

## NEWS RELEASE

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### Genius Announces Sheer Screen

Pleated screens have a well-established reputation in Europe for great quality and a refined look. Genius Retractable Screen Systems has introduced its own pleated screen for the U.S. - the Sheer Screen Advance - with several new features never before available.

The Sheer Screen Advance by Genius is the first pleated screen in the U.S. market to be able to be cut to size on site rather than being pre-cut at the factory. If the doorway is smaller than anticipated, the Sheer Screen Advance can be reduced during installation by as much as 15.75" (40 cm) with no loss of functionality. The Sheer Screen Advance does not have a bottom guide rail. The track installs flat to the ground so there is no runner to trip or step over. This also makes the Sheer Screen wheelchair accessible.

The construction of the screen uses only the best materials available and the screen moves back and forth with just a gentle touch. The Sheer Screen Advance provides a fresh contemporary look not available from any other screen on the market today.

"It's a product whose time has come for the U.S. market," says Randy Deering, Vice President of Sales and Marketing for Genius. "The Sheer Screen Advance is very durable, attractive, easy to use and install and even with all its advantages over conventional retractable screens it is priced to sell. We see this as a growth product for our business partners."

Genius Retractable Screen Systems has manufacturing facilities in Northport, Alabama and sales and marketing offices in University Place, Washington. Genius is considered one of the innovative leaders of retractable screens for windows, doors and custom applications like garages and porches.

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