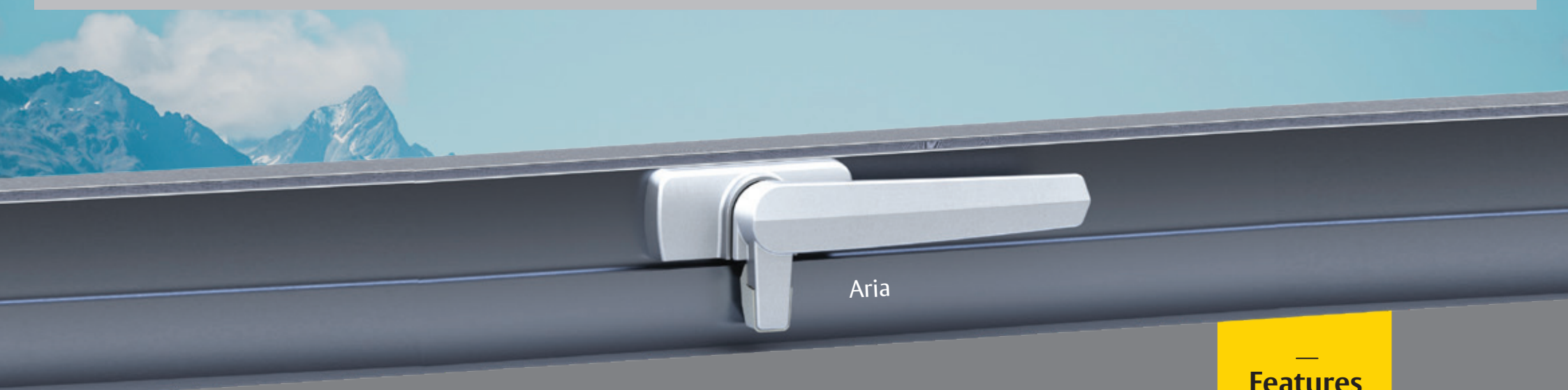


Introducing the Revolutionary Helix Seal™ Window Fastener

—Release April 1

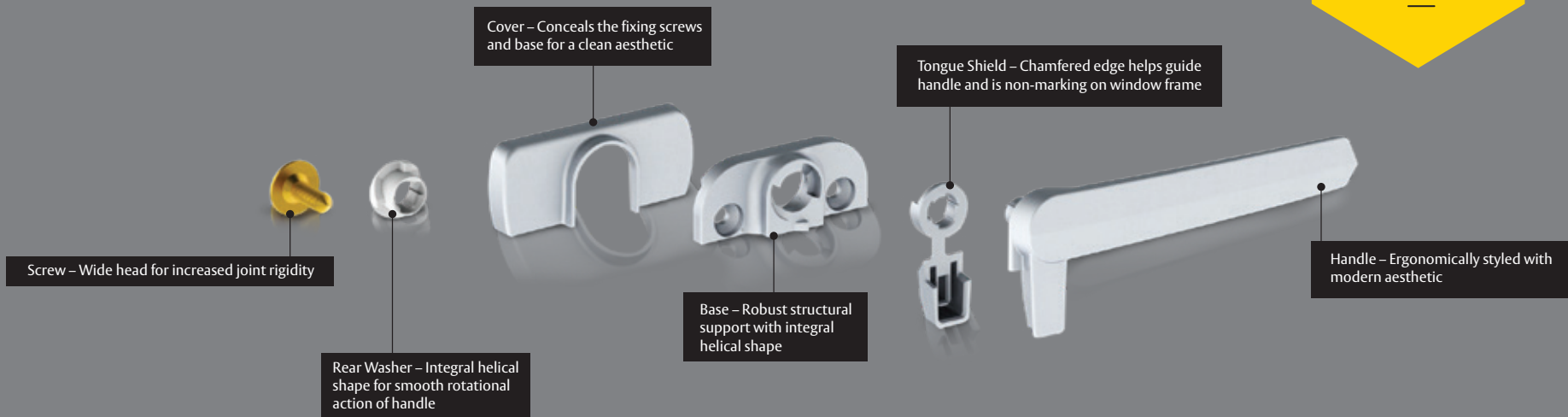
ASSA ABLOY

The global leader in door opening solutions



Aria

Features



Research

We conducted independent research* with consumers, fabricators and prime die holders to better understand:

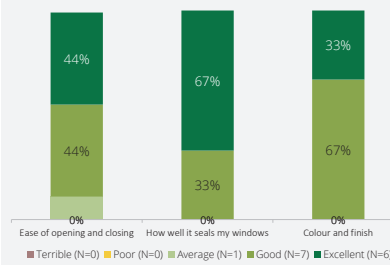
1. What an ideal window fastener would like and how it would function
2. The benefits and pain-points of the Helix Seal in a real consumer environment
3. How the Helix Seal performs against current ASSA ABLOY products and competitors
4. If there are any additional requirements for the Helix Seal product before launch

To do this, we installed fasteners in 11 consumers' homes, and talked to 5 fabricators/prime die holders.

Insight

- A fastener is one of the few moving parts in a home, and consumers interact with it on a daily basis
- All features were deemed as important when thinking of quality window fasteners. However, sealing function and durability were foremost on consumers' minds
- What matters most is how easily it turns, ease of opening and how 'solid' the seal feels when closed

Helix Seal Window Fastener Experience



Result

The Helix Seal fastener provides a superior solution. As one consumer said... "I didn't realise what I was missing out on, and I'm an architect."

The Seal	The Simplicity
<ul style="list-style-type: none"> • The high tension mechanism of the fastener seals the windows tighter and more securely than other fasteners • The 'twist/click' function on the fastener further makes the seal feel more secure <p><i>"It feels like an 'air seal'... the last little extra push feels like the window was being locked tighter than my last one."</i></p>	<ul style="list-style-type: none"> • Despite how complicated the mechanism of the fastener actually is, consumers perceive it as 'simple' • There are no extra flaps, window pieces or things that stick out, which minimises the chance of breakage and makes it simple to use <p><i>"My kids often pinch their hands on the flap, making them scared to open windows up. The Helix Seal fastener took that fear away."</i></p>
The Build	The Design
<ul style="list-style-type: none"> • The Helix Seal window fastener is robust which cues high quality to consumers • The 'torque pivot' made the fasteners easy to open and close <p><i>"I feel like I've stepped into a 'Ferrari'... it's sturdy, feels durable, and looks good."</i></p>	<ul style="list-style-type: none"> • The design is seen as clean and modern and holds a high aesthetic appeal • The hidden fastenings make them look cleaner and less intrusive <p><i>"The hidden screws make my windows look much more nice and neat."</i></p>

Helix Seal Launch – April 1

Features

- Helix Seal™ patented 90° cam action
- Enhanced seal compression without the need of a flap or wedge
- Tongue shield with chamfered edge to protect the window frame
- High quality pressure die-cast components with colour matched tongue shield
- Concealed face fixing
- Quality friction joint tested to 20,000 cycles** providing proven durability

Options

- Left and right handed models
- Aria low and venting profiles
- Available in a wide range of powder coat colours or satin chrome finish

Contact your ASSA ABLOY customer services representative for more information.

*Source: Big Picture - Helix Seal Research (12 March 2019)

** Source: Tested internally in controlled environment



PATENTED TECHNOLOGY

HELIX SEAL