



# outside



## THE BOX

Innovative thinking has driven technical advancements and the release of a useful market tool for players in the exterior shutters sector, writes Belinda Smart

### *CycloneSafe Roller Shutters from CW Products*

**CW PRODUCTS' PAUL DENTON CONFIRMS THE COMPANY HAS RECENTLY COMPLETED EXTENSIVE TESTING OF ITS NEW CYCLONESAFE CYCLONE RATED ROLLER SHUTTER.**

"While having had a Cyclone rated roller shutter in its product range for a number of years, CW Products has continued to focus on research and development and compliance with the latest applicable building standards. With this in mind we have developed a new heavy duty

guide to be used specifically with our existing 36mm Extruded Profile. This R&D, coupled with feedback and input from a range of engineers, has seen CW Products develop CycloneSafe Roller Shutters which have now successfully passed stringent tests at James Cook University Cyclone Testing Station, complying with AS/NZS 1170.2 and being subjected to cyclonic testing in accordance with the AS 4040.3 standard."

CycloneSafe Roller Shutters can be operated with all conventional operating systems for roller shutters, from manual to 240V remote control as well as the CW Products SolarSmart operating system, Denton confirms.

"The ultimate benefit of operating CycloneSafe with SolarSmart is that the whole system is totally independent of mains power, a huge advantage when one considers the long power outages that occurred after recent cyclones."

"Installed and operated correctly, CycloneSafe will provide protection for windows and doorways during storm events. The roller shutters can be fitted during construction, will all pelmets and guides being installed behind the outer wall cladding and in the roof. Of course they can also be fitted to homes and buildings after construction much like many other home improvements."

## *Catalogue an indispensable tool*

CycloneSafe is for use in all of Australia's cyclone regions including Cyclone Region D and any other region in Australia that is prone to storms and high winds. Denton confirms CW Products has extensively tested roller shutters ranging in size from 2400mm wide to 1500mm wide with success at every width. This testing has provided the company with an in depth understanding of how its roller shutters perform under the tough cyclonic conditions.

The benefits of Cyclone Safe Roller Shutters do not stop at the physical protection but also provide relief against other harsh climatic conditions, Denton adds. "Roller Shutters also provide a barrier to the harsh Australian sun by stopping it before it enters the home. They not only keep your home cooler in summer, they can also keep it warmer in winter, which can lead to savings on energy consumption."

### **MEANWHILE CW PRODUCTS' DANNY ELASSAAD CONFIRMS THE COMPANY HAS ALSO JUST RELEASED ITS FIRST MADE TO ORDER ROLLER SHUTTER CATALOGUE.**

"This will contain the largest selection of roller shutters and is targeted at retailers, designers, architects not only domestic but also commercial/industrial sectors."

"It allows users to quickly understand the product and the technical specs entailed in each line, giving them key information at their fingertips and providing them with confidence and credibility in closing the sale." The catalogue, produced as a result of customer demand, covers all key technical specs and has an instruction manual at the back featuring basic tips for measuring. CW Products plans to update it at least biannually but possibly more frequently, Elassaad says.



## *Energy savings a key driver for Ozroll*

### **OZROLL QUEENSLAND MANAGER GEORGE O'BRIEN CONFIRMS THE COMPANY IS HIGHLIGHTING THE ENERGY SAVING ADVANTAGES OF EXTERNAL BLINDS TO BOOST SALES.**

"With the talk about increasing electricity costs and a focus toward renewable energy alternatives, such as Solar PV, people are either forgetting or not aware of the advantages of installing window roller shutters to the exteriors of their homes."

Factual test results have shown that a house with Ozroll-Rollashield Shutters will reduce on

energy costs associated with both heating and cooling, he adds.

"Using the National Housing Energy Rating Software (NatHERS), testing was carried out on a typical detached home installed with Ozroll-Rollashield Shutters and thermal insulation in the roof and walls. Results showed an average of 30 per cent saving on the annual heating and cooling costs, this was even higher for semi-detached apartment buildings, up to 59 per cent."

"If you put a dollar value on this saving, you will see that Ozroll-Rollashield Shutters not only offer true value for money, they will

effectively pay for themselves over a short period of time."

Further savings can also be made when using the exclusively designed Ozroll-E-Series 12v battery operated system, he adds.

"Visually appealing, this revolutionary system does not rely on mains power to operate the shutters, it uses a battery operated control that can be recharged using an E-Solar panel. Effectively we now have a 'stand-alone' environmentally friendly system that will still function during a power failure providing users with overall peace of mind."

As well as energy savings Ozroll-Rollashield Shutters also provide noise insulation. Independent testing of Ozroll Rollashield Shutters has demonstrated a reduction of noise transmissions dependent on the frequency. High frequency noise showed a drop of up to 10 decibels with the installation of Ozroll-Rollashield Shutters on a detached home, O'Brien says.