



# Customer Focus

## Foiling The Sun

Ideal for the harsh Australian climate, a new window shade called RENSHADE has the ability to cut radiation (glare and heat) by 85 percent. Made of perforated aluminium – 11 percent of the foil surface is punched – the shade surface area allows a surprising amount of view to remain visible. It can be made into sheets to attach to windows with Velcro as well as made into Holland blinds.

Also the manufacturer of Concertina FOIL BATTS, Melbourne foil insulation company Wren Industries is suitably proud of its RENSHADE innovation. According to Managing Director Tim Renouf, enveloping buildings in aluminium foil boasts real environmental benefits. “It takes less energy to cool homes as RENSHADE reduces the need for costly air conditioning,” he says. “It also cuts down greenhouse emissions. Considering summer is just upon us, RENSHADE is the perfect foil for the summer heat.”

Sales Manager Bob Iddles agrees RENSHADE is an effective and unique product: “No one else in Australia is doing what Tim and his team are achieving with RENSHADE. Its potential is enormous especially when you consider our changing global climate.

“It’s another great example of the power of aluminium.”

For further information, please see [www.concertinafoilbatts.com](http://www.concertinafoilbatts.com)



**RENSHADE™** THE RADIANT HEAT BARRIER **BEFORE** - HOLLAND BLINDS



**RENSHADE™** THE RADIANT HEAT BARRIER **AFTER** - HOLLAND BLINDS

As appeared in Aluminatión 01 Nov/Dec 03 (Aluminatión is produced for Alcoa Australia Rolled Products.