

Kindly tell our readers more about AIS VUE.

AIS VUE is a range of high-performance uPVC doors and windows. Each product is class apart with profile, glass and hardware from industry leaders. The comprehensive product offering is further complemented by an expert service proposition that offers consultation along with pre- and post-installation support. It is the perfect mix of style and safety, elegance and efficiency, form and function. AIS VUE provides door and window solutions in various sizes depending upon the customer's design requirements. It offers various profile designs for different applications—Casement, Awning, Top Hung, Tilt and Turn, French and Sliding windows—to name a few. Apart from white, these uPVC profiles are available in wood finishes such as dark oak, golden oak and mahogany.

Can you explain in detail about the following ranges EcoVUE, SilentVUE, GuardVUE, SafeVUE and CustomVUE?

The complete range of AIS VUE uPVC door and window solutions includes EcoVUE, SilentVUE, GuardVUE, SafeVUE and CustomVUE. EcoVUE is engineered using AIS' range of high-performance solar control and heat reflective glass products. The SilentVUE is a noise-reducing uPVC window. Engineered using AIS Acousticglas, SilentVUE reduces sound intrusion by up to 42 decibels, providing calm interiors. SafeVUE is made using AIS Stronglas. It minimizes the risk of injury in case of breakage; the glass shatters into minute carbon granules instead of sharp shards. GuardVUE made of AIS Securityglas and AIS Securityplus has specialized layers that make it intrusion-resistant. CustomVUE is a fully-customizable VUE product that satisfies multiple requirements.



STUNNING VUE OPTIONS

VIKRAM KHANNA, COO-CONSUMER GLASS, CMO, ASAHI INDIA GLASS LIMITED, SPEAKS ABOUT THE COMPANY'S NEWLY LAUNCHED AIS VUE PRODUCT RANGE.

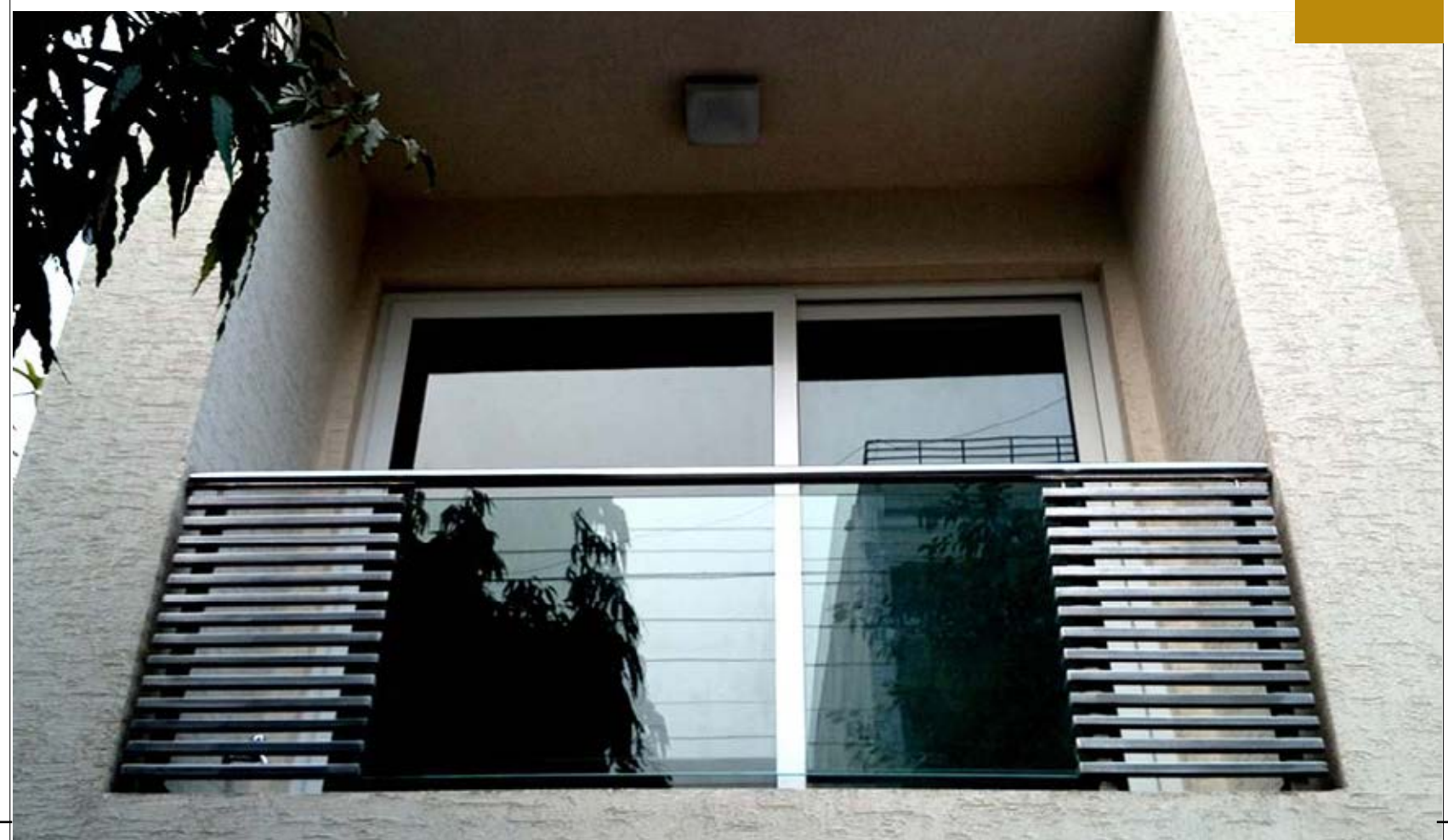
Co-ordination: Trisha Mahajan Photographs: Courtesy The Brand



Vikram Khanna
COO-Consumer Glass,
CMO, Asahi India
Glass Limited

Asahi India Glass Limited (AIS) is a trusted name in the market, could you tell us more about the company?

A 72 per cent market share in the car glass segment may lead one to believe that AIS is an automotive glass specialist. While it is, AIS is also the country's leading integrated glass solutions company with expert offerings spanning the entire spectrum of applications from architectural, energy conservation and solar glass to value-added products backed by a robust manufacturing and service module. AIS forayed into the uPVC doors and windows segment in 2011. The fact that the Indian market was rapidly moving towards uPVC windows presented AIS with a unique opportunity to add this to its already vast portfolio of glass products. The uPVC door and window solutions offered by AIS are under the brand name AIS VUE.





Which are the different areas of applications for the product?

These uPVC doors and windows can be used in residential as well as commercial spaces. A versatile range of window profiles—casement, bay, tilt and turn, sliding, slide and lift—are available to meet different requirements. For smaller spaces, large door-sized windows are apt. Sliding and folding doors offer maximum space utilization and look chic as well. These are suitable for balconies, courtyards, partitions between living, dining and bar areas, conference rooms and showroom fronts.

What kind of functional advantages does AIS VUE offer its customers?

With AIS VUE, people can now make their spaces look aesthetically pleasing with customized designs to match the decor style of their home while also being energy-efficient. At AIS, we know glass and the needs of the Indian consumers and thus, customize solutions to meet their functional needs be it energy-saving, privacy, safety, security, aesthetics or acoustics.

What are the advantages of using uPVC doors and windows?

Compared to traditional materials like aluminum and wood, uPVC or unplasticised PVC offers superior benefits and allows greater design flexibility. Being a polymer, uPVC is resistant to wind, fire and water. It is easy-to-maintain, prevents leakages, thermal insulation and zero environmental impact as they are lead-free. Galvanized reinforcements enhance the strength of the profiles. Unlike aluminum and wooden windows, uPVC windows are resistant to corrosion, rust and termite infestations.

Do you customize products as per the customer's needs?

Yes, we customize products depending on the customer's requirements. Our technical team understands the customer's needs and suggests the best solution. The size, colour, designs/shape, hardware and locking systems of AIS VUE are customizable. The comprehensive product offering is further complemented by an expert service proposition that offers consultation along with pre- and post-installation support.

What, according to you, would be the USP of your products?

Our USP is our expertise in glass. Ninety per cent of doors and windows have glass and AIS has a vast product portfolio to meet the varied functional needs of customers. Apart from the unmatched glass portfolio, AIS VUE has partnerships with leading German uPVC profile extruders and hardware technology suppliers. AIS VUE delivers exceptional quality and comprehensive services from consulting to glass and frame selection and hassle-free installation. ■

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