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Saint-Gobain Performance Plastics
Unit 13, Ball Mill Top Business Park
Grimley, Worcestershire WR2 6LS
United Kingdom
Tel: +44 (0) 1905 640 400
E-mail: solargardukinfo@saint-gobain.com
www.solargard.co.uk

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Zulte, Belgium – 16th February, 2011 -- Solar Gard has today announced the appointment of Peter Staelens as regional manager of EMEA (Europe, Middle-East and Africa). Staelens will be responsible for expanding Solar Gard's installer and partner network to meet growing demand across Europe for the company's leading range of architectural and automotive window films. In particular he will be focused on gaining market awareness for the company's line of carbon negative architectural solar control window films.

He reports to Christophe Fremont, President and COO of Bekaert Specialty Films, LLC, the manufacturer of Solar Gard window films.

With more than 25 years' experience Staelens has worked on a vast array of environmental projects in the building and construction industry. He offers deep expertise on energy-saving practices for buildings, particularly around insulation and product life-cycle analysis. Prior to joining Solar Gard, Staelens was a director of the Door Service Business at KONE Belgium, a global leader in the elevator and escalator industry.

Staelens, fluent in six languages, holds a Degree in Architectural Engineering from Belgium's Leuven University and achieved a Masters in building physics from Chalmers University of Technology in Göteborg, Sweden.

Commenting on his appointment, Christophe Fremont said: "Peter brings a wealth of experience to the European Business Unit and the needs of its diverse markets and customers. Awareness around energy saving and sustainable building practices, particularly retrofit, continues to build in Europe and Peter has the experience and knowledge to ensure that Solar Gard and its partners will be at the forefront of this trend."

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