

InterActiv

Issue 6

The latest news on Pilkington **Activ™** self-cleaning glass

Welcome

Success is the theme of this edition of InterActiv, with news of a variety of events and projects centred on Pilkington **Activ™** self-cleaning glass. A competition winner, a “perfect home” and the world’s largest building exhibition and an acclaimed series of architects’ seminars have all benefited from its use. And this issue, we’d also like to introduce you to a great new product – Pilkington **Activ™** Blue.

Read on – and remember, you could be reading about your success next time. Whether you’re a supplier, stockist, architect, builder or project manager, we want to hear about your experiences with Pilkington **Activ™** too, so why not email us now?

E-mail: interactiv@pilkington.com



PILKINGTON

The world’s first self-cleaning glass

Just what does make Pilkington **Activ™ so effective?**

It was the first self-cleaning glass to have a **dual-action** coating.

- The coating uses the UV in daylight to break down and loosen dirt
- It also makes rainwater sheet off the glass, washing the loosened dirt away
- Works continuously, even on cloudy days and during the night
- Reduces cleaning and maintenance costs, and gives windows a better appearance
- Can be combined with other Pilkington glass products to offer a wide range of additional benefits



Pilkington **Activ™** solves Building Centre’s leakage problem

Where better to demonstrate the practical benefits of Pilkington **Activ™** than in the building that houses the world’s largest permanent exhibition for the construction industry? The challenge presented by London’s prestigious Building Centre could hardly have been more appropriate – or the solution more successful.

The Building Centre occupies 2,500 sq.m. of exhibition space and receives over 100,000 visitors a year, hosting many important events and activities. It had a big problem, however – rainfall in its open central stone courtyard leaked through to the basement, causing damage to the stone, basement roof and exhibits below.

The solution was proposed by Glenn Upton, MD of Watford-based Europa Conservatories, on a visit to the Centre. He suggested a conservatory structure that would link several buildings within the Centre and cover the courtyard, incorporating a glazed roof with Pilkington **Activ™** glass as its outer leaf.

Commercial Director John Gibson was delighted with the results.

“Pilkington **Activ™** was one of the factors that tipped the balance in favour of building a conservatory,” he commented. “We were concerned that a roof would be inaccessible for cleaning, but Pilkington **Activ™** reduces that need. We now have an attractive and practical addition to the Building Centre that has provided an excellent all-round solution to our problem.”



London’s influential Building Centre



Pilkington Chief Executive, Stuart Chambers presents winning award

Pilkington **Activ**TM shines throughout AT seminar tour

Unique London building **WINS** 'Activ in Architecture' competition

The Brunswick Centre in Bloomsbury, London – a unique structure featuring hundreds of stepped winter gardens – has won the Activ in Architecture competition. The prize is a free upgrade to the building exterior with Pilkington **Activ**TM self-cleaning glass.

Sponsored by Pilkington **Activ**TM in association with RIBA Journal, Activ in Architecture sought to attract the most innovative projects for the world's most innovative glass, and found a worthy winner at the Brunswick Centre.

One of London's most recognisable and iconic buildings from the 1960s, it provides low-rise high-density housing, shops, offices, studios, cinema and car parking within a concrete and glass mega-structure comprising 314 individual winter gardens.

The competition was judged by a panel including Pilkington Chief Executive Stuart Chambers, and the winner was chosen for its extremely unusual design and the complexity of its glazing. Peter Sanders, project director with architects Levitt Bernstein Associates, explains some of the difficulties that were encountered:

"As the Centre is a grade II listed building, we had to maintain the original glazing design. Also, with 314 individual glass structures at heights of up to seven storeys, each with the sloping glass roof of another below it, cleaning is both dangerous and unproductive. Pilkington **Activ**TM self-cleaning glass gave us the perfect solution."



Guest and keynote speakers at the AT Seminars throughout the UK

Four major cities, four of the UK's leading architects and four fascinating presentations featured in a memorable series of seminars organised by Architecture Today and sponsored by Pilkington **Activ**TM.

Titled Clear Visions: Design and Maintenance of the Glazed Envelope, the events gave architects around the country a rare opportunity to meet some of the leading exponents of British architecture, and learn about their approaches to using glass.

At the Bristol Science and Learning Centre, double Sterling Prize winner Chris Wilkinson discussed the influences and inspirations behind projects such as the iconic Millennium Bridge at Gateshead, the Jubilee Line station at Stratford, and the seminar venue itself. Taking the stage at Birmingham's Millennium Point and Thinktank, Glen Howells gave his views on transparent and non-transparent structures, and the challenges of managing solar gain and heat loss.

Former Professor of Architecture at the Royal College of Art, John Miller addressed delegates under the glazed courtyard extension of Cambridge's Fitzwilliam Museum, and discussed his work on the National Galleries of Scotland in Edinburgh and the Tate Britain. Finally, at City University's School of Social Sciences in London, Alan Stanton spoke about the conceptual and aesthetic qualities of glass.

Great interest was also shown in the presentations by Pilkington scientists Tim McKittrick and Kevin Sanderson on the development and performance of Pilkington **Activ**TM. The Q&A sessions at every seminar clearly revealed audiences' fascination with self-cleaning glass, as Pilkington **Activ**TM becomes available for larger commercial applications.

The Natural choice for Natural light in model home

Ask most people their priorities when buying a house, and natural light is always near the top of the list. Lots of light of course means lots of glass, and many designers and builders balk at the cost and inconvenience of extra window cleaning.

Not so David Wilson Homes, however. The company was commissioned to build a special house in Sheffield as part of Project: LIFE, a unique sociological study into the way people live. One of the company's first decisions was to specify Pilkington **Activ**[™] self-cleaning glass.

The design used specialist software to calculate the Maximum Daylight factor, and the house features 20 windows with double-height glass elevation to flood the property with light. To achieve maximum daylight with minimum maintenance, over 75 panes of Pilkington **Activ**[™] glass were installed.

A local Sheffield family will "test drive" the home for 6 months and the results are expected to influence the future design and build of all David Wilson homes.



Pilkington **Activ**[™] as part of Project: LIFE

GP&T exhibition success for Pilkington team

Glass and its role within the built environment was top of the agenda at the second Glass Processing & Technology (GP&T) exhibition, with Pilkington **Activ**[™] as the principal sponsor of the Architects Forum.

The biennial event brings together key players in the UK-based fenestration industry, with over 120 exhibitors showcasing a variety of products and systems.

One of the main attractions was the Architects Forum, where keynote speakers from Pilkington gave informative talks relating to their specialist areas. Topics ranged from self-cleaning glass technology to fire safety in buildings, changes to the building regulations and the introduction of Window Energy Ratings.

ActivAnswers

Is it OK to use Pilkington **Activ**[™] to achieve other performance benefits?

Yes. Pilkington **Activ**[™] must be on surface 1, the external surface of an IGU. Once incorporated into an insulating glass unit, Pilkington **Activ**[™] can be used in combination with an extensive range of products offered by Pilkington to achieve the required benefits. For thermal insulation, Pilkington **Activ**[™] can be incorporated into IGUs with Pilkington **K Glass**[™] or Pilkington **Optitherm**[™] SN. If it is necessary to have another glass as the inner pane, then the dual coated Pilkington **Activ Optitherm**[™] SN can be used. For solar control, Pilkington **Activ**[™] Blue and the Pilkington **Activ Suncool**[™] products are available. The latter are dual coated products with Suncool on the reverse side to **Activ**. Pilkington **Activ Optilam**[™] Brown, a solar control laminate can also be used. Pilkington **Activ**[™] can be toughened or laminated for safety or security applications. For noise control, Pilkington **Activ**[™] can be combined with Pilkington **Optilam**[™] Phon. Pilkington **Activ**[™] can be laminated to Pilkington **Stippolyte**[™] for decoration. Finally, Pilkington **Activ**[™] can be combined with Pilkington's fire products such as Pilkington **Pyrostop**[™] or Pilkington **Pyrodux**[™].

How do we comply with Part L in units requiring Texture Glass for privacy and Pilkington **Activ**[™]?

By using Pilkington **Activ Stippolyte**[™] Laminated Glass as the outer pane of the IGU and Pilkington **K Glass**[™] as the inner pane. Details can be obtained from your local Pilkington branch.

Why is there a limit for the slope of roofs and **Activ**[™]?

Pilkington **Activ**[™] needs both sun and rain to work effectively. When the roof angle gets too low the rain does not wash the loosened dirt off as effectively. A good flow of water across the glass is beneficial. Pilkington **Activ**[™] still gives better results than ordinary glass with low angled roof applications but a minimum of 10° is recommended and 30° for best results.

InterActivity

Activ™ IN THE PRESS

Pilkington **Activ™** has had a strong presence in the consumer press in recent months. Since the beginning of the year over 22 million people have been able to read about Activ across lifestyle and interiors publications. A total of 37 branded pieces of coverage have appeared.

Recent activity has focused on positioning Pilkington **Activ™** as a conservatory must-have with BBC Good Homes, The Times Magazine, Country Homes & Interiors, 25 Beautiful Homes and Ireland's Homes, Interiors and Living all recommending the product to their readers.

In addition, FHM, Evening Standard Homes & Property and The Week have highlighted Pilkington **Activ™** as a great way to save time on tedious spring cleaning chores and money on costly window cleaning services.



NEW Pilkington Activ™ combined with Solar control – the ideal product for conservatory roofs.

Pilkington **Activ™** self-cleaning glass is now available in a blue body-tinted glass to form NEW Pilkington **Activ™** Blue.

The product can be toughened, stocked, processed and fabricated easily and quickly (unlike some off-line solar control products). The solar control/self-cleaning combination makes it excellent for conservatory roofs, other glass roofs and winter garden structures – this will be the main market for the product. Conservatory companies have demanded this product and been involved in the development process.

It has good light transmission and solar control performance. The product can be stocked and toughened like ordinary glass. It has no shelf life. The self cleaning coating is applied during manufacturing and is bonded to the surface of the glass. The coating will last for the life of the glass.

To see a sample, please call us on the number below.

Pilkington Activ™ Support Material

To help stockists and suppliers of Pilkington **Activ™**, a range of support material is available from the Pilkington Technical Call Centre. Simply call 01744 692000 to request any items you require:

Description	Reference number:
Advertising & Identity Kit including CD-ROM.....	542005
Advertising Guidelines (included in above Kit)	542021
Identity Guidelines (included in above Kit)	542022
A4 Commercial Brochure.....	542041
A5 Consumer Brochure	542045
Consumer Flyer (DL).....	542046
Pilkington Activ™ Brochure Dispenser	542012
Handling & Processing Guide For Processors	542008
Handling & Processing Guide For Window Manufacturers	542009
Pilkington Activ Suncool™/Optitherm™ SN Handling & Processing Guidelines.....	542047
Activ POS Logo Posters.....	542011
Activ POS Logo Window Sticker	542010
Activ POS Time Lapse Video on VHS	542027
Activ Technical Training Video on VHS	542037
"Pilkington Activ™ Available Here" Posters	542020
"Pilkington Activ™ Available Here" Window Sticker	542018
Pilkington Insulight Activ™ Brochure	542028
Pilkington Activ Optilam™ Brown Datasheet	542049
Pilkington Activ Stippolyte™ Datasheet	542050
Pilkington Activ™ Blue Datasheet.....	542052



New Pilkington **Activ™** Blue – the ideal solar control glass for conservatories



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