

The WAREMA external venetian blind/roller shutter collection

Elegant. Functional. Focused.

Der SonnenLicht Manager



The compact all-rounder

The new collection at a glance

Tracking the trends

Create emphasis with colours and finishes

Two becomes one

Bringing external venetian blinds and roller shutters in perfect harmony

Clever choice of colours

The right colour shade for sustainable energy savings



Feel-good climate with sun shading system

Nowadays, a modern sun shading system meets a diverse range of requirements. Innovative solutions can guarantee, for example, reliable heat protection in summer or effective heat insulation in winter – for an ever-pleasant feel good climate and sustainably enhanced energy efficiency.

WAREMA's current programme offers an optimum sun shading system to suit every requirement. Stylish, modern external venetian blinds are the ideal solution for shading even large window areas, creating an

exceptional design accent at the same time. Roller shutters, on the other hand, provide comfortable sun shade and visual privacy, while still allowing rooms to be dimmed out completely.

Our external venetian blinds and roller shutters can be perfectly combined to create a balanced facade design. A variety of designs, colours and equipment create harmony in appearance and function.

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During the development of our new external venetian blind/roller shutter collection, we surveyed our specialist retailer partners and architects, brought onboard a renowned trend research agency and analysed our customers' colour preferences from previous years. The result is a forward-looking, stylish collection that focuses on the essential – holistically conceived and perfectly suited to any field of application. Discover the potentials and get inspired. We wish you a great deal of enjoyment and successful business deals.

Frank Dahinten,
Head of Product Management Window Systems



Impetus for society

What drives us?

THE MIRROR IMAGE OF DESIGN

Design and aesthetics often reflect the issues that move a society. They highlight people's wants and needs through emotion. Nature and digitalisation are especially significant at the moment. People have become more aware of sustainability.

What's new is the conscious desire for authenticity and longevity – we want products to be honest and radiate openness. In contrast, the growing levels of networking and flexibility in our lives are reflected in a pure and clear design. Although smart, this is becoming increasingly approachable and as a result its effect is harmonising, reassuring and calming. The colours of the external venetian blinds and roller shutters combine these two aspects in a creative and future-oriented way.

COLOUR AND TREND RESEARCH – zukunftStil

"We take an analytical and creative approach as we look to the future. Colours are paramount in our work as colour consultants. They shape the appearance of a room, a product or a facade. Our mission is to systematically combine trend and colour to create custom colour and design concepts.

We have used these parameters to develop, together with WAREMA, the trends for the **external venetian blind/roller shutter collection** based on trend research."



Livia Baum & Jutta Werner – zukunftStil

"NATURE AND SMART
TECHNOLOGY ARE
THE PARADIGMS OF
INNOVATIVE DESIGN."

1

TRADITION / CULTURE

Longevity / Sense of Tradition / Origin

Nature / People & Authenticity



NATURE AS A PARADIGM

Sustainability / Health / Mindfulness

FLEXIBILITY

Mobility / Smart materials / Individualisation

Digitalisation / Smart & Individual



NETWORKING

People & Technology / Connectivity / New Work

2

1

Nature, People & Authenticity

THE WONDER OF NATURE

Engaging with nature and never-ending issues such as tradition and regionality are more important than ever in this fast-changing time. This is becoming apparent in the heightened interest in old artisanry techniques or the megatrend of health and sustainability. The focus is on the person, the design helps them find peace and stability – a new kind of sensory perfection emerges. Cool finishes that radiate a gentle, delicate elegance are the ideal solution. Old and new aesthetics fuse with one another to create an intelligent authenticity.

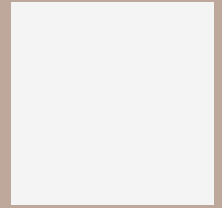
On the facade, rough plaster meets jet black nuances and traditional clinker brick blends with smart silver metals. Matt surfaces speak quality and their warm silver tones emanate respect and familiarity. The light, trendy colours and subtle bronze shades in the collection captivate through their natural touch, complementing natural materials to perfection.

"COMBINED WITH WARM FINISHES, LIGHT COLOURS AND SUBTLE BRONZE SHADES SYMBOLISE A CLOSENESS TO NATURE AND EMPHASISE THE IMPORTANCE FOR A FUTURE SHAPED BY CONSCIOUSNESS."





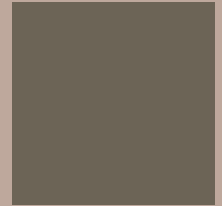
RAL 7035
Light grey



RAL 9016
Traffic white



RAL 7022
Umbra grey



W 8780
Light bronze



NATURAL EYE-CATCHER

The trend is for satin finishes that blend airiness with elegance. They discretely hold back and skilfully emphasise materials such as stone or lime plaster.



RAL 9006
White aluminium



RAL 9007
Grey aluminium



RAL 7016
Anthracite grey



DB 703
Anthracite iron mica effect

"DARK COLOUR SHADES
RADIATE A SECURE FEELING
AND CONVEY SAFETY."



Digitalisation, Individual & Smart

2

EXPERIENCE THE EASE OF SMART

Digitalisation is becoming an omnipresent part of our life, its increasing functionality making it easier to control many areas of our smart home. It networks us with other people and allows us to quickly share information. We are becoming more flexible and more global, and our buildings and interiors are adapting to this growing mobility. Optically, this is characterized by a mix of technology and simple design language,

though is taking on an increasing number of human traits. Consequently, we perceive the technology as approachable and transparent. It radiates a soothing aesthetic that harmonises metallic structures with subtle colours with black and grey nuances. Light grey has an especially relaxing effect and signals a new spaciousness and airiness, both inside and on the building.



MATT AND METALLIC

Matt and metallic finishes conjure up a fascination both indoors and outdoors. Matt colours especially appear innovative and timeless. The classy satin finish of metallic surfaces, with the multifaceted light reflections, convey a sense of quality and signal the need we have for longevity.



A collection for every field of application

Fresh ideas for shape and function

The new WAREMA collection for external venetian blinds and roller shutters lends itself to creating an optically perfect sun shading system matched to any facade – high-quality, elegant and uniquely functional.

Use our two highly compact presentation cases to visually and authentically present our new innovations to your customers. For external venetian blinds only or – thanks to a clever magnet connection – for the two collections together, depending on your requirement. The cases focus on a range of highly sought-after external venetian blinds and roller shutter profiles, in trendy matt colours or with smooth finishes for example.

With our new presentation cases, you always have the most important original samples and colour shades ready as you advise your customers. In the showroom, in the office or on the road.





Colours

The colour scheme of the new collection is divided into two categories. The eight "Selection" colours are identical for external venetian blinds and roller shutters and are available for all slats and profiles. All variants are assigned equally to price range 1. The "Choice" category offers another ten attractive colours for external venetian blinds, as well as eight additional colours for roller shutters – for even more individuality and choice for the facade design.

Finishes

All external venetian blind slats have a glossy finish as standard. Four of the eight "Selection" colours are also available with a matt finish for no surcharge. The roller shutter profiles, by contrast, have a matt finish as standard. If choosing a "Selection matt" colour, always check and confirm whether you also want the aluminium parts to be finished in matt (WAREMA Colour World). WAREMA standard is satin finish.

All benefits at a glance

- / Selection colours
 - 8 colours: external venetian blinds & roller shutter identical
 - All price ranges 1
 - Available for all slats/profiles
- / Selection matt
 - 4 additional colours
 - Matt surfaces for external venetian blind slats
- / Choice colours
 - Additional colours in the integrated colour chart
 - Colour swatches punched from the original strip
 - External venetian blinds & roller shutters differ
 - Individual price range
 - Individual slats / profiles available
- / Validity
 - from 01.04.2021
- / Case size (per case)
 - 24.5 cm x 32 cm x 10.7 cm

External venetian blind slats

Functional. Versatile. Modern.



Elegant design meets extreme functionality: external venetian blinds are designed for flexible light guidance, lighting up rooms with the amount of daylight you want. And they provide, depending on requirement, reliable protection against heat and glare as well as visual privacy – creating a pleasant feel-good climate and ensuring sustainable energy efficiency.

WAREMA offers an extensive programme of external venetian blind slats for every field of application.

The new Zetra slat (80 Z) excels with its straight lines and outstanding ability to dim-out – the ideal solution for residential buildings.

Beaded slats, such as the Classic 80 S, offer a perfect view out, high wind stability and flexibility.

And if there is a need to dim-out or reduce the incidence of light, in bedrooms or presentation rooms for example, sturdy dim-out slats like the new Zetra come into their own.

For small window areas, the slender flat slats are the optimum choice. Thanks to their low cover panel height, they require only a small amount of space.



Shutter profiles

Sturdy. Appealing. Safe.



The classic all-rounder in front of the window, roller shutters are not only designed to reliably black-out bedrooms. The robust, durable systems also ensure effective sun shading and noise protection, help save energy and provide added safety against intruders.

Matched to the field of application concerned, WAREMA offers a comprehensive range of high-grade roller shutter profiles.

The grooved aluminium profiles are provided with small light slits and are especially high-grade and sturdy. The weather-proof and durable variants are the ideal solution for dimming out large areas.

Following the latest trend, the profiles are available in a smooth, clean look with immediate effect – perfectly matched to the linear external venetian blind slat 80 Z.

A plastic version of the shutter profiles is also available. This design is recommended for smaller window areas.

NEW



A 37

NEW



A 37 smooth



A 44

NEW



A 44 smooth



A 53

NEW



A 53 smooth

Colours

Focused trend range

Selection

The eight modern colours in the "Selection" category are identical for external venetian blinds and roller shutters and are available for all slats and profiles in the collection. All variants are assigned equally to price range 1.



RAL 9006 White aluminium,
PR 1



RAL 9007 Grey aluminium,
PR 1



DB 703 Anthracite iron mica effect,
PR 1



RAL 7016 Anthracite grey,
PR 1



RAL 7022 Umbra grey,
PR 1



W 8780 Light bronze,
PR 1



RAL 7035 Light grey,
PR 1



RAL 9016 Traffic white,
PR 1

Highlight

Selection matt for external venetian blind slats

Matt is right on trend: For external venetian blind slats, the four "Selection" colours RAL 7016, 9006, 9007 and DB 703 are also available with matt surfaces for no surcharge. If choosing a "Selection matt" colour, always check and confirm whether you also want the aluminium parts to be finished in matt (WAREMA Colour World). WAREMA standard is satin finish.



RAL 9006 Matt white
aluminium, PR 1



RAL 9007 Matt grey
aluminium, PR 1



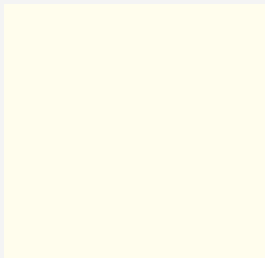
DB 703 Matt anthracite
iron mica effect, PR 1



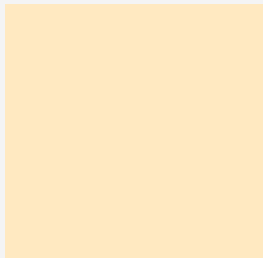
RAL 7016 Matt anthra-
cite grey, PR 1

Choice

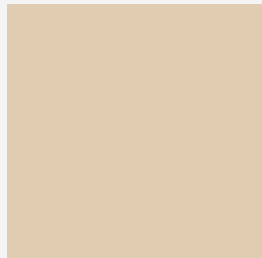
The "Choice" category offers another ten attractive colours for external venetian blinds, as well as eight additional colours for roller shutters. The entire range is included in an integrated colour chart in the presentation cases. The colour swatches are punched from the original strip. The price ranges and availabilities of the colours from the "Choice" category differ from colour to colour.



RAL 9010 Pure white,
PR 1



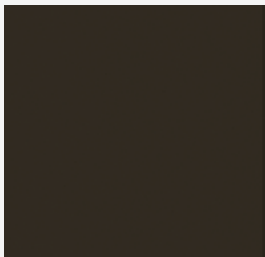
RAL 1015 Light ivory,
PR 1



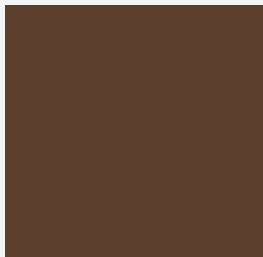
W 4800 Light beige,
PR 1



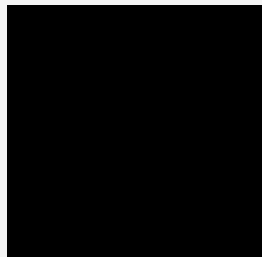
RAL 7038 Agate grey,
PR 1



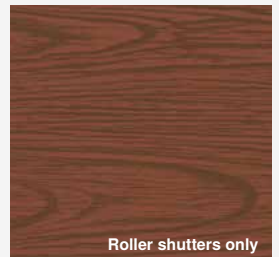
W 7329 Dark bronze,
PR 1



RAL 8014 Sepia
brown, PR 1



RAL 9005 Matt
Jet black, PR 1



W 8026 Wood, dark,
PR 2



W 8105 Wood, light,
PR 2



W 8800 Matt W-ELOX
Natural, PR 3



W 8802 Matt W-ELOX
Gold, PR 3



W 8803 Matt W-ELOX
Bronze, PR 3

Building physics and well-being

It's all down to the choice of colour

Which benefits do external venetian blinds and roller shutters offer in general?

External venetian blinds and roller shutters have numerous advantageous characteristics. While providing effective sun shading and heat protection during the summer, they keep thermal heat in the house to ensure sustainable energy savings in the winter. Depending on the requirement, both sun shading systems offer effective visual privacy and glare control, and also make for an attractive design element on the facade.



Which positive effects does the choice of colour have?

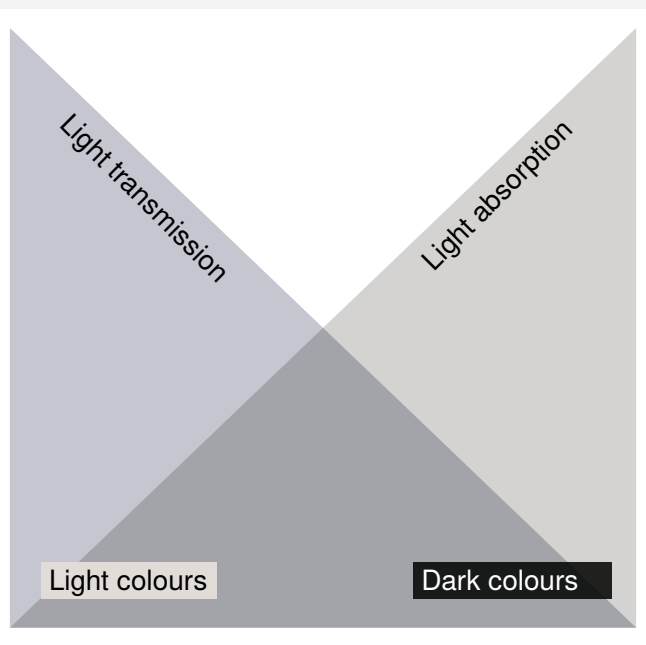
The choice of colour for the external venetian blind or roller shutter plays an important role, especially if we want a modern, attractive design. Outdoors, the right colour shade helps the sun shading system integrate harmoniously into the facade. The selected colour should be matched to the windows, wall colour and suit individual taste. Indoors, the colour choice has a big impact on the feeling in the room and so is essential to the user's feeling of well-being. Here: sun shading products in lighter colour shades are usually well suited to modern, white walls. Darker colours, on the other hand, appear more natural, especially at dusk, and are easier on the eye.



Light or dark colours – what role does building physics play when choosing the colour?

And let's not forget: the building physics. The thermal and visual comfort in a room can be influenced by the choice of colour. One factor is the light reflection or light absorption. In essence: dark colours absorb more light than lighter ones. With roller shutters, the room is illuminated through the light slits. In this case, therefore, the colour has no real influence on the incidence of daylight, but on the incidence of energy. Darker

colours let more energy into the inside of the room. With external venetian blinds, on the other hand, this effect is exactly the opposite. Darker colours – thanks to the ventilated slats and lower degree of reflection – allow less light and energy into the room than lighter colours.



Would you like to learn more about building physics and well-being for sun shading planning?

You can find the details here
www.warema.de/bauphysik



Sustainable commitment

Living responsibly



Reduction of the CO₂ footprint

Our sun shading products help save energy and in doing so contribute to active climate protection. That is demonstrated by the “Product Carbon Footprint”, which the Würzburg-Schweinfurt University of Applied Sciences determined for our external venetian blind: The detailed CO₂ balance shows a saving of 8.5 tonnes in greenhouse gases over the life cycle of the external venetian blind. This is in contrast to just 150 kilograms of carbon dioxide that accumulate through production, use and disposal.

Certification to ÖKOPROFIT standard

WAREMA introduced a certified environmental management system in accordance with the strict ÖKOPROFIT criteria many years ago. This system is continuously reviewed and renewed. We attach great importance to fulfilling our self-imposed requirements and set out challenging new goals and measures time and time again. This allows us to conserve natural resources while reducing our operating costs at the same time. And last but not least, WAREMA is involved in the Bavarian Environmental and Climate Pact – a partner initiative for sustainability and environmental protection.



Balancing family and career

Balancing family and career presents a real challenge for many of our employees. WAREMA supports both parents and our employees with relatives in need of care. To also push the topic of family-friendly workplaces into view on a state level, we have been a member of the "Bavaria Family Pact" since 2015. Participating companies and the Bavarian state government have one common goal: to create a better quality of life for families in Bavaria as a location for the future.

Responsibility to the community

We at WAREMA view social responsibility and charitable commitment as critical factors for the community and for our company's continued existence. This is why we support various projects. We focus our commitment on sustainable measures – especially in regions surrounding our production facilities or distribution locations. For example, we have been supporting 'Lebenshilfe Marktheidenfeld e.V.' for many years.

Harmonic facade design.

With new slats and profiles from WAREMA

- Zetra: Linear and wind-stable external venetian blind slats for a high-grade appearance
- A 37: Smooth shutter profile for a clear appearance and optimum dim-out

Der SonnenLicht Manager





Order your
personalised samples at:

www.warema.de/zetra

Discover SunLight Management!

You can find out even more about solutions and product highlights from WAREMA in our other brochures. Simply download or request them at www.warema.com/leaflets.



HomeComfort
brochure



External venetian blind
highlights



Roller shutter
highlights



Control system
highlights



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