

Unicel Expands Team with Addition of Sales Leader for Greater Metropolitan NYC

MONTREAL, Canada – October 26, 2016 – Unicel Architectural, manufacturer of vision and daylight control solutions, today announced the addition of Octavio Valdivia to its team to focus on sales for greater Metropolitan New York City (NYC). Based in NYC, Octavio joins Unicel with over 20 years' experience as both an architect and product sales professional, and will be responsible for leading the company's growth plans for the region.



"Octavio's experience is perfect for Unicel as we amplify our efforts in key high-growth markets," said Viviane Chan, Director of Sales for Unicel. "His architectural background spans many commercial projects including institutional, healthcare, corporate, hospitality and retail, which gives him deep insights into the vision and daylight control requirements for virtually any design project. We look forward to working with Octavio to significantly build both the Unicel and Vision Control® brands, and to further extend our leadership position by focusing on the unique needs of the NYC market."

Octavio has a strong track record of collaborating with the design community throughout his extensive career. After graduating from Carnegie Mellon University with a Bachelors of Architecture degree, Octavio worked as Director of Design in a multi-faceted architectural firm.

"As an architect, I developed a keen interest in the building components that enhance a structure's design, function and performance," said Octavio. "The opportunity to work with the Unicel team was a no-brainer for me. Unicel has been manufacturing the industry's top privacy and shading solutions for decades. The quality of the products and the professionalism of the team make them an ideal partner for any design professional. I look forward to building on their leading position to meet the growing needs of the NYC construction market."

About Unicel Architectural

For over 50 years, Unicel Architectural has built a reputation for the most advanced aluminum and glass solutions. These solutions encompass louvered glazing, skylights and more, to enhance major global construction initiatives with utmost quality and reliability. With its proprietary technology, Unicel's Vision Control® delivers unprecedented comfort and control of vision, light, temperature and sound with a patented combination of louvers between glass that are hermetically sealed and cordless. Unicel's solutions are guaranteed for longevity, optimized for energy efficiency, and customizable to any design, environmental or cultural requirements. Unicel combines its market leading know-how with great design to ensure optimal aesthetics and sustainable performance. For more information, visit: www.unicelarchitectural.com



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