



From ships to iconic architecture:
a trip through 30 years of
glass surface

protection

"It's hard to believe that it was 30 years ago since we developed the first formulation of the then ground breaking ClearShield® System for glass surface protection...and what a long way we've come. The Ritec of today has evolved to stay ahead of industry developments worldwide, but the heart of the company remains very much the same. We believe passionately in helping our customers add value to their sales and, far from standing still and resting on our laurels, we are busier than ever working on the next generation of ClearShield® products.

In this feature, we have stepped back in time to bring you some of the milestones and highlights that have shaped the Ritec of 2011. We've got down on our hands and knees to scrub glass on the QE2, got dressed up to shake hands with HRH Prince Charles, had the pleasure and honour to know so many great people in the glass industry, won many accolades and awards, attended countless exhibitions around the globe and throughout the highs (and some lows) I have to say that Karen and I have enjoyed every minute.



Stephen Byers, MD, Ritec International Ltd

As part of our celebrations, we want to share with you how our past has shaped our future and to give you an insight into the latest developments that will take us forward into the next decade. We have strengthened our support team and acted on customer feedback by rolling out over the coming months initiatives designed to add value and bottom line profit to their business.

So, it's with many thanks to our valued customers, our international marketing partners around the world and, of course, the Ritec team that we can say 'Happy 30th Anniversary Ritec and ClearShield®'.

Stephen Byers & Karen Byers



1981

Bob Champion wins the Grand National on Aldaniti to record a famous and emotionally charged victory.



The first generation of ClearShield® is applied to the Isle of Man ferry.



1991

One Canada Square, more commonly known as Canary Wharf is completed, and at the time was the UK's tallest building.

ClearShield® is applied to the atrium of the iconic Lloyds of London building, restoring original light transmission and radically reducing maintenance costs.



2001

Kylie hits No.1 with 'Can't Get You Out of My Head' and stays there for 4 weeks, racking up 4m sales worldwide.

The ClearShield® range is expanded to include Glass Protect, Sandblast Glass Protect and Shower Glass Protect.



2011

Prince William and Kate Middleton marry, 24m TV viewers tune in from the UK.

New concepts launched to help glass and glazing companies break into new market sectors, including guaranteed extra profits.



DID YOU KNOW...?

In 1987 HRH Prince Charles threw a bucket of mud at a glass screen on the popular BBC TV programme "Tomorrow's World." Half of the screen had been treated with ClearShield® and needless to say the results were clearly visible. Fortunately there was no splashback to dampen the Royal suit!

Beating a path to **profit**

Our 30 years of experience has enabled us to create a vast database of knowledge which we share with customers so that they can add value to their sales in all market sectors.

ClearShield® is not just part



of a complete system for glass renovation and protection, it also comes with full sales, marketing and technical support so that every enquiry becomes a profitable business opportunity for customers.



Spot the difference: with and without ClearShield®

'Self Clean' just doesn't **wash**

During the past ten years, more than 150 glass surface treatment brands have come and gone worldwide, many of which promoting themselves as 'self-cleaning'. In reality, no product can truly be 'self cleaning', but they can be 'easy clean'.

Think of a Teflon-coated frying pan; it still needs to be cleaned after cooking. This is why we use the terms 'non-stick' and 'low maintenance' (Low-M). ClearShield® does what it says; dirt will not stick to it, making all types of glass easier to clean and keeping that as-new sparkle for longer.



Certain glass surface treatments do have some resistance to organic substances, but it is inorganic contaminants such as run-off from concrete or silicone sealants and metal oxides from lead flashing, that are the real enemies of glass.

In every case, ClearShield® can provide the solution, either by protecting new glass or renovating existing glass.

Dirt does not discriminate

Glass is a vital part of building design because it allows direct transmittance of natural light. Dirty glass increases energy requirements and operating costs of buildings. It also reduces 'daylighting', which affects the wellbeing and productivity of building occupants.

It is therefore crucial to keep glass looking and performing like new for longer – with its original visibility, clarity and cleanliness. Ordinary, unprotected glass is a high

maintenance construction material that will suffer from damage by dirt during handling, storage, transport, installation and use.

For both architectural and solar panel glass, reduced frequency and ease of cleaning is essential.

The simplest and most cost-effective solution is prevention – applying a surface treatment when the glass is new and pure that is durable and 'non-stick' or non-reactive. ClearShield® provides that solution.

Tried, tested, proven

The ClearShield® System has an impressive pedigree in all market sectors of the flat glass industry all around the world and is the only technology proven in performance and durability through actual experience under all types of environmental conditions.

This market knowledge is being deployed in our product development strategy, with new formulations taking ClearShield® even further ahead of the competition.

The range expansion enables customers to apply ClearShield® to many different glass surfaces in specialist locations and environments.

These areas include solar energy conversion (maintaining original light transmission), food preparation (anti-microbial formula) and energy efficiency (vastly reducing the energy requirements for washing architectural glass).

What's more, Ritec is now offering a 50% increase in durability guidelines for ClearShield® treated glass – now up to 15 years – the longest warranty on the market.

DID YOU KNOW...?

... When the QE2 underwent a complete refit, a spectacular retractable glass roof enclosing the pool was installed. Smoke from the ship's trademark funnels rapidly contaminated the glass. ClearShield® (applied by a team including our very own MD!) restored the roof to its original visibility, clarity and cleanliness.



CLEARSHIELD 30TH ANNIVERSARY

What's in a number?

During the last 30 years, we have kept records of ClearShield® production for analysis and quality control. Our records also enable us to calculate the total volume that we have produced, which is enough to treat:

- 1,600 London 'Gherkins', or
- 2,500 Empire State Buildings, or
- 21.9million WER standard sized test samples, or
- 25 million solar panels, or
- 26 million shower doors, or
- 497,294,716 standard- marbles!

Big numbers all, but sure to be dwarfed as we progress through our next 30 years....



ClearShield® through the ages (clockwise from top left): Application to Lloyd's of London (1991); achieving Millennium Product status (2000); celebrating 25 years of ClearShield® (2006); winning the Glass Company of the Year award at G09 Wembley (2009); international re-launch at Glasstec 2010; the Marina Bay Financial Centre in Singapore, the latest large scale ClearShield® project



celebrating 30 years of success!

1981-2011

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