

Tomorrow's glass

The idea of programmable glass is not new. For a long time it was a just vision; advertising your company on the outside of your building, having the ability to change the image at will. Holograms were a great hope.

Now a new company G-Smatt Europe has changed the game with a glass product that appears to have no limitations.

The idea and the product come from South Korea. Launched in 2014 it has grown rapidly transforming buildings inside and out across the world

European vice president Orhan Ertughrul says: “I had never seen anything like this glass. When I first saw it I thought that it had fantastic potential. In the market it was going to be huge. I made a presentation to the board in Seoul, we opened a 13,000sq ft warehouse and here we are. By the end of 2017 turnover in the UK will reach \$90m. We will do even more next year.”

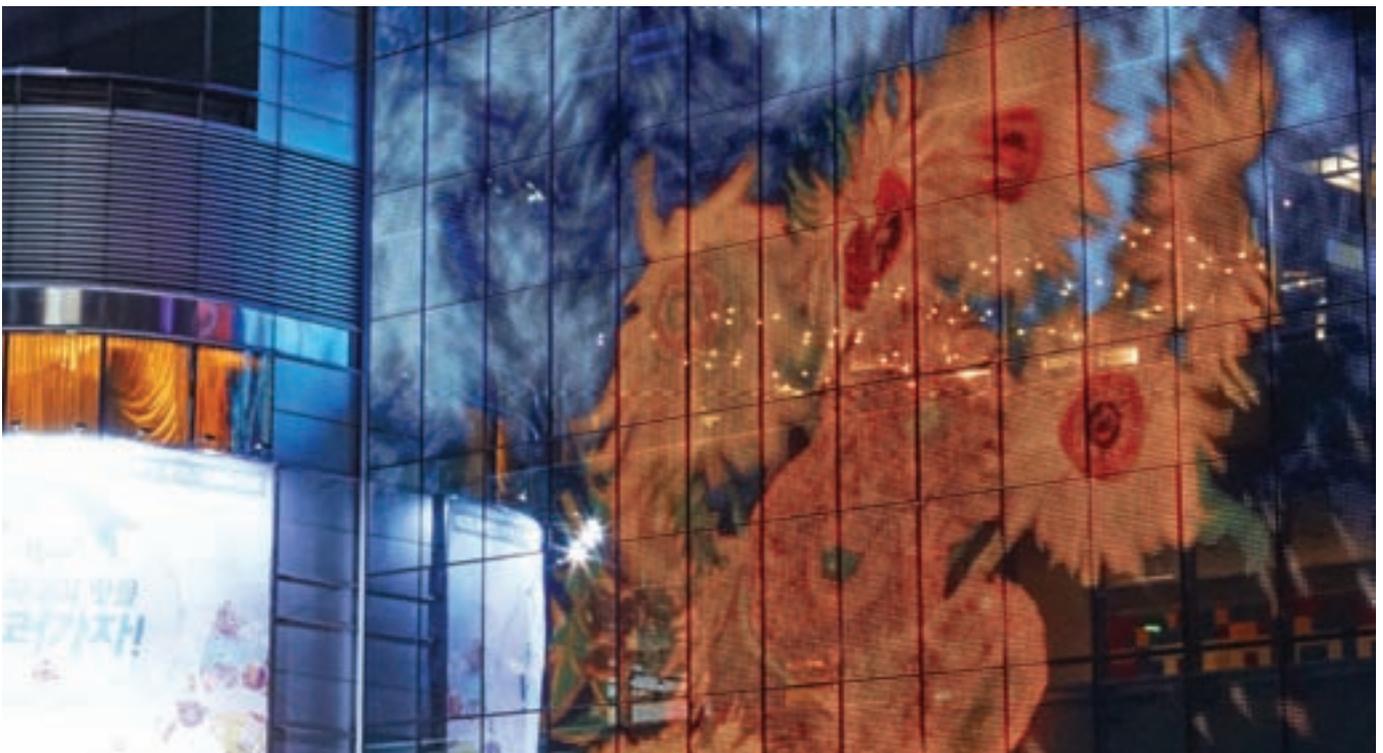
The company has three areas: Interiors, events and architecture. “We can transform a reception area, for example, show the latest products today and change it to something else tomorrow. As a stage background at events the possibilities are almost unlimited and our architectural grade will light up a building – and bear in mind we are not talking about static displays, things can move across the



Orhan Ertughrul

screen, change while you are watching. They can be linked to an activity taking place so, for instance an artwork can appear as it is being created. In fact you can reference on the outside whatever is happening on the inside. And with an app we can allow observers to interact with the display from a tablet.”

“Advertising is changing,” says Ertughrul. “Consumers





G-Smatt creates G-Tainers as pop-up buildings which could be anything from a retail outlet to a pub or restaurant. The company works with an engineering company to manufacture steel frameworks which are glazed with G-Smatt glass

are no longer influenced by static advertisements, they need to be drawn in. The social media platforms such as Facebook, Instagram, WhatsApp or YouTube are all dynamic, allowing instant contact with and reaction from potential customers.

“Cities are going to become dynamic. Advertisements on buildings will draw people into stores and once inside you can send offers to their smartphones. But what about someone entering a store and immediately seeing a display showing the products she might be interested in? And the display changes for the next customer and so on.”

Korean based G-Smatt has offices in five countries and an annual turnover of about \$125m. Its output in Seoul is 125,000m² a year with China producing a further 350,000m².

“For the past 20 years I have been involved with product as a manager and an owner,” says Orhan Ertughrul. G-Smatt glass is the kind of product you dream about. It doesn’t need selling, all you have to do is get it in front of customers and they will buy it.” □

www.g-smatteurope.com

Technical

G-Smatt glass starts with a sheet of float glass coated with fluorine tin oxide

A circuit is laser etched onto the surface

LEDs are then precision placed and glued to the surface.

Spacers keep the top layer of glass away from the LEDs

The glass is finished with a second piece of glass which, depending on the planned use, may be toughened.



And the winner is...

Integral blinds manufacturer Morley Glass & Glazing's managing director Ian Short has been crowned the winner in the Variety's Strictly Ballroom competition and raised more than £10,000 for the children's charity.

Short was one of 10 amateur dancers and their professional dance partners who trained for three months before competing in front of a star-studded judging panel, featuring the X Factor's Ray Quinn, choreographer Ian Banham and professional dancer Jemma Girling. The charity event, which was hosted by TV presenter Gethin Jones, raised a total of £39,500, which is enough to buy a new Sunshine Coach.

Ian Short said: "This has been a life changing experience; I've lost 4 stone in weight, stopped smoking, and helped to raise more than £10,000 for a fabulous cause. It's been completely humbling and I am so grateful to everyone who sponsored and supported me and my dance partner Olivia Choi from the North Leeds Dance Academy. We were absolutely thrilled to win both the judges' and audience trophies."

Variety provides practical, tangible help to children in the UK coping with sickness, disability or disadvantage. □

To sponsor Ian Short visit
www.justgiving.com/fundraising/ian-short5



Ian Short, managing director for Morley Glass & Glazing and his partner, Olivia Choi

Barrier Components has announced that its Sabco frameless balustrade system has passed the 3kN test. A company spokesperson says that this confirms its suitability for use in both commercial and residential installations.

Barrier-Sabco is a balustrade hardware system with a hi-tech, minimal finish, and, according to Barrier Components, offers a cost effective solution for frameless glass as it is designed to be simple to install and achieve BS EN 6180:2011.

A spokesperson says that Barrier, developed by Sadev of France, only requires 400mm fixing centres to achieve the 1.5kN performance which is reduced to 200mm for 3Kn. It allows for easy alignment of the glass during installation providing up to +/-15mm adjustment either way. The system includes removable covers (anodised to marine grade 20 microns) to allow the installation of the channel without risk of damaging the finish. The system can be supplied in either a base mount or side mount and in two finishes – natural anodised or stainless steel effect anodised. Both finishes are 20 microns thick so suitable for coastal or clean room applications. □



www.barrier-components.co.uk

Reviving an art form

Pilkington UK has launched two new patterns in its Pilkington Texture Glass range.

The new products, Pilkington Cassini and Pilkington Tribal, add to the manufacturer's existing texture glass range, which helps homeowners maintain privacy and security while adding style to windows and doors, partitions, dividers, splash-backs and cupboards.

Pilkington Cassini features fine line detail that offers a multi-layered effect, resulting in a modern design influenced by the mosaics of Barcelona.

In contrast, Pilkington Tribal has a hand-drawn finish inspired by Aztec patterns. To achieve this look, Pilkington used traditional hand-engraving methods when creating the roller that is used to pattern the glass, to produce a modern patterned glass that's steeped in history.

Ian Bateson, specialist in hand-etching, says: "Hand-etching is a dying art in this country, with so many patterns these days relying on computer design. I've been helping create textured glass with Pilkington for over 40 years and I'm proud that this traditional, hand-drawn method is still making its way into the manufacture of new products."

Leo Pyrah, texture glass product manager at Pilkington, says: "Working with leading trend forecasters, we've created two new contemporary and stylish patterns that complement our existing range."

"The new products will help to capture demand from homeowners who are increasingly looking for ways to create more privacy while still maintaining a pleasing aesthetic and functionality for home interiors."

Pilkington Texture Glass offers 21 different designs ranging from traditional to contemporary, allowing maximum light in while maintaining a chosen level of privacy or obscuration. □

Watch how the Pilkington Tribal pattern was made here:
www.youtube.com/watch?v=6BQx7QSv2wk



"This traditional, hand-drawn method is still making its way into the manufacture of new products"

