

# ES-SO – A Strong Voice in Europe



Back in 2004 when ES-SO (The European Solar Shading Organisation) was formed the EU authorities had very little knowledge of our industry and the potential benefits we bring to energy efficiency and comfort in buildings.

Since then ES-SO has been actively promoting and justifying the benefits of solar shading to EU officials, MEPs and stakeholders. The fact that solar shading is recognised in the European Performance of Building Directive (EPBD) which is translated into Part L/Section 6 of the UK building Regulations is a testament to the work ES-SO has done.

More recently involvement in projects such as Keep Cool ([www.keep-cool.eu](http://www.keep-cool.eu)) and with the REHVA (Federation of European Heating, Ventilation and Air-conditioning Associations) Guidebook on Solar Shading shows that our industry not only has a positive contribution to make but is being increasingly recognised as well.

## ES-SO – Where Next?

### How can ES-SO benefit our business?

Legislation is always national, so action for national promotion and national regulations will

recognise shading if the EU directive does.

BBSA delegate Andrew Chalk comments: "Influence at EU level is essential. Our own Part L of the Building Regulations, and the equivalents in Scotland and Northern Ireland, now include solar shading because the EU directive does. In our view these do not go far enough and what we have to do at national level is take the arguments to our legislators to ensure that they interpret them correctly. The support of ES-SO is vital in these negotiations."

### ES-SO promotes contacts between members for better impact

Two working parties have been formed to help develop and more effectively communicate the work of ES-SO. Technical and Marketing working parties have been tasked to co-ordinate the work of member Associations and UK members will be represented on these groups. ES-SO delegate Dick de Leeuw of Mermet UK/Reflex Rol said: "There has been some

duplication of research effort in member states and it is clear that there is a significant cost saving if we pool our resources. The issues of energy and comfort are the same in all of our markets and our message will be stronger if we all speak with one voice. The marketing team will be pulling together this co-ordinated message".

Dick Dolmans, ES-SO Director General, summarises our basic message to the EU policy makers and those involved at a national level too.

- Solar shading reduces cooling load and therefore saves precious electricity
- Solar shading, if properly operated (preferably automated), can reduce heating load in winter, hence saving energy
- Solar shading, if smartly selected, can promote the use of free natural daylight, reduce the use of electricity for lighting – saving precious power.

## NEWS

The latest international, national and local items

### Collaboration between Sunway and Jeff Banks leads to beautiful new collection

Sunway Blinds is proud to announce the launch of a new range of blinds produced in collaboration with renowned fashion designer, Jeff Banks.

Since the days of Carnaby Street, Jeff Banks has been designing fashion for over four decades. As an international leader in British fashion, Jeff has designed beautiful collections for both clothing and home. "I have taken inspiration for this brand new, exciting and innovative collection from my latest ladies fashion line. Absorbing the styles, designs and colours on the catwalk, I have selected looks which will create the most inspirational range of interiors," says Jeff.

The range was launched at Decorex in London and includes five different blind styles; woven woods, metal and wood venetians, stunning patterned and plain roller blinds and the innovative multishade blinds. The collection is divided into 6 mini collections within one collection book:

- **Opulence (purple, silver and black)**
- **Nature Made (fresh green and yellow)**
- **African Ribbons (African designs with a modern twist)**
- **Riviera (turquoise and soft blue)**
- **Muse (fiery red & browns)**
- **Archive (warm grey & taupes)**

Each section has touch of glamour with silver/old gold accessories, sprayed woods and trims.

With Sunway's rich British heritage in producing exceptional made to measure window blinds, the Ports of Call DESIGN collection by Jeff Banks makes a wonderful additional to their extensive range.

For further information and to order a collection book call 0161 442 9500. There is also a website at [www.sunwayblinds.co.uk](http://www.sunwayblinds.co.uk).

