

MAGAZINE

[Current Issue](#)[Past Issues](#)[News Archives](#)

MARKETPLACE

[Job Board](#)[Classifieds](#)[New Products](#)

COMMUNITY

[Blog](#)[Events](#)

RESOURCES

[E-Newsletter](#)[Links](#)[Sitemap](#)

Unicel Architectural has revamped its marketing tools

Just when you thought it was safe to go the traditional business way to avoid economic restraints, Unicel Architectural steps ahead and injects new blood in its corporate image. Stimulated by the recent success with impressive architectural projects, the company needed to make a statement about its new path on the construction market.

New web: www.unicelarchitectural.com

The corporate website was the first to be approached and the brainchild of a talented communication agency became a tangible reality after a couple of months of sustained work. The main goal of the web tool was to clearly define the product portfolio while highlighting the wide expertise that the company holds.



Already reputed for the health care projects with Vision Control® insulating louvered glass, Unicel is also capable of manufacturing skylights and custom aluminum structures for various fields (commercial, institutional, residential, education etc.) The complete portfolio is reflected by the website and the technical catalogs.

Two new binders

This year, Unicel issued a new version of Vision Control® binders, with updated information and drawings, as well as a corporate catalog that includes three main sections: Vision Control®, Skylights, Custom Structures (curtain walls, solariums, sunshade devices).

The corporate catalog is available in English and French to suit the needs of the US and Canadian markets altogether. With these new tools, Unicel is prepared to tackle the architectural market and to offer professional solutions to the needs of architects.