



SEASON'S
GREETINGS
FROM
ALUCOBOND®



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Towards the end of 2015, I want to take the opportunity to thank you for your continued interest, support and working with ALUCOBOND®! Across Asia, 2015 has been everything but a smooth year. The woes in the Middle East have increased to new levels, the new government in India hasn't nearly left as many marks yet as was to be expected, many South East Asian countries have been rattled by devaluations of their currencies and China's growth definitely is having a cold, if not a proper influenza episode.

In the midst of all of this, we at ALUCOBOND® tried to not lose sight of a few key areas of focus: providing architects, owners and designers freedom of design, and work with fabricators and contractors to make these designs come true.

We have launched new finishes this year – again - for which some of you are designing and building the first references at this very moment. We have ensured availability of the majority of our product range out of all 4 global production sites of ALUCOBOND®, be that in PE or Plus qualities. All sites operate under, and produce to the same product standards and we warrant this as well.

As every year, we will be issuing an [ALUCOBOND® calendar for 2016](#), in which we depict a select few projects from across the globe. While all of them feature something special, I'd like to highlight a few that hopefully get your attention. We already featured the Glenn Innes Centre in Auckland in a previous newsletter and this project is special because of the nature of the finish, the application and the craftsmanship involved. Yes, it is an imitation of wood, because it wouldn't have been practical nor justifiable to use real wood from a functionality and efficiency of use of public funds perspective. For you, though, it is an example for the fact that you can have the finish you want. Gone are the days where you were limited to one colour per panel, or colour-changing effects like our ALUCOBOND® Spectra range. In this case, the architect wanted a local wood and that's what we delivered. In another case, you may want a pattern, a mix of colours, a gradient of colours, or even a logo – it is now possible with our ALUCOBOND® design capability.

Another example of the design freedom coupled with functionality is the use of ALUCOBOND® in two projects in France, where movable vertical shutters were created, that not only provide the benefits of privacy and protection from glare, but also allow the users of the building to determine what the building looks like to others and, thus, changing the design of the façade continuously. It also comprises, like the featured Thai project in the calendar, a 3rd dimension to the façade – a trend we are clearly observing. More and more we see elements protruding out of the façade, or macro-textures on it, created by intelligent 3D design of the panels used.

Finally, we would really appreciate to see you coming to our revamped alucobond.com.sg website for you to discover new finishes, features, videos and more. And personally, I would like to hear from you. The easiest and most direct way is to use the "Write to the CEO" Button on the website.

I wish you a healthy, successful and happy 2016!

Best Regards
Tarek