

bloomframe®



hurks geveltechniek

Award-winning design goes into production

Bloomframe® 'balcony-on-demand' hits the streets

Press release - Amsterdam September 2009 - Bloomframe®, the innovative window that morphs magically into a balcony at the touch of a button, is no longer a prototype. This revolutionary and multi-award-winning design is now in production and coming to an urban landscape near you.

The first models are destined for an apartment building in Arnhem in The Netherlands. The product's creators, the Amsterdam-based Hofman Dujardin Architects explain the Bloomframe® balcony could soon become a familiar element of the modern cityscape as more architects, developers and builders realize its considerable functional and aesthetic benefits. According to the company's co-founder, Michiel Hofman: "The Bloomframe® balcony is playing an essential role in the positive evolution of our cities, encouraging us to re-think and improve interior space options. Bloomframe® helps us live better." The Bloomframe® balcony offers inhabitants of apartments, offices and hotels the ultimate flexible living environment: an insulated picture window one minute and a fresh, open balcony the next, cleverly adding vital space to compact interiors and bringing the outdoors in. The unique balcony is engineered by Dutch manufacturer Hurks geveltechniek. It consists of tough all-weather materials and controlled by a smooth electronic system. Hurks obtained all the necessary certifications to transform the prototype into a safe and affordable building component. Its dimensions, colour and materials are all fully adaptable and can be custom-designed to complement the façade of new and existing buildings.

Bloomframe®; an insulated picture window one minute and a fresh, open balcony the next



Get Bloomed!

Come and experience the Bloomframe® balcony at the Batimat 2009 in Paris from the 2nd until the 7th of November, where our revolutionary balcony will be in action at the Kawneer stand.

If Paris is too far for you, visit us at the official launch party in Veldhoven on the 18th of November at the Bloomframe® production hall at Hurks. Please contact us for more details. In the meantime, take Bloomframe® for a virtual test-run on www.bloomframe.com.

Bloomframe® Facts & Figures

- Bloomframe® stands for 'enjoying outdoor space!'
- The Bloomframe® balcony is now available on the market in The Netherlands. The manufacturer, Hurks geveltechniek (based in Veldhoven), was the leading force behind the transformation of the prototype into a safe and affordable building component.
- The first models are destined for an apartment building in Arnhem in The Netherlands.
- The Bloomframe® balcony is made of steel, glass and aluminium and consists of three components: technique, frame and electronic control. The research and development department of Hurks geveltechniek worked with a large number of external specialists and engineers to integrate the three main components into one product.

The production team of the Bloomframe® balcony celebrates the succesful development





Detail of the Bloomframe® balcony in open position

- The adaptable design of the Bloomframe® balcony gives architects and builders considerable freedom with its use. The size, material and colour can all be changed upon request although the maximum width of the Bloomframe® balcony is 3m. The façade element can be produced in several transparent and closed materials.
- The Bloomframe® balcony can be smoothly integrated in new and existing facades offering the architect a maximum of freedom.
- The Bloomframe® concept is patented. Bloomframe® is a registered trademark.
- All technical and commercial information is available on the website www.bloomframe.com.

Bloomframe® Awards

The dynamic and innovative Bloomframe® balcony is already a design favourite, having won three major international awards and been nominated for three more.

- Winner Wallpaper* Design Award 2009 in the category 'Most-life-enhancing-product'
- Winner Audi Design Award 2008 in The Netherlands
- Winner red dot design award 2008 in Germany
- Nomination Index Design Award 2009 in Denmark
- Nomination Design Award in Germany 2009
- Nomination MKB Innovation Top 100 2009

Bloomframe® Technical data

- Maximum useful floor surface in open position 2620 mm width x 1050 mm depth
- Depth of the system in closed position 320 mm
- Height of balustrade 1200 mm
- Weight of the complete construction with glass floor element 650 Kg
- Balustrade, laminated and isolated clear glass with U value 1,2 W/m²K, fall-through-safe
- Floor, clear glass with U value 1,2 W/m²K or structured metal panel with U value 0,57 W/m²K
- Maximum floor load in open position 2500 N/m²
- Surface, aluminium parts, anodized or powder coated
- Surface, steel parts, powder coated, galvanized or executed in stainless steel
- Emergency manual override in case of electrical failure

Bloomframe® Certification

The Bloomframe® balcony will be classified for air tightness, wind density and water proofness by the following European regulations:

- Air permeability testing method NEN-EN 1026
- Air permeability classification NEN-EN 12207
- Water tightness testing method NEN-EN 1027
- Water tightness classification NEN-EN 12208
- Resistance to wind load testing method NEN-EN 12211
- Resistance to wind load classification NEN-EN 12210
- Impact resistance NEN-EN 13049 and NEN-EN 14019
- EC-declaration of Conformity, with the directives Machinery, Low voltage and Electro magnetic compatibility
- The construction, dimensions and deflections of the Bloomframe® balcony are based on technical principles for building constructions NEN 6702

Bloomframe® safety devices

- Dead man's control
- Triple security in mechanical system
- Optional infrared detection during electrical movement

Building requirements

- Total power supply 230 Volt, 50 Hz, 500 Watt
- Building structure has to be able to accept forces from the Bloomframe® balcony on the floors
- Building structure has to be provided with the necessary standard facilities for mounting a Bloomframe® balcony

Bloomframe® Development

The Dutch manufacturing company Hurks geveltechniek developed and engineered the Bloomframe® balcony. Hurks obtained the exclusive license for the production and the sales. For the international sales Hurks collaborates with local partners.

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Aluminium systems developer Alcoa Architectuursystemen developed and engineered the aluminium profiles which are used exclusively for the Bloomframe® balcony.

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Bloomframe® Sales

The Netherlands

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France, Spain and Portugal

Kawneer

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Bloomframe® Press & marketing

For all press and marketing inquiry please contact HofmanDujardin, the designers of the Bloomframe® concept.

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