



FOR IMMEDIATE RELEASE

Contact: Jeff Donaldson

412-642-7700

jeff.donaldson@elias-savion.com

**Deceuninck North America Gets Greener with Launch of
INNERGY™ Rigid Thermal Reinforcements at GlassBuild 2011**

– New Technology is Product of Exclusive Collaboration with Bayer MaterialScience LLC –

Monroe, Ohio, September XX, 2011 – [Deceuninck North America](#), a leading designer and manufacturer of high-quality systems for windows, doors, interiors and outdoor living, is enabling contractors and homeowners to go even greener with the introduction of **INNERGY™ Rigid Thermal Reinforcements**. The product is the result of a collaboration with polyurethane resin manufacturer Bayer MaterialScience LLC as part of an exclusive agreement between the two companies. **The collaboration brought together Bayer’s expertise in custom polyurethane resin system development and Deceuninck’s long experience in design and manufacturing.** Deceuninck will introduce INNERGY to the marketplace when it participates in the GlassBuild America 2011 conference (September 12-14, 2011).

“At Deceuninck, we pride ourselves on our commitment to innovation, and INNERGY is a tangible example of that ongoing commitment,” said Filip Geeraert, president and CEO of Deceuninck North America. “INNERGY is truly the next generation of thermal reinforcements. It offers the same strength and durability of aluminum, but with unprecedented levels of thermal performance. We’re confident that INNERGY will become the industry standard for thermal performance, and we’re excited to launch the product while we exhibit at GlassBuild.”

— more —

Deceuninck North America Gets Greener with Launch of INNERGY™ Rigid Thermal Reinforcements at GlassBuild 2011(cont.)

– New Technology is Product of Exclusive Collaboration with Bayer MaterialScience –

Developed as a better-performing alternative to aluminum reinforcements for PVC windows and door profiles, INNERGY also contains 20 percent bio-based resins.

Deceuninck and Bayer MaterialScience LLC worked closely to develop a custom polyurethane composite system and production process that would enable INNERGY to deliver a unique set of performance characteristics. INNERGY offers superior thermal performance, which helps manufacturers achieve improved energy efficiency ratings. It is virtually impermeable to cold or heat and is extremely resistant to condensation, which prevents staining that can occur with metal reinforcements. Moreover, it is structural and flexible at the same time. Under impact, it retains its form and shape compared to metal reinforcements. INNERGY easily slides into frames during the fabrication process without the need for retooling. In addition, INNERGY can receive a waiver from additional testing because of its proven performance.

Deceuninck North America will exhibit during GlassBuild America 2011, which will be held at the Georgia World Congress Center in Atlanta. The company has been designated as an “Innovative Products Exhibitor” at the show and will be located at **Booth #1301** on the main exhibition floor.

For more information about Deceuninck North America and their products and technologies, please visit www.deceuninck-america.com.

— more —

Deceuninck North America Gets Greener with Launch of INNERGY™ Rigid Thermal Reinforcements at GlassBuild 2011(cont.)

– New Technology is Product of Exclusive Collaboration with Bayer MaterialScience –

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 over 2,800 personnel worldwide. In 2010, Deceuninck Group achieved consolidated sales of \$706 million worldwide. 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.

About Bayer MaterialScience LLC:

Bayer MaterialScience LLC is one of the leading producers of polymers and high-performance plastics in North America and is part of the global Bayer MaterialScience business with approximately 14,700 employees at 30 production sites around the world and 2010 sales of 10.2 billion euros. The company manufactures high-tech polymer materials and develops innovative solutions for products used in many areas of daily life. The main segments served are the automotive, electrical and electronics, construction, medical, and sports and leisure industries. Sustainability is central to Bayer MaterialScience LLC's business and is based around the key areas of innovation, product stewardship, excellence in corporate management, social responsibility and respect for the environment.

###