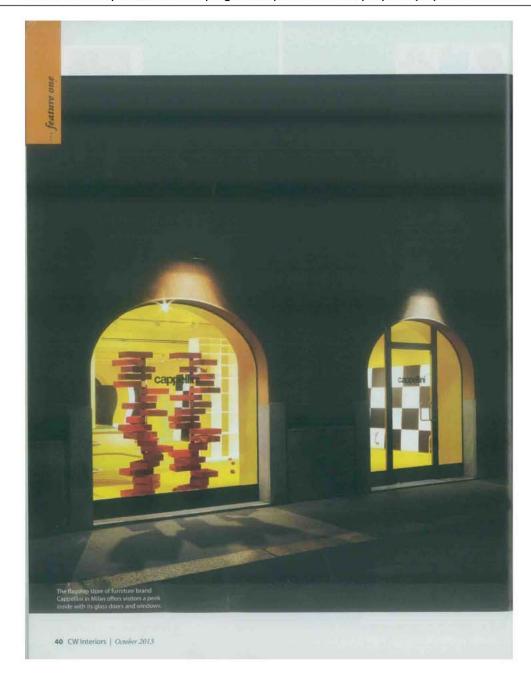
SPOTLIGHT ON DOORS AND Windows



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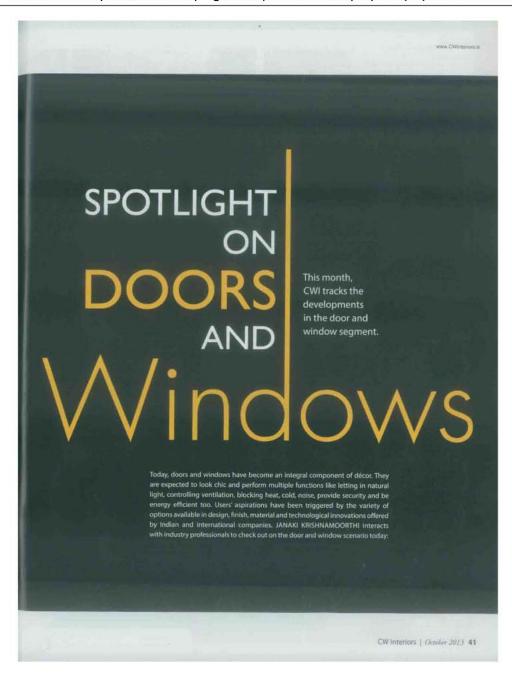


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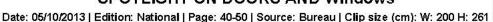


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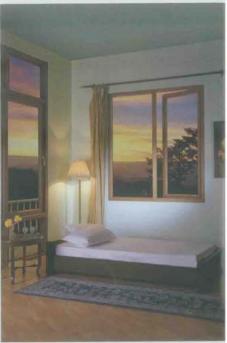
SPOTLIGHT ON DOORS AND Windows





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Going Green

Fenesta Building Systems (FBS) is one of India's largest providers of door and window solutions, having installed more than a million windows/doors in more than two lakh homes.

Alex Murphy, President, FBS, speaks on windows' role in décor and green buildings.

ls the industry moving towards energy-efficient products for windows?

Due to increasing inclination towards gre buildings, there is a clear shift towards UPVC windows. As ploneers of UPVC windows in India, Fenesta has been the leading supplier of green windows. Q What factors should be taken into consideration before arriving at a door/window solution for new and old buildings ?

Before arriving on a door/window solution, one must know the challenges that the area poses — like noise, pollution, weather conditions, apert from design requirements. In old buildings, assessment of the building and the space which requires new windows/ doors is critical. All existing problems that may affect the new window/door solution must be rectified first before new solutions Q What are Fenesta's innovative products on offer?

Fenesta recently launched the villa windows. an India-specific solution. These windows integrate the traditional Indian window design of grill and mesh with UPVC. Fenesta's other innovative products include special windows for heavy torrental rains, where a clip-on rain track fitted to the windows acts like a dam and prevents rainwater from seeping inside; windows with a special hurricane bar that imparts additional strength to withstand high wind speeds in high rises, special UPVC blend to withstand strong UV radiations.

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Residential Reality

Instawall Aluminium, authorised franchisee for Eternia aluminium windows, also offers a wide range of doors and allied accessories. Sachin Shetty, Marketing Manager, Instawall, talks about residential buyers' perceptions.

What changes have taken place in buyers' perception with regard to windows for homes?

Buyers have become very selective. Today, they can choose from window options like sliding, casement, folding, tilt and turn and so on. Percaptions differ between regions — for instance, residents in South India prefer small windows while large windows are a rage in Mumbal and adjoining areas.

Q What products are offered by Instawall in this segment?

We offer Eternia aluminium windows with Italian design, made from Hindalco quality

aluminium which ensures high strength and durability. We also have doors and related hardware/accessories and provide customised solutions too.

Q Apart from the aesthetics, what other features and materials are in demand?

Noise control and maintenance-free solutions are the other demands. Aluminium is the most preferred material as it is designed to suit all climatic conditions.

> instawall's large span window solutions for a residential project ensure occupants stay closer to nature.



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