ALEX MURPHY

WITH FENESTRATION INSIGHT

Winner of a CBI Young Businessman of the year 1991 and a Member of Corporate Management Board of DCM Shriram Consolidated Ltd .Alex Murphy Business Head of Fenesta, India's largest UPVc window manufacturer, in his interview with fenestration Insight spoke about his venture with Fenesta and about UPVc's cutting edge in the fenestration Industry.

Mr. Murphy has an experience of about 30 years in the Windows industry. Before joining Fenesta he was with the YWC Group in UK as the Business Head. He helped build the Company to be the 3rd largest window / door supplier in UK and the 6th largest fabricator. He is a Member of Corporate Management Board of DSCL. He is very excited about being in India, He feels that India is a potential market for UPVC and in the next 3-4 years it will grow tremendously.

When asked, How do you feel UPVc overpowers all the other materials used in doors and windows? He said , Aluminum windows (being metal) conduct heat energy. Though, wooden windows conserve more energy than aluminum windows, their poor sealing and imperfect installation lead to lot of energy loss. UPVC windows do not conduct heat and their excellent sealing with multiple point locks and fusion welded joints help conserve energy. Moreover, wooden windows use tropical hardwoods and aluminum frames use large amounts of energy in production which makes them ecologically unsound. UPVC windows use less energy at the time of production and are 100% recyclable. UPVC windows save up to 30% energy as they are poor conductors of heat. They have excellent sealing with multiple point locks, double or even triple glazing and fusion welded joints that leave no gaps. Such superior insulation leads to reduction in energy bills as air-conditioning becomes more effective. Also UPVC does not require emitting materials like paints and coating.

The second question put was UPVc discolors! We can paint but isn't it that what we wanted to avoid -the need of painting that UPVC windows came in ? He answered to it saying, Many years ago yellowing UPVC was a problem but advancements in the material have pretty much eradicated that problem. That is of course if the material being used by the double glazing manufacturer is of a good standard and quality.Some of them made for Europe blends and Chinese may still be subject to discoloration and brittleness. UPVC profile manufacturers are much better nowadays and rest assured that here at Fenesta we only use the very best and actually the world's leading UPVC profile made by Fenesta. These days you just don't get problems of this nature.

The next question was , India experiences extreme climatic change , what latest products have been introduced by Fenesta ? to which he responded saying ,Fenesta has come up with various innovations to suit the climate and weather conditions in India like Tropical UPVC blend, strengthened with special additives, ensures that the windows retain their shape and luster over long periods. These windows are designed with ongoing color stability (avoid fading), additional strength and heat stabilizers, Sliding windows are equipped with a Rain Track, Sill and Gradient Slope to block rainwater. Rain track and gradient slope in sliding windows ensure that water coming at high speed flows out instead of coming indoors. Window sill can be fitted in casement windows ensuring that rain water flows away from the face of the buildings. Wind speeds in India, especially northern plains are very high, windows produced by Fenesta have broad sections reinforced with steel and further strengthened with a special Hurricane Bar ensuring strong performance, Noise Free windows are also produced by Fenesta in these the casement systems are double-sealed, steel-reinforced and have a multiple-point locking system. There are no gaps in the frame or between the wall and the window. Result: Noise, dust and pollution cannot find routes to enter your home. He then spoke about his views on Thermal resistance saying,Thermal resistance of doors and windows can be improved by use of higher quality UPVC material and better sealing and welding at the joints. Windows with lower U Value are more energy efficient and high quality glass with required coating should be used. The thermal efficiency is also affected by how the window is installed, the type of material and technology used to fabricate the window. For instance, Fenesta windows are double-sealed and fitted with multiple point locks and welded joints. The superior engineering ensures that there are no gaps and the heat stabilizers ensure that windows retain their shape and luster in high temperatures. During installation, silicon is filled around the perimeter of the window ensuring no leakage. Fenesta uses special additives for UPVC in India.

A message through Fenestration Insight.

The only message to people is that they should focus on the quality of a product rather than the prices because at the end of the day it is quality that matters.