

## Open air

by ALUMINCO

Patented in Greece,  
Europe and America





## OPEN AIR

### Exquisite glass and aluminium creation

The Open-Air system is a technological achievement of global appeal that challenges with its innovations and offers the ultimate answer to professional outdoor spaces such as restaurants, cafes, hotels, etc.

What makes Open air irresistible is its minimal design, contemporary beauty and superior quality. Simple and modern at the same time, it provides the endless options for even the most demanding design or special construction.

Open Air systems impress with their proportions and adapt to any environment, transforming an ordinary space into an enjoyable experience!

**Open air PLUS** Open Air Plus, features an elegant horizontal handrail on both fixed and moving sections. The handrail is mounted on the glass, offering a great finish and greater safety during use.

**Open air ULTRA+** Open Air Ultra+ is available with an additional crossbar that provides more wind protection

and robustness to the system. The transom is perfectly framed by the system's unique pillars and matches the finish of the horizontal handrail perfectly.

**Open air eMOTION** Open Air e-motion is the electric version of the range. It works intelligently and controllably, shaping outdoor spaces that meet the modern rhythms and needs of life.

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## ENVIRONMENTAL PRODUCT DECLARATION (EPD)

### Sustainable Development, a strategic choice for Aluminco

Sustainable Development is a strategic choice for Aluminco, with the main axis being the integrated and rational management of the environmental impacts of its processes and products, with sensitivity and responsibility. An important step in this direction is the Environmental Product Declaration (EPD) that Aluminco has implemented. It is an Ecolabelling system, in the form of a verifiable document, which transparently discloses the environmental impact of products throughout their life cycle. The EPD, in combination with the accompanying Life Cycle Assessment (LCA), can help to reduce carbon emissions and other environmental impacts by enabling the comparison of different materials and products in order to choose the most sustainable solution. Aluminco's EPD was developed according to ISO 14025 and EN 15804 standards and was based on Life Cycle Assessment (LCA) according to ISO 14040 and ISO 14044 standards, for four different products that constitute the main volume of production and sales:

- > Cold unpainted aluminium profiles
- > Cold formed unpainted aluminium profiles
- > Cold painted aluminium profiles
- > Cold painted aluminium profile, cold painted aluminium profile

Quantitative data on the environmental impact arising at all stages of the profiles' life cycle were studied and quantified, starting from the production of the raw materials used, their transport to Aluminco's production plants, the direct emissions from the production of the products and their end-of-life impacts. Aluminco's EPD and LCA were verified by an independent accredited certification body (Eurocert) and published in the International EPD System, so that all interested parties have access to information on the high environmental performance of our products.



## OPEN AIR US PATENT

### Patent registration and acquisition in U.S.A.

Patent registration and acquisition in U.S.A.

The glass windshield system, Open Air, is a unique innovation, patented and available exclusively from Aluminco. The Open-air system has been recognized and patented by the official bodies in Greece and Europe. Now, however, Aluminco is also sealing the uniqueness and superiority of the system by registering and obtaining a patent in America as well. The official U.S. Patent and Trademark

Office (U.S.P.T.O.), after expert examination, granted a patent for the technical innovation of the Open Air, as regards the motion system. The agency's experts examined the system on a global scale and granted Aluminco the exclusive right of use in the United States. So now, in almost the whole world, Aluminco's unique and innovative Open-Air system transforms and creates spaces full of power and style, ensuring excellent functionality, safety and performance.



## PREVIOUS TESTING & OPTIMIZATION CENTRE

**We devote significant resources and time observing, studying, testing, and then developing and certifying aluminium systems that incorporate superior performance, innovative design and high energy efficiency.**

Aluminco is a company with a strong philosophy, values, tradition, and innovation written in capital letters in its genetic heritage.

Today, we have developed and consolidated hundreds of aluminium products, many of which are one of a kind, high value, with many innovations and patents.

As part of the product development and optimisation process, Aluminco systems undergo exhaustive testing according to a detailed test programme lasting several weeks.

The testing capability allows on the one hand a continuous and systematic check on the performance level of the systems and on the other hand an essential support to partners for specific project tests.

Air, water, and wind tests are carried out in the state-of-the-art test chamber, repeated by the development team to accurately compare results repeatedly, as this is the only way to ensure top results. For this purpose, Aluminco engineers spend considerable time testing various parts and components of the systems being tested as the aim is to ensure that they perform satisfactorily even in extreme climatic conditions. We owe this to our commitment to quality and to our customers.

Among the reputable certification bodies are the UK Laboratory Intertek, the US UL CLEB Test Laboratory, and the accredited German Institute IFT ROSENHEIM.

Aluminco's Test Centre is accredited and certified by the German Test Institute IFT Rosenheim, providing reliable and safe results, based on globally recognized standards.

- > EN 1026 Air permeability
- > EN 12211 Wind pressure resistance
- > EN 1027 Water resistance
- > EN 12046-1 Operating forces







# ESG

## ALUMINCO ESG & SUSTAINABLE GROWTH

**Aluminco, among the world's largest companies, achieves funding based on Environmental, Social and Governance (ESG) criteria.**

Sustainable development is a global priority that mobilizes governments, civil society, and business to adopt new practices. With the adoption of the Sustainable Development Goals (SDGs) of the United Nations, a new understanding of the role of companies has emerged. The world's largest companies are measuring, disclosing, and managing the risks and opportunities related to sustainable development. Companies that understand and react quickly to global challenges and risks by adapting their business models, integrating ESG criteria and developing a sustainable development strategy will be able to manage new business challenges more effectively and

will have more opportunities to ensure long-term success. In this context, the company is contractually committed to supporting sustainable development, setting indicative targets for significantly improving energy efficiency, increasing the use of secondary raw materials and placing innovative products with high environmental performance and a low energy footprint on the market. In its 40 years of existence, it has been leading the way, investing in research and development, but also producing its products in an environmentally friendly way, putting into practice its motto «Building a sustainable future».

## Instagram for business

### 5 useful tips!

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# Instagram

Instagram has over a billion monthly active users, less competition, and a more engaged audience than other social media giants like Facebook or Twitter. This gives businesses the opportunity to market their products to a more targeted and interested audience without spending huge amounts of money on paid advertising.

#### 1. Show what you do in a creative way.

Focus on the solution you provide, not the products you sell. Your most important asset on Instagram is visual content. If your business is service-oriented, focus on showing the process behind the service delivery. Show your company culture, share your mission with the world, or simply share some tips and instructions.

#### 2. Create a profile that will stand out.

As a company, you're probably doing a lot of things and offering even more solutions. Don't get too caught up in trying to fit it all into 150 or so characters. Focus on your most important asset or your next big step. Since the only clickable link is in the Resume section (just below your name), get in the habit of updating it often. Don't just use it to link to your website, as it could do so much more. Consider, promoting event registrations, app downloads or even purchases.

#### 3. Publish 'behind the scenes' content.

Customers have a natural curiosity about where their products come from, and you can use Instagram to show them their entire lifecycle. Show them how products are made - from the basic material, production, and distribution.

#### 4. Expand the audience that will see you with #hashtags.

Be sure to create your company's main hashtag (#yourbrandname) and use it sparingly across Instagram. This makes it easier for people to find content related to you as well as your main account. Best practice is to use three to five hashtags. Use your own hashtags as well as the most popular ones to increase the audience that will see your posts.

#### 5. Create expectation and offer exclusivity.

Keeping your customers interested is a key part of any effective marketing campaign. Reward your loyal followers with exclusive content. Let them be the first to know about new products, services, or events. Create teaser photos that build anticipation or satisfy curiosity about new releases, office openings or store openings. This kind of preview makes your Instagram followers feel special and keeps them coming back for more insider information.



## #ALLO SPITI, ALLOS KOSMOS

### #ALLO SPITI, ALLOS KOSMOS

#### Aluminco's new radio & digital campaign!

On the occasion of the relaunch of the program «exoikonomo», Aluminco continues to support the strengthening of the partner network with the campaign «#Allo spiti, allos kosmos» by creating new content that promotes the reasons for the excellence of Aluminco systems. In particular, the content created aims to communicate to the consumer audience the reasons why Aluminco systems are the best possible choice for a home. But apart from that,

another message of the campaign is about the 'green' culture that is in Aluminco's dna. With its systems, in addition to the internal environment of the home, they are bringing change for a better world with a focus on energy saving and respect for the environment. In line with the campaign, the Mini site [exoikonomoaluminco.gr](http://exoikonomoaluminco.gr), has been completely renewed and can offer the user all the necessary information about the program and the subsidized Aluminco systems.