

## Guardian Glass to focus on innovations and the importance of building long term partnerships at glasstec 2024

**Bertrange, Luxembourg – September 19, 2024** – Guardian Glass will showcase a variety of customer service innovations at glasstec 2024 (Hall 10, stand A22). glasstec, the world's leading event for the glass industry, opens its doors in Düsseldorf, Germany, 22-25 October 2024.

At the forefront will be a range of new and updated digital tools designed to provide customers with easy access to detailed information on glass products and applications. These tools facilitate the complete glass selection process, from the early stages of a project to order placement.

### Key service innovations

Visitors to the stand can explore a range of new and updated digital tools and functionalities, including:

- A new project locator that allows projects that make use of Guardian Glass products to be located and viewed using Google Street View.
- A product selector tool to help navigate the Guardian Glass portfolio, select and compare products that meet the desired glass performance criteria and aesthetics.
- An updated product visualization tool to enable the preview and comparison of glass options in a realistic building environment. The building is designed with numerous angles to show color and consistency in various lighting conditions, as well as strategically positioned shadowing to demonstrate the impact on color.

In addition, visitors will have the opportunity to meet our Technical Services Team, who can support customers with technical questions and provide the information needed to make informed decisions. Our team will also demonstrate our new generative AI tool, which will help navigate the technical aspects of glass.

### Innovative product solutions

Visitors to the stand at glasstec can also explore a variety of innovative glass solutions and value-added products from Guardian Glass. These are suitable for a wide range of applications to help meet project challenges.

Guardian NEXA™ is the new lower carbon glass solution in Europe that helps reduce the embodied carbon of the built environment across a wide range of glazing applications. Guardian Glass offers a range of lower carbon products, including the lowest one in this range, Guardian NEXA 6, to help meet the evolving requirements.

Other products from across the globe on display:

- Guardian SunGuard™ SNX 70+, the triple silver coated glass launched in 2023 in North America. It provides the best light to solar gain ratio in the North America SunGuard range, while delivering a consistent neutral reflected color, even from an oblique angle.
- Guardian UltraMirror Mirage™, a new high-quality, durable mirror designed to withstand various external environmental conditions and help achieve extreme reflectivity for architectural façade applications.
- The Guardian SilverGuard™ advanced coated glass range for car sunroofs and windscreens.

Finally, Guardian Bird1st™, a range of bird-friendly glass solutions that help prevent birds from colliding with glass, will be presented in such a way to help understand the deterrent patterns' impact on the view for building occupants, together with some educational material on the behavior of birds and their interaction with glass.

### **Stewardship in everything we do**

At glasstec 2024, Guardian Glass will also take the opportunity to highlight some of the company's preferred partners that are helping the company achieve its vision of helping to improve lives by providing glass products and services people value more highly than their alternatives, while consuming fewer resources. Guardian Glass' commitment to Stewardship, and its environmental priorities, will be an important focus too, with updates on the actions the company has taken across the regions where it operates.

Guus Boekhoudt, Executive Vice President, Europe, Africa & Middle East, Asia Pacific and Latin America at Guardian Glass comments: "We have invested in building long-term, mutually beneficial partnerships for more than 40 years. Our core activity is making glass and serving customers in the most effective and efficient way, with a focus on building preferred partnerships. glasstec 2024 provides a unique opportunity for Guardian Glass to show how partnerships are helping us achieve our vision."

Vince Westerhof, Vice President North America Sales at Guardian Glass: "glasstec is an ideal event for the international glass industry, as it helps bring us all together in one place, where we can exchange ideas and knowledge about industry trends, and discuss opportunities with our customers and key industry stakeholders with a global perspective."

The Guardian Glass team at glasstec 2024 looks forward to meeting visitors and customers interested in how Guardian Glass solutions can benefit them. Whether it's expanding knowledge, highlighting product innovation, or exploring the path to Stewardship, Guardian Glass' presence at glasstec 2024 will encourage us all to See what's possible™.

### **About Guardian Glass**

Guardian Glass, a major business unit of Guardian Industries, is one of the world's largest manufacturers of float, coated and fabricated glass products. At its 24 float lines around the globe, Guardian Glass produces high performance glass for use in exterior (both commercial and residential) and interior architectural applications, as well as transportation and technical products. Guardian glass can be found in homes, offices, cars and some of the world's most iconic architectural landmarks. The Guardian Glass Development & Technology continuously works to create new glass products and solutions using the most advanced technology to help customers see what's possible™. Visit [guardianglass.com](https://guardianglass.com).

### **About Guardian Industries**

Guardian Industries, a global company headquartered in Auburn Hills, Michigan, operates facilities throughout North and South America, Europe, Africa, the Middle East and Asia. Guardian companies employ 11,800 people and manufacture high-performance float glass; coated and fabricated glass products for architectural, residential, interior, transportation and technical glass applications; and high-quality chrome-plated and painted plastic components for the automotive and commercial truck industries. Guardian's vision is to be a preferred partner to our customers, suppliers, employees and communities based on a foundation of mutual benefit. This drives our relentless focus on improving people's lives by providing products and services they value more highly than their alternatives and doing so responsibly while consuming fewer resources. Guardian is a wholly owned subsidiary of Koch Industries, Inc. Visit [guardian.com](https://guardian.com).

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