

FOR IMMEDIATE RELEASE

## MagnaShade Rolls Out

**ExCeL Centre, London, 4 March 2014** – MechoSystems has rolled out a new product – MagnaShade.

The revolutionary, patented roller blind system is super-wide and motorised. It does the work of multiple roller blinds while eliminating light gaps and seams. But unlike conventional solutions, MagnaShade also features a small profile. Due to the unique cradle element, its innovative, modular design adds rigid support to the length of a roller blind without increasing its diameter.

### Key features

- Shading or blackout at widths up to 12m (40 ft.).
- Small, rounded profile of about 15cm (6 in.).
- No tube deflection.
- Flat roller blind material.
- Better support of the architectural design intent.
- Simplified installation.
- Standard wiring.
- Available with a variety of roller blind fabrics.

### Components

- Backplate.
- Roller blind.
- Roller blind cradle.
- Front and bottom fascias.

The backplate fastens to the ceiling or wall. Multiple attachment points across the span add support. The cradle then hooks top edge first onto the backplate and is lowered into place, taking screws along the bottom. Finally, the fascia conceals the cradle along the bottom and across the front.

This modularity reduces installation hassles and adds security. And by making an economical use of architectural space, it is accommodating of design intent.

MechoSystems' [MagnaShade](#) will be on display in ExCeL London this March at the 2014 Ecobuild Conference, Stand S550.

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