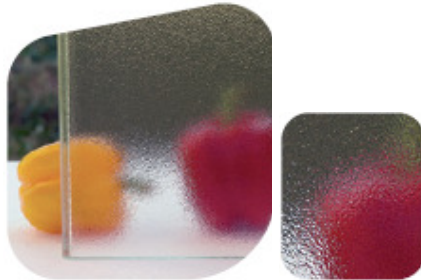
#### Pilkington **Profilit™** Opal



#### Velvety and elegant

Pilkington **Profilit™** Opal gets its soft, velvety, milky look from the defined, sand-blasted processing of the inner surface of the profiled glass. Despite its high level of light permeability, this design product elegantly obscures closer views of all persons and objects on the other side of the glass. They are only perceptible in a shadowy, diffuse manner thanks to the opal effect - contours and colours merge into soft, cloudy patches.

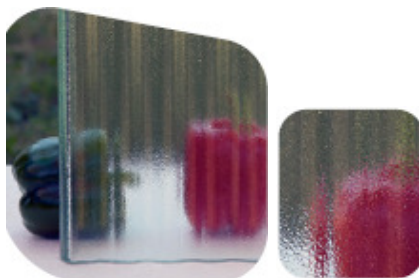
### Pilkington **Profilit™** OW



#### Pure and neutral in colour

Pilkington **Profilit™** OW is a design product that has extremely little intrinsic colouring due to the use of raw materials with low iron oxide content during glass production. The look of it and view through it have a clean, pure charm. The colour neutrality of this profiled glass is transferred to all the objects, persons and areas behind the glass - they are perceived in their "natural" colouring despite the ornamental diffusion typical of the product.

### Pilkington **Profilit™** Wave



#### Dynamic and three-dimensional

Pilkington **Profilit™** Wave is characterised by its unique, undulating surface structure. Seen from the front and, even more clearly, when changing the viewing perspective, this design product generates a dynamism on its surface and, at the same time, of the objects located behind it. This effect conveys the impression that the vertical joints between the individual profiled glass panes disappear - a continuous, uninterrupted area of rhythmically undulating profiled glass is thus created. A further visual effect of the wave-like structure is an enhanced, almost three-dimensionally textured look.

### Pilkington **Profilit™** Clear



#### Clear and transparent

As a design profiled glass without any ornamental structure on its outer face, Pilkington **Profilit™** Clear is an alternative option to all translucent types of Pilkington **Profilit™** glass. The transparency of this profiled glass permits its virtually undistorted and largely colour-neutral visual penetration. Optical deviations as compared with the visual penetration of flat glass are attributable to minor variations in surface flatness. These are due to the process applied and are typical of cast glass products.



- Pilkington **Profilit™** goes EAST

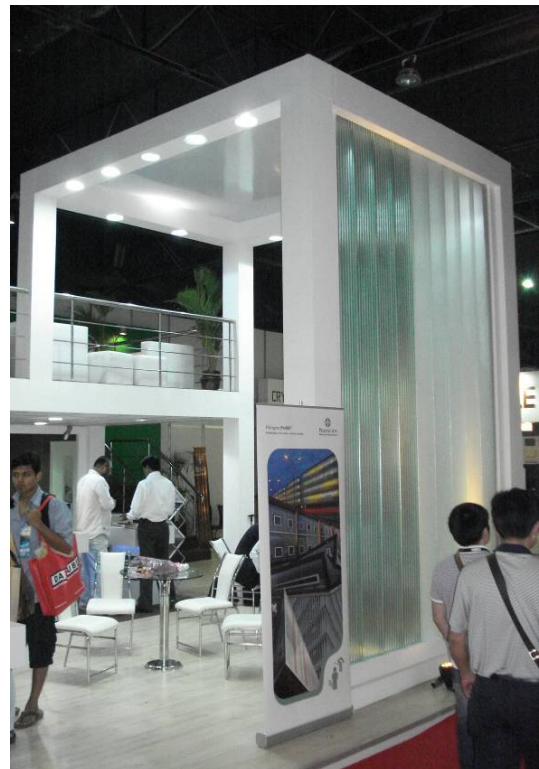
### Acetech India 2011: Pilkington Profilit™ receives design award



Pilkington **Profilit™** earned a design award at the ACETECH 2011 exhibition in Mumbai. Pilkington **Profilit™** was competing with 100 other product submissions for the award. The features that convinced the jury comprising well-known architects included the wide variety of product options, the freshness of the product and the Pilkington **Profilit™** system combining safety, design, energy efficiency and sustainability.

In collaboration with Building Products India, this was the first presentation of Pilkington **Profilit™** at India's largest fair for the construction industry.

India's building sector is currently enjoying strong growth, thus making the fair a perfect opportunity for us to be able to jointly present our products. Various product options from our extensive product and delivery programme were exhibited including, for example, Pilkington **Profilit™** OW, Pilkington **Profilit™** Opal, Pilkington **Profilit™** Wave, Pilkington **Profilit™** Slim Line and Pilkington **Profilit™** Macro Opal OW.



## Project report: Shanghai glass museum "House of Glass"



The museum, which was built on the former site of a bottle factory in Shanghai, sends the visitor in an impressive manner on an interactive time journey through the 5,000-year history of glass technology. For this purpose, both the newly constructed and existing building parts were deliberately designed using dark, subdued colours in order to highlight the transparency of glass. Use was made of painted Pilkington **Profilit™** profiled glass with wording on it in many different languages featuring terms from the world of glass partially backlit by LEDs.



Shanghai Museum of Glass  
Art Direction, Museum Planning and Design: Coordination Asia  
Architectural Design Building: Logon urban.architecture.design  
Fotos: diepohotodesigner.de

- **New Visual Identity of the NSG Group**

**While introducing a new corporate image, NSG Group retains Pilkington logo and brand for its products. New NSG Group logo will be the main corporate mark and will support the Pilkington brand.**

For understandable historical reasons, the NSG Group has been using in effect two logos and two sets of corporate identity since NSG's acquisition of Pilkington five years ago. A new image for the NSG Group has been introduced that will help our employees, customers, suppliers and other stakeholders recognize that we are a single and distinctive company, while at the same time retaining the valuable Pilkington brand name.

The new NSG Group brand identity has been created to capitalize on the Group's position as a global leader in the glass and glazing markets for automotive, building products and specialty glass. The NSG Group mark becomes the single top level identity for the Group's operations.

At the same time, we will use 'Pilkington' as a 'product brand mark' to market our products, so product names such as Pilkington Profilit™ will remain the same. A version of the former Pilkington 'horizontal' logo will be used in association with the primary NSG Group mark in our marketing material. Our existing product range, service levels and commitment remain unchanged.

In conclusion, we are the NSG Group and we are proud to use the Pilkington name to market our products in Automotive and Building Products, but we also want to establish a new and distinct NSG Group identity.

The quickest way to Pilkington **Profilit™** → [www.profilite.com](http://www.profilite.com) . Here you can find up-to-date information on our products at all times.

Yours sincerely

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P.S.: Are you working on any interesting projects using Pilkington **Profilit™** that we should report on? - If so, please contact us.