



PRESS PACK



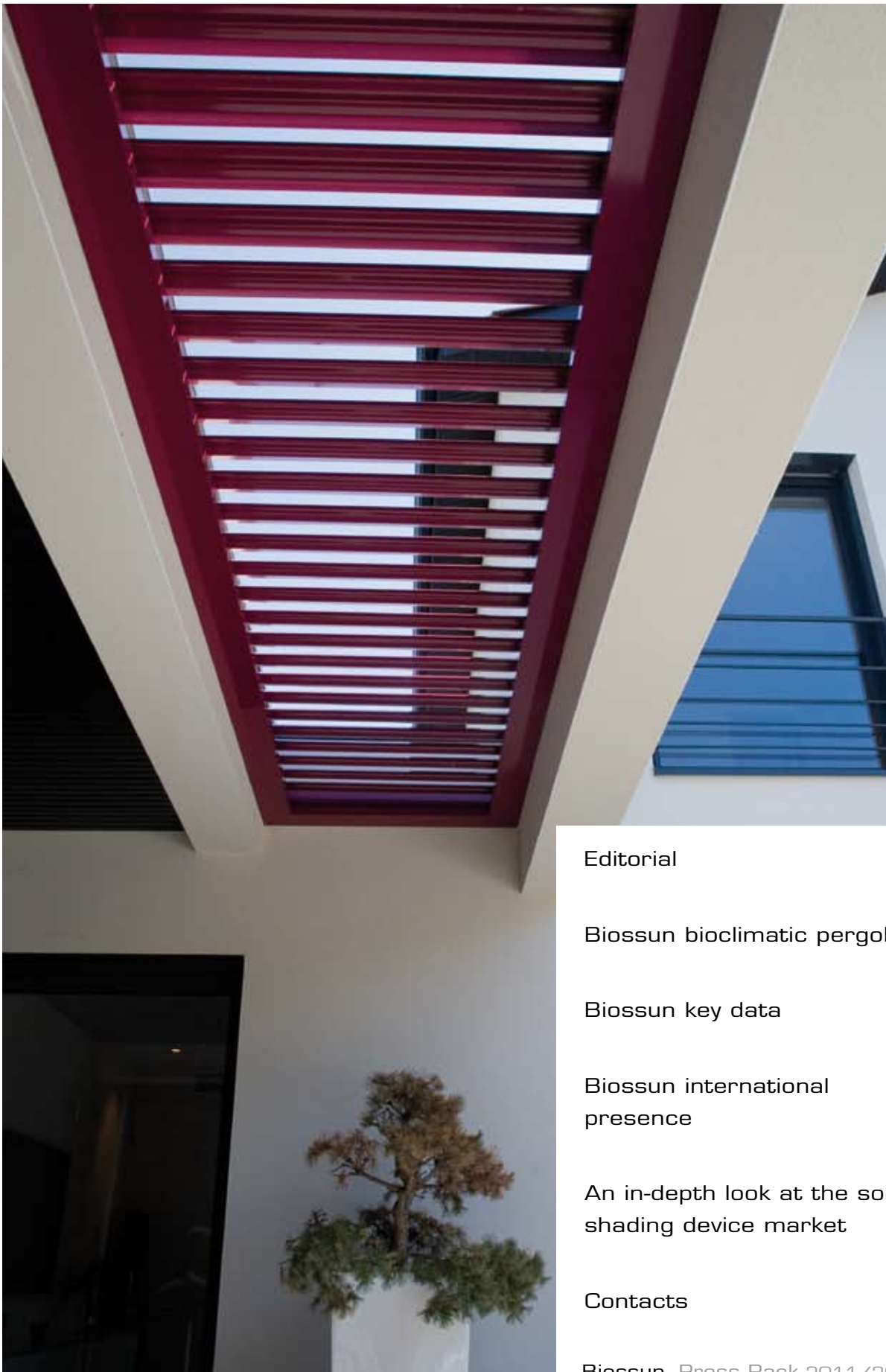
2011/2012

P E R G O L A S  
B I O C L I M A T I Q U E S



Creator of outdoor comfort

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Biossun Press Pack 2011/2012



## FRÉDÉRIC FORETTI



Biossun's Chief Executive Officer

"Biossun's first three years in business have been highly satisfactory. With the increase in homeowners' interest in home improvements, we have seen significant demand for our products come from private customers. Based on fundamental bioclimatic principles and using materials which are harmful neither to the environment nor to people, the design of our pergolas provides a perfect response to current problems relating to the environment.

Trade customers, who offer Cafés, Hotels and Restaurants the ability to eliminate seasonal bias in terrace usage, thereby increasing turnover, also make up a significant portion of our customer base.

We wish to pursue our growth whilst retaining our positioning as an eco-citizen. In this regard, our intention is to work in the local economy with qualified professionals who have a track record in their region and who care about developing their business locally.

And while innovation and being environmentally friendly area at the heart of our concerns, the outstanding quality of our products is also our watchword.

Our goal is to continue expanding in France and internationally. We have, moreover, just opened our first foreign subsidiary, Biossun Switzerland, and set up distribution agreements in Belgium, the Netherlands, Luxembourg, and shortly in Italy."

# Biossun bioclimatic pergolas

## COMFORT, AESTHETIC DESIGN.

A perfect intermediate solution between a conservatory and an exterior awning, Biossun bioclimatic pergolas with their patented design provide unique additional living space combining technology, comfort and respect for the environment.

**Bioclimatic pergolas use the concept of adjustable solar shading.**

Made of aluminium, electrically-powered adjustable louvres enable the temperature on the terrace to be controlled naturally at any time of year, giving protection from the sun, the wind and bad weather, thanks in particular to the ability to rotate 176° into three different positions:

- maximum opening
- opened so as to block out the sun
- totally closed.

They are electronically controlled and it is also possible to adjust the solar shading automatically according to weather conditions using rain and wind sensors.

Biossun pergolas' highly modular designs suit all styles of building and different climates in order to satisfy all kinds of different needs and expectations.

This is why Biossun products are targeted both at private customers wishing to take advantage of additional living space and at



business customers, particularly in the hotel and restaurant trade, who wish to equip their outdoor space and increase the size of their premises.

**Each design is made to order.**

From the standard model to made-to-measure designs, Biossun can provide a solution for any project. For example, nearly 400 colours and finishes can be provided for the standard version, certified under the QUALICOAT<sup>1</sup>, QUALIDECO and QUALIMARINE standards.

<sup>1</sup> - The "QUALICOAT" label is awarded by the French Association for the Development of Anodised or Painted aluminium (ADAL, Association pour le Développement de l'aluminium Anodisé ou Laqué). It certifies the quality of the paint finish of the aluminium profiles and guarantees that they will last for 10 years (or longer). The QUALIDECO (decorative paint finishes) and QUALIMARINE (durability of paint finishes in a corrosive environment) labels are also awarded by ADAL.

# Biossun bioclimatic pergolas

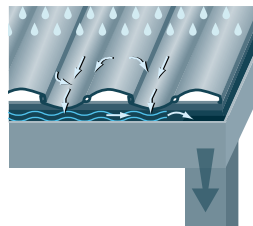
## ... AND ECOLOGY



### Respect for the environment is at the heart of our product range

Thanks to a vast range of colours and textured effects (gloss, frosted matte, sand grain finish, fine-grained, wood hues...) on offer, bioclimatic pergolas can be coordinated with the surrounding area, regardless of architecture or environment.

Made of materials that are 98% recyclable and ensuring natural ventilation thereby avoiding any greenhouse effect, bioclimatic pergolas are perfectly consistent with current consumer trends aimed at limiting the environmental impact as much as possible (HEQ, LCB,...).



### The other advantage of Biossun pergolas?

A rainwater collection system built into the structure.

Thanks to the louvers being curved in an "S" shape and water running off via gutter beams and pillars, Biossun pergolas also represent the ideal solution for collecting rainwater totally unobtrusively.

Biossun was founded in January 2009 by **Frédéric Foretti** (Chief Executive Officer), **Alexandre Byszanski** (Technical Director) and **Jean-Paul Sibellas** (Finance) in Caluire et Cuire (69, Rhône-Alpes region) where its headquarters are located.

## THE BIOCLIMATIC PERGOLA EXPERTS

Through a dealer network, Biossun can provide production and installation of bioclimatic pergolas that guarantee protection, aesthetic design and comfort for terraces, patios, conservatories, balconies, outdoor kitchens,...

### A unique concept whose success is growing

While the awning market is currently shrinking, we can see that the market for pergolas, and more specifically for adjustable solar shading, is clearly growing. Bioclimatic pergolas, which came onto the market only recently, have achieved rapid success and seem a perfect fit with current consumer demands.

#### Frédéric Foretti, Biossun's Chief Executive Officer, explains:

*"When we founded Biossun, there weren't really any products on the market other than exterior awnings and conservatories. That's why we chose to offer an alternative to these two external facilities while at the same time responding to new consumer expectations. On top of comfort and simply protecting from the sun, aesthetic design has definitely become a major factor for consumers who are attributing ever greater importance to equipping areas outdoors.*

*Our pergolas are positioned as top-of-the-range products which combine comfort, aesthetic design and an ecological approach: three essential criteria for purchasers whether they are private or business customers."*

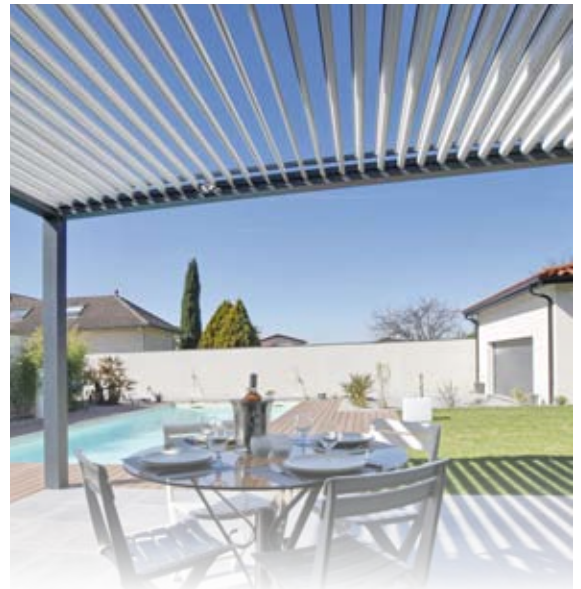


Photo courtesy of Christian Pedrotti

### Biossun in figures

**3** years old

**45** dealers

**60** sales outlets in France and overseas departments and territories

**6** countries covered

**4** years' research and development to develop Biossun pergolas

**2,000** bioclimatic pergolas installed to date

Forecast turnover 2012:  
**EUR7,500,000**

## An industrial project both proven...

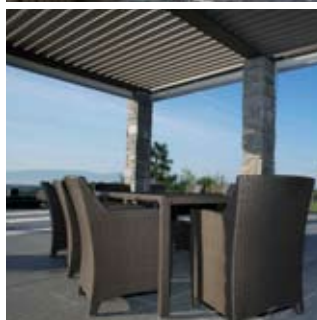
In order to guarantee high-quality products, Biossun relies on proven industrial expertise which has enabled it to manufacture its adjustable solar shading, thereby taking complete control of all stages from marketing to installation of this type of solution.

Its very close partnership with one of the world's leading aluminium suppliers, a pioneer in the field of renewable energy, present in over 40 countries, with guaranteed expertise in the development and finishing of sustainable materials, enables us to provide a highly effective response to customers looking for innovative solutions.

## ... and well-organised

Biossun works with its partner dealers in developing their business and has set up a Domestic and Export Network department, thereby enabling support based on technical expertise as well as on sales support tools (3D graphics, visuals, dedicated brochures,...).

Biossun's technical design department proposes new solutions to the dealer Network in anticipation of future technical requests, with the goal of always ensuring outstanding quality.



### Key points:

A proven technical project.

Best-in-class industrial partners.

Manufactured and patented in France.

Active Research and Development.

Sustainable, ecological materials.

# Biossun

## international presence

### STRONG GROWTH OUTLOOK

Based on its success in France, Biossun is expanding internationally. The first step was taken in March 2010 by setting up its first foreign subsidiary: Biossun Switzerland. In parallel, Biossun has signed distribution agreements for Belgium, the Netherlands, Luxembourg, and shortly in Italy. This strategy of being present locally is a perfect illustration of the desire to be "local" which is dear to Biossun: to be close to its customers in order to always guarantee the highest possible quality of products and services.

### 3 questions for Michel Dos Santos, Chief Executive of Biossun Switzerland

***Why did Biossun decide to open its first subsidiary in Switzerland?***

"The Swiss market represents an excellent growth opportunity for Biossun. The bioclimatic pergola is a product that is a perfect match for Swiss climate conditions with its temperate climate resulting in alternating rain, wind and sunshine which means making the most of the pergola's three functions."

***Which types of customers are you targeting?***

We have both private and business customers. Swiss architecture, unlike that in other European countries, attaches great importance to equipping outdoor spaces. The Swiss population lives outdoors a lot of the time and most dwellings have at least one balcony with a surface area of 18sq.m.

In parallel, our goal is to penetrate the hotel-restaurant market. Compared with products that already exist, such as traditional parasols or conservatories, bioclimatic pergolas, thanks to their aesthetic design, their durability and the ability to use them in all weather conditions, can be seen as equipment that is particularly well-suited to the needs of professionals in this sector."

***What are your objectives?***

"Biossun Switzerland currently consists of three people. Our priority consists in ensuring the development of the business and that the pergolas are referenced in sales outlets. In order to do this, we are counting in particular on taking part in trade fairs and business shows which represent a great way to attract potential customers and distributors.

In terms of turnover, our target is to achieve 1.3 million Swiss francs in turnover (around EUR1m); a target which is already looking promising in light of the enthusiasm shown just a few weeks after our arrival in this market."

# An in-depth look at the solar shading device market

## A PROMISING MARKET

Fixed in front of a building's bay windows, solar shading enables protection from the sun's rays while capturing natural light.

Based on growth in the outdoor equipment market, solar shading device sales are growing and the future outlook is excellent.

## Installing outdoor facilities is increasingly popular

For the last few years, French consumers have shown growing interest in home improvements. Another change: they now give ever greater importance to their gardens and terraces.

At a time when environmental concerns are increasingly at the fore, solar shading devices provide a perfect response to the need for sustainable construction.

They contribute to a building's energy performance in terms of thermal comfort in summer by limiting or even avoiding the need for air-conditioning.

Furthermore, solar shading devices offer significant aesthetic advantages thanks to being adaptable to any architectural style and offering a wide variety of shapes and materials.

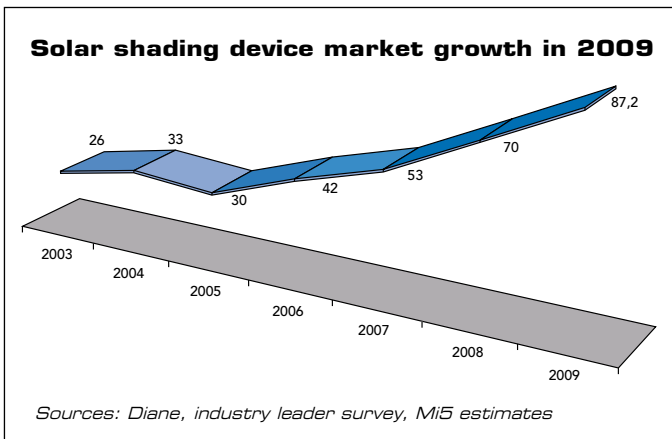
Thanks in particular to being highly durable and recyclable (98%), aluminium is viewed as the most widely-used material for constructing on solar shading devices, far ahead of wood or steel.



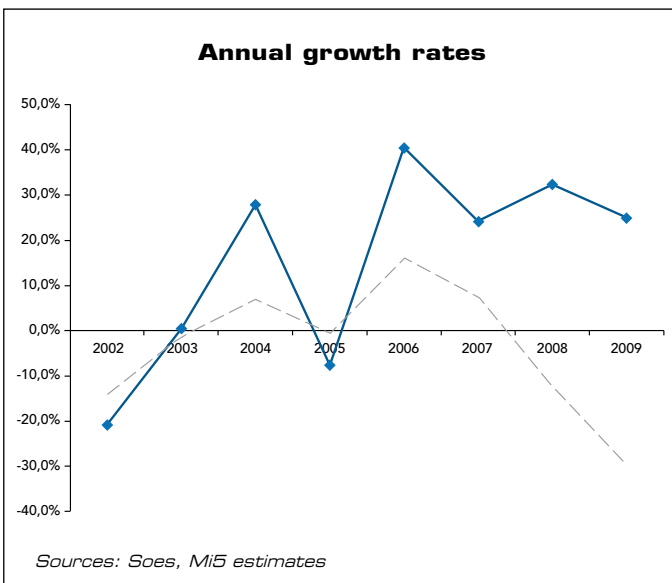
# An in-depth look at the solar shading device market

## Continuous growth

With average annual growth in France of 23% from 2003 to 2009, use of solar shading solutions for new buildings or renovation projects is seeing strong growth.



Based on ex-works pricing, (before installation), the solar shading device market is worth **EUR87 million in 2009** and has **tripled since 2003**.



Solar shading device market growth is driven by that of the main target markets (new commercial buildings) but also has a momentum of its own which, despite the building sector being in the doldrums, continues to be positive.

## Key figures

**3 people out of 4**  
in France  
have a garden or a terrace.

**For 1 person in 2**  
in France

the garden is one of two areas that add  
the greatest value to their home.

**More than 2 in 5 people**  
in France

turn to garden and landscaping  
professionals first and foremost when  
it comes to garden-related questions.

**1 person out of 4**  
in France

thinks that a lifestyle that respects the  
environment means mainly having greener  
surroundings and tree-planted cities.

**7 people out of 10**  
in France

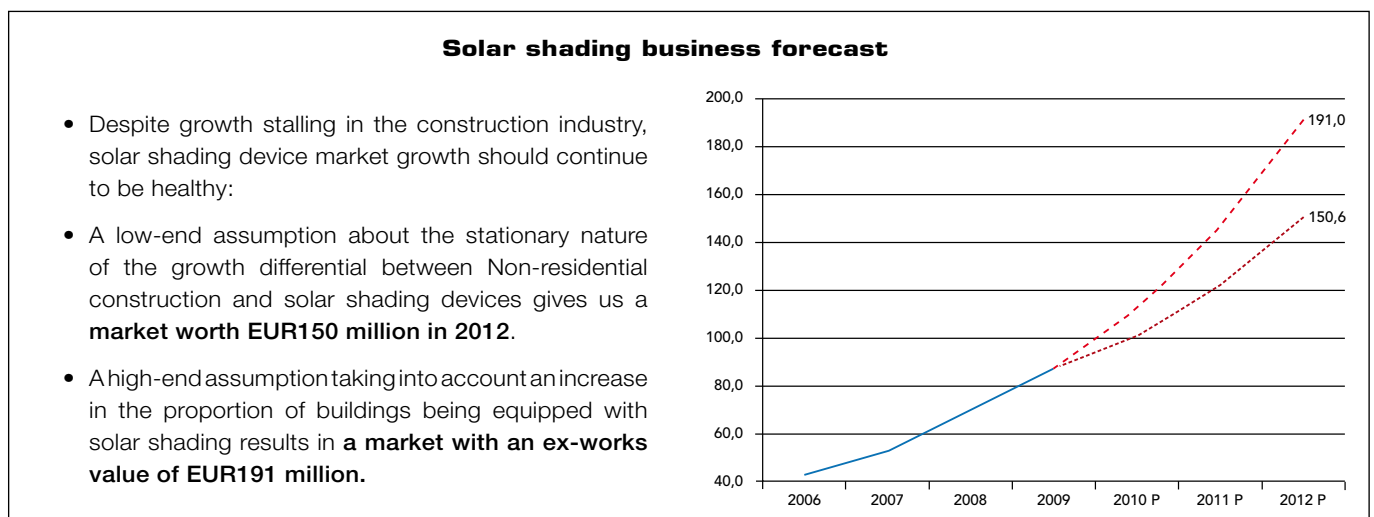
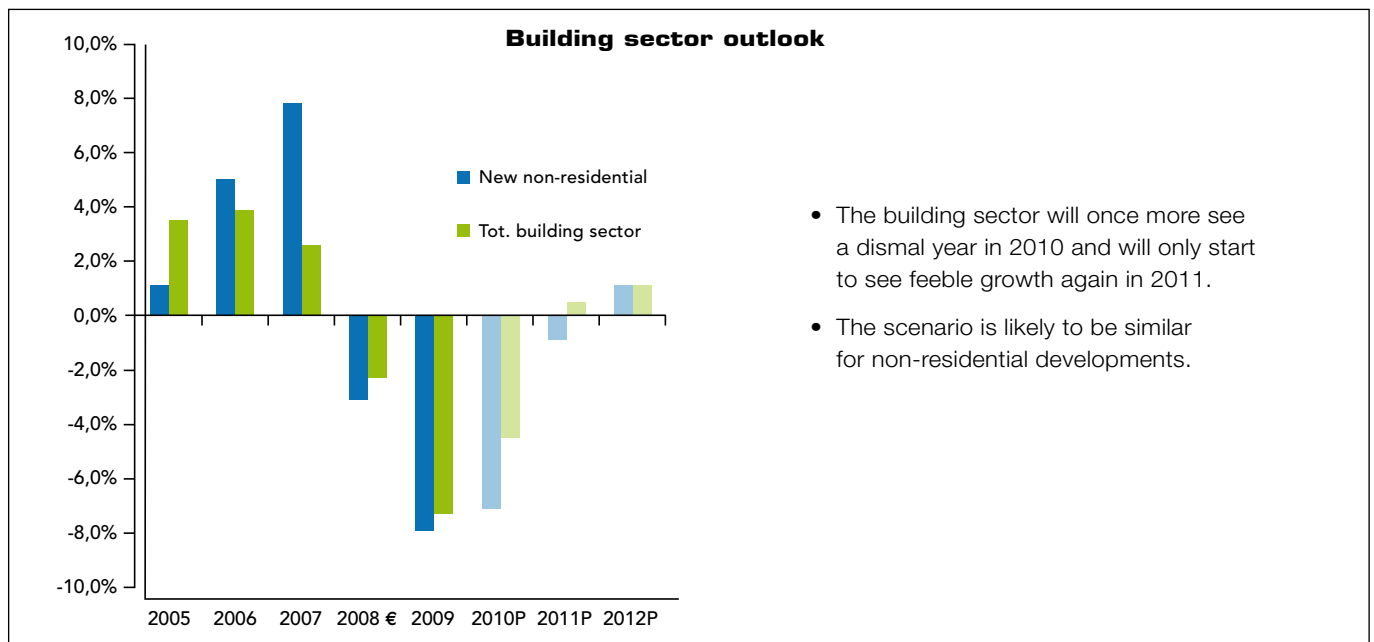
plan to spend their holidays  
in the countryside this summer...  
more than half of them in their garden.

Source: Unep-Ipsos survey, "Terraces and gardens:  
French people's new values 2009".

# An in-depth look at the solar shading device market

## Strong growth outlook<sup>1</sup>

Despite the outlook for the building sector, solar shading device market growth is expected to increase in coming years.



**Another key growth factor:** 2012 insulation regulations which could encourage demand for solar shading, particularly in terms of solar shading devices.

<sup>1</sup> Mi5 Report: The French market for sun shades: the stakes and the outlook 2010-2012.

P E R G O L A S  
BIOCLIMATIQUES



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