



somfy®

Intelli-shade

October 2023

Dear Valued Partners,

According to a recent study, consumers continue to prioritize long vacations abroad in the coming 12 months, meaning the demand for hotels and airlines will continue to surge. While hotels continue to renovate with new features and services to accommodate the post-pandemic era, there is a need to focus on various aspects of their operations to reduce their environmental impact and enhance guest experiences.

One area that has gained significant attention is shade management, which plays a vital role in promoting energy efficiency, guest comfort, and the preservation of natural resources. By strategically utilizing shades, blinds, or curtains, hotels can regulate sunlight and heat, reducing the need for artificial cooling and heating systems. This not only lowers energy consumption but also contributes to the overall sustainability of the hotel. Effective shade management also protects interior assets from the damaging effects of UV rays, minimizing waste and supporting resource conservation.



In this issue, we will talk about Somfy's 2030 ambition, our progress to achieve sustainability goals and increase efficiency for our customers' needs. We will also talk about our products and recent hospitality projects that helped our clients reducing environmental impact while enhancing guest experiences.

Best Regards,

Vishal ARORA

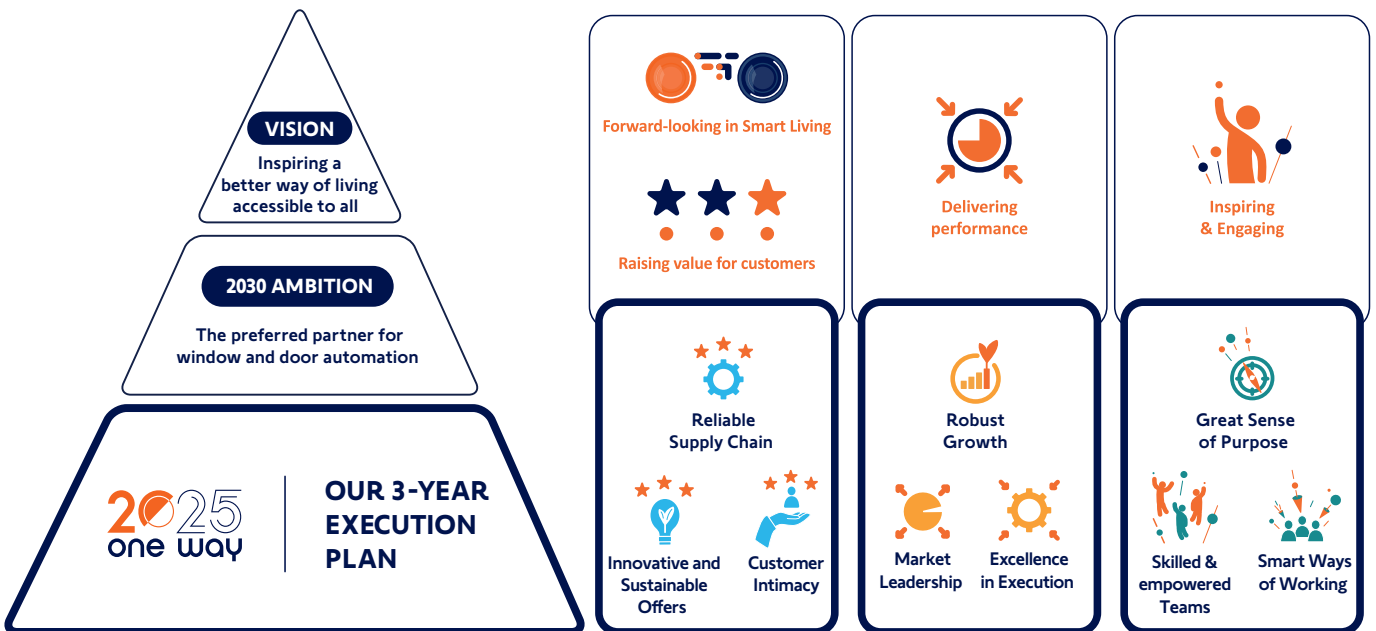
Projects Channel Director – Asia Pacific

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About Somfy

2025 One Way is a three-year execution plan that will give us the means to collectively develop the conditions to reach our 2030 Ambition. It is a framework indicating the direction we will take to succeed on our conquest journey and which benefits we are committed to delivering to our customers and teams. It is a step-by-step roadmap that involves every single person in the company and is the continuation of the journey we started in 2020. In this issue, we will highlight on how we increase value to our customers.

2025 one way ON THE WAY TO OUR 2030 ambition



CUSTOMER BENEFITS

- Reliable & easy-to-access delivery date
- Adapted logistics services
- Better demand anticipation
- Committed customer service

RELIABLE SUPPLY CHAIN

Our commitment

Ensure customer satisfaction and support your business through the quality of our operations and service rate, building a modern and resilient supply chain.

2025 ACHIEVEMENTS

Key achievements to deliver customer benefits

+30% of logistics capacities compared to 2022

+1 new large factory in Europe

Personalized online portal, connected with SAP and allowing order tracking for all B2B customers

In place throughout the Group:

- SAP
- Forecasting tool (IBP)
- Global demand planning process

About Somfy



CUSTOMER BENEFITS

- Stronger **energy-efficient solutions**
- Extended range of **solar rollers shutters & new solar screens**
- Bi-directional **competitive interior blind offer**
- Home access solutions with enlarged **connectivity services**

INNOVATIVE AND SUSTAINABLE OFFERS

Our commitment

Meet your needs and major market trends, with innovation in motorizations and their ecosystem. Accelerate together our contribution to mitigate the growing effect of climate change.

2025 ACHIEVEMENTS

Key achievements to deliver customer benefits

70 % Act for Green rate 

Motors with lower consumption:

50 % of tubular motors

100 % of access motors

Zigbee offer in interior blinds

Allowing integration in the broader smart home ecosystem and **Matter first release**

15 % of tubular motors sold will be **solar-powered** in 2025

Somfy & BFT GDO/GO:

100 % of access motors controllable through the **TaHoma app** or **voice assistant**

Pro digital tools making set-up and maintenance easy



CUSTOMER BENEFITS

- Deeper understanding of **customer needs**, translating into a **strategy & action plan**
- More personalized customer **experience and seamless interactions** all along the journey
- Fueling market **growth and value** through our unique **business maker role**
- Improved **launch process**

CUSTOMER INTIMACY

Our commitment

Ease your daily activities through seamless interactions with our services and bring you added-value thanks to expert teams, services and our commitment for a better way of living.

2025 ACHIEVEMENTS

Key achievements to deliver customer benefits

Reinforced customer care teams and processes

Personalized online portal

In all countries and for all customers gathering B2B services (E-Shop, personalized content, order tracking, configurators, training centre...)

Revamped Somfy Expert

Partner program in place in US and Europe, including installers recruitment support

Channel management teams in all BAs, with sales and marketing collaborating with Global Channel Leaders

Knowledge

WELL and automated shading for Hospitality



Earlier this year, global hotel occupancy rates reached 63% - just 4% lower than what was achieved in 2019, indicating a steady recovery for the hospitality industry post covid. Travel and tourism has increased, with the World Tourism Organisation reporting the global tourism industry is on track to make a full recovery. Naturally, the hospitality

industry follows suit, also evolving as it responds to changes in guest expectations resulting from the pandemic.

Today, guests are more likely to check into a hotel that keeps both safety and well-being front of mind.

Some of the widely adopted changes include contactless services, whereby guests check in/out through mobile applications, stricter hygiene protocols, and remote-work friendly spaces within the rooms. To address the well-being of guests, hotels are making wellness practices accessible in more ways, whether it be gym equipment in the room, yoga classes or meditation spaces. Sustainable material use and practices are also held in greater regard, as travelers seek to make environmentally conscious choices.

Smart and efficient digitalization in the hospitality industry can increase convenience and create a personalized experience, increasing the likelihood of guests returning for future visits.



The adoption of WELL certifications in hotels has gained popularity, with most hotels and hospitality rated buildings targeting a WELL Health-Safety rating, which evaluates sanitization of spaces, and provision of health services and benefits, as well as the quality of air and water in a given space.

Having a WELL rating instills confidence in travelers, knowing that their well-being was considered throughout the design process.

With a WELL rating hotels gain a competitive advantage, enhanced reputation and increased occupancy rates — all in return for pursuing a healthier environment in which guests experiences can be improved.



When it comes to automated shading, there are many contributions this could make to a building in the hospitality industry. In the category of Light, automated shading can help in multiple ways. It can be used for effective glare control, reducing eye discomfort and improving visual quality. It allows for better access to natural light and exterior views, further supporting occupants' thermal comfort, circadian and psychological health. Overall, this positively enhances the guests experience.

Knowledge

If occupancy rates continue to rise, the need for improved operations also rise.

Automated shading, when paired with intelligence can also unlock operational benefits and near-perfect aesthetics.

For example, when preparing a room for a guest, motorized curtains and blinds can be instructed to move to a predefined position or to a certain fold, resulting in a unified entrance experience for the guest, always. In the category of Thermal Comfort, automated shading systems can also encourage the use of operable windows at their own leisure, availing outdoor air. When aiming for a Health-Safety Rating, in the category of "Assess ventilation", having operable windows can contribute significantly to ensuring hotels maximize the amount of outdoor air received, thereby achieving ventilated spaces and diluting air pollutants in the air.

With thorough implementation of automated shading systems within the realms of targeting a WELL certification, together with purposeful integration with other systems like HVAC, AV and lighting, the benefits experienced by both the owner and occupant are several. By implementing automated shading systems in hotel design and operation, guests can expect to have an improved sense of comfort, well-being, and convenience, thereby also supporting a hotels efforts to achieve a WELL certification.



Products

MOTORIZED CURTAIN for HOSPITALITY : Design, privacy and personal comfort

The hospitality sector is constantly required to meet new demands and new challenges. Its buildings should be able to express the originality of a unique offering that provides increasingly personalized services.

Automatic curtain openers are curtains that open and close automatically instead of by hand. Typically, a motor is used to power up these nifty designs, and because the motor is hidden behind the curtains/curtain rod, nobody except you will know it's there – neat and tidy.



Improve visual & thermal comfort

In guest rooms, reception or meeting areas, keeping temperature at a constant level and controlling natural light are key contributors to the perceived comfort. Somfy solutions filter natural light for resting or working in bedrooms, and completely eliminate light from outside when needed.

Offer more privacy and aesthetic atmospheres

- Allow guests to protect their privacy by controlling motorized blinds or curtains individually.
- Adjust the room environment by controlling the angle of slat on Venetian blinds.
- Modify interiors by opening or closing curtains.

Sustainable investment and profitability

- Extend the life of motorized equipment by allowing them to run smoothly.
- Reduce manual operations and thus maintenance costs in bedrooms.
- Reduce renovation costs in meeting and conference rooms because motorization is easy to install

"Electricity use accounts for 60-70 % of the utility costs of a typical hotel. Energy-efficient lighting can reduce electricity use up to 75 %."

(Source : California Hotel & Lodging Association)

How to choose the appropriate curtain motor

- Select "Side opening" or "Central Opening" depending on the distance and location**

Open from the middle Open from one side
- Calculate the expected fabric weight considering the material and thickness**

Sheer Fabric Blackout Fabric
(for example)
- Determine the specifications of the curtain motor by considering the weight of the fabric and the required function**

Glydea Ultra 35/60 Movelite 35

Products

GLYDEA ULTRA



A premium solution to motorize all types of curtains in any hospitality, residential or commercial space.

- Ultra quiet operation at silent mode < 38 dB(A)
- Easy installation
- Motor can be also hidden in false ceilings (top mount kit)
- Touch motion feature to open and close the curtain simply by pulling on the fabric, manual operation possible in case of power failure
- Adjustable speed




MOVELITE



Designed to perform silently and blend discreetly into any interior.

- **Reliable and minimalistic**
 - Suitable for residential and commercial projects
- **Adaptive and effective**
- **Flexible Installation**
 - Available with optional inline connector for ease of programming
- **Elegance and comfort**

TECHNICAL DATA

	GLYDEA ULTRA 35 / 60	MOVELITE 35	
Size	L 291mm x W 93mm x D 53mm	L 265mm x W 93mm x D 53mm	
Power Supply	90~264V, 47~63Hz (depends on country)		
Noise	< 38 dBA in Silent mode	< 41 dBA	
Maximum Rail Length	12m	10m	
Maximum Fabric Weight	35kg / 60kg	35kg	
Torque	0.6 Nm / 1.0 Nm	0.6 Nm	
Control	 WT	 DCT	 RTS

Case Study

Project Name: **Softel XiongAn**
Location: **China**
Architect: **Aedas & BIADs**
Completion Year: **2022**
Product type: **Curtain + Roller Blind**
Integration: **Third party Room Control Unit & Situo RTS, Telis 16 Pure**

Building Type: **Hotel**
No of floors: **16**
No of Rooms: **512**
Motor type: **Sonesse 50 6/17**
LS40 9/12
Altus 50 6/17 RTS

Motor quantity: **2,910**

The Sofitel XiongAn is a 5-star hotel located in Xiongan, a new economic zone in Hubei province. It offers 512 guest rooms and suites, 12 meeting rooms, restaurants and bars, as well as wellness facilities including the Sofitel Spa and Fitness. The hotel has implemented green ecological technologies to align with its mission as a sustainable brand.

Somfy and its partner were appointed to provide a complete solution for managing the solar shading area in the hotel, including the rooms, conference rooms, restaurants, spas, and gym areas. This solution creates an elegant and relaxing atmosphere while ensuring privacy for visitors. Somfy's motors are integrated into the hotel's RCU system, allowing users to control individual blinds manually or through customized settings.

Somfy's products and solutions are known for their quality, stability, and flexibility to integrate with third-party control systems. The hotel uses Somfy's Sonesse 50 for blinds in all rooms and suites, the low noise level (41dB) provides a tranquil environment for guests. LS40 motors are installed in the wooden venetian blinds, adding a stylish touch to the bathroom area. The hotel's public areas, such as the restaurant, gym, banquet hall, and meeting rooms, are also equipped with various Somfy motors that can be controlled either by a third-party system or independently using Somfy remote control. This not only enhances the well-being of occupants but also improves the building's energy performance.



Case Study

Project Name: **Marina Bay Sands**
Location: **Singapore**
Architect: **Steve Leung Design Group Limited (SLD) / Sands Group In-House Designer**
Completion Year: **2024~2025**
Product type: **Curtain + Roller Blind**
Building Type: **Premium Hotel**
No of Rooms: **2,561 approx.**
Motor type: **Glydea ULTRA Sonesse 40 6/20**
Motor quantity: **5,019**



Somfy is proud to be part of the Marina Bay Sands' new reinvestment program, which aims to elevate the luxury experience for guests while maintaining sustainability.

Somfy and its partner are involved in upgrading the curtain motorizations for the 581 newly renovated rooms, which will be completed in phases from 2024 to 2025.

The motorizations are integrated with Marina Bay Sands' new Room Control Units (RCU), enhancing guest comfort while minimizing energy use. Glydea Ultra Curtain motors, one of Somfy's best-selling and environmentally friendly products, have been accepted by the Marina Bay Sands team for inclusion in the program. These motors provide an acoustic performance of less than 38dBA, making them one of the quietest motorization solutions in the market. They are also low energy consumption, recyclable, durable, and verified by PEPecopassport®.

Somfy is pleased to serve clients with a shared vision of building a more sustainable future. The motorized curtains provide precise daylight control in the hotel rooms without sacrificing the outside view. They also minimize glare and protect the suite's delicate and rare furnishings from harmful ultraviolet light damage. With the attention given to the aesthetic appeal of the lighting scheme, it's no wonder that Marina Bay Sands in Singapore is known for its distinctive architecture.



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