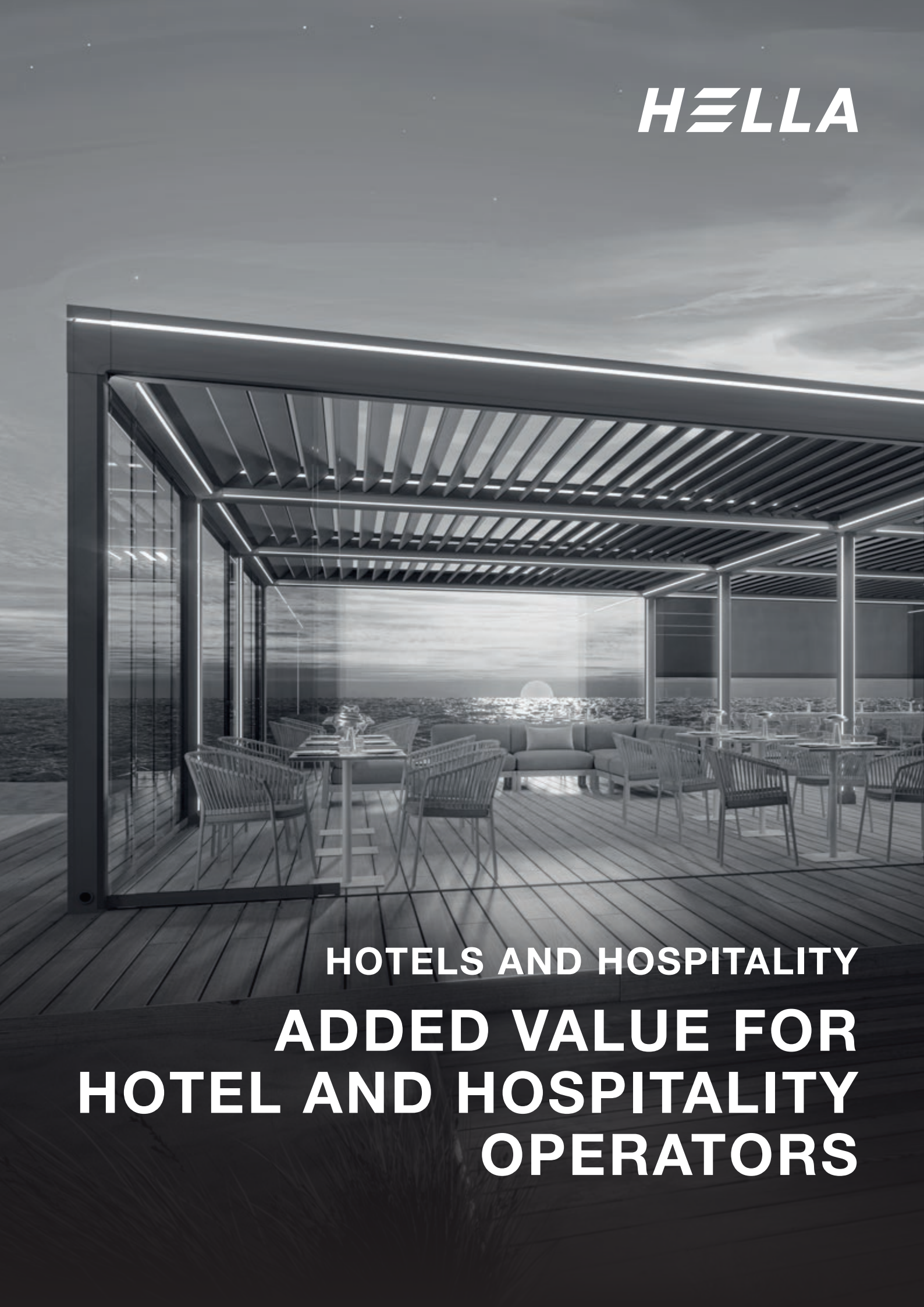




HELLA

**HOTELS AND HOSPITALITY
ADDED VALUE FOR
HOTEL AND HOSPITALITY
OPERATORS**

CONTENTS

Full-service provider For comprehensive solutions	4
Reduce energy consumption Savings of up to 30% with sun shading	6
Use outdoor areas with confidence Increased sales in open-air spaces	8
Feel-good rooms Peaceful nights and a restful, refreshing sleep	10
Hotel and hospitality projects	12
Check into the hotel of dreams	28
ONYX Smart home system	30
The world of HELLA Premium quality for generations Sustainability at HELLA	34



COMFORT AND CONVENIENCE THAT ADD UP

With costs and the expectations of guests both increasing steadily, the ability to operate sustainably has never been more important. The most commercially successful businesses in the sector demand innovative solutions. HELLA provides exactly this in the form of sophisticated, premium-quality, full solutions for both outdoor areas and façades. From new builds to retrofitting to renovation projects, HELLA gives for hoteliers and hospitality operators access to enhanced energy efficiency and planning reliability plus even greater comfort and convenience for guests and staff.

Sun and weather protection solutions from HELLA help hotels and hospitality businesses to cut their energy costs, enhance guest satisfaction and make more reliable use of outdoor space. Sustainable automated shading solutions all provided by a single premium manufacturer keep operating costs to a minimum. Advice can be provided on premises by a regional field service contact or an accredited partner company.

FULL-SERVICE PROVIDER

For comprehensive solutions

Creating comprehensive sun shading solutions from a range of different products calls for experience, specialist knowledge and a reliable partner. Real, deep-rooted expertise makes all the difference, especially in complex hotel and hospitality projects. Good technical advice should not be hard to find, however, and it need not necessarily be expensive either. HELLA can assist with comprehensive consulting and custom solutions from initial planning all the way through to realisation. An extensive service and maintenance proposition covering the whole of Austria ensures safe and efficient ongoing operation too.

Based in Austria's East Tyrol region, HELLA ranks among the leading European providers of sun, light and weather protection systems. It supplies coordinated external and internal shading solutions, security systems and electronic control technology.

Everything from a single source

Custom solutions for every business

- Holistic concepts for entire buildings or individual solutions for single stations
- Made-to-measure systems for new and existing facilities
- Suitable for retrofitting on windows and façades and in outdoor areas
- A single point of contact from planning to maintenance





REDUCE ENERGY CONSUMPTION

Savings of up to 30% with sun shading

Maintaining rooms at a pleasant temperature goes a long way towards keeping guests comfortable and happy, and the importance of energy efficiency and sustainable operation in business decision-making continues to grow apace. Automated sun shading systems can make a big difference in both areas: opening and closing sun shading at just the right time prevents rooms heating up too much in the summer and losing too much heat in the winter.

Automated external sun shading systems such as outdoor blinds, vertical awnings and roller shutters can reduce the consumption of heating energy by up to 30 per cent and cooling energy by up to 50 per cent depending on the type and age of the building and the area covered by windows. Sun shading products have a clear advantage over air conditioning systems, which not only consume energy, but also heat the surrounding area with their warm exhaust air. Intelligent sun shading systems thus make a significant contribution to reducing CO₂ emissions and climate protection.

Efficient in the long run

Invest in sustainability and gain lasting benefits with sun shading

- Reduced energy costs
- Lower CO₂ emissions and a better energy footprint
- Reduced load on technical systems such as air conditioning
- Sustainable business profile for guests concerned about environmental factors



USE OUTDOOR AREAS WITH CONFIDENCE

Increased sales in open-air spaces

In the warmer months of the year, HELLA products transform terrace and garden areas into oases of well-being – and profitable venues full of potential. Sun and weather protection systems from HELLA make it possible to leverage hotel terraces and other outdoor seating areas reliably month after month. Capacity can be planned with a high degree of confidence and the utilisation of available space optimised, even in changeable weather, enabling the open-air season for guests to be extended significantly.

The ONYX control system facilitates the convenient operation of sun and weather protection units. It enables systems to be fully automated and can even respond to changes in the weather autonomously if required. The result is enhanced comfort and convenience for guests coupled with less stress for employees in day-to-day operation.

Whatever the weather

Increased revenue from terraces and other outdoor seating areas

- Protection against sun, wind and rain
- Extended open-air season
- More covers
- More reliable planning for increased capacity utilisation
- Adapts flexibly to different building settings

FEEL-GOOD ROOMS

Peaceful nights and a restful, refreshing sleep

The opportunity for a restful and refreshing sleep – irrespective of the time of day or night – is one of the key criteria against which all accommodation providers are judged. Peace and quiet and a pleasant room temperature are essential in this respect, as is the ability to make the room properly dark: even the most insignificant source of light can interfere with the natural sleep/wake cycle. External sun shading is the ideal solution here, reliably blocking out all outside light and helping to keep rooms at a comfortable temperature while also reducing noise and ensuring privacy.

Best of all, the solution that creates these direct and very tangible benefits for your guests also delivers cost savings and efficiency gains for you. External sun shading does the job on all fronts, permanently reducing energy demand while at the same time making the indoor environment noticeably more pleasant. Reliable blackout performance, effective heat and glare protection and enhanced privacy help to ensure a pleasant atmosphere in restaurants, lounge areas and guest rooms for a consistently high level of comfort all the way through from breakfast to bedtime. External sun shading brings its full potential to bear in settings where rest and relaxation are the priority.

Comfort and convenience that make a real difference

External sun shading solutions offer clear advantages

- Pleasant indoor temperature
- Light management and maximum blackout effect
- Improved quality of sleep
- Reduced noise
- More privacy for your guests





HOTEL AND HOSPITALITY PROJECTS

THE BEST FOR GUESTS



Hotel Weiler

Location

Tyrol, Austria

Product

Outdoor blind: ARO 65
Interior shading: interior Venetian blind

Number of installed units

21 units ARO 65
4 units interior Venetian blinds

Architect

Modul-2 Planungs-Bauleitungs GmbH

Completion

2020

SHOPPING WITH GLARE PROTECTION



HOTEL AND HOSPITALITY PROJECTS

Interspar

Location

Tyrol, Austria

Product

Vertical awnings:
basic awning, cable-guided
Control device: ONYX

Number of installed units

65 units
basic awning, cable-guided
67 units ONYX.CONNECTOR
3 units ONYX.WEATHER
1 unit ONYX.CENTER

Architect

Berchtold Talmazam Architekten

Completion

2020

HOSPITALITY WITH NOTHING LEFT TO CHANCE



Lankenauer Höft

Location

Bremen, Germany

Product

Pergola: SINTESI

Number of installed units

14 units SINTESI

Customer name

Bührmann Gruppe GmbH

Completion

2025

HIGH-RISE TIMBER



Hybrid timber skyscraper (HoHo)

Location
Vienna, Austria

Product
Outdoor blind: AR 92 ECN

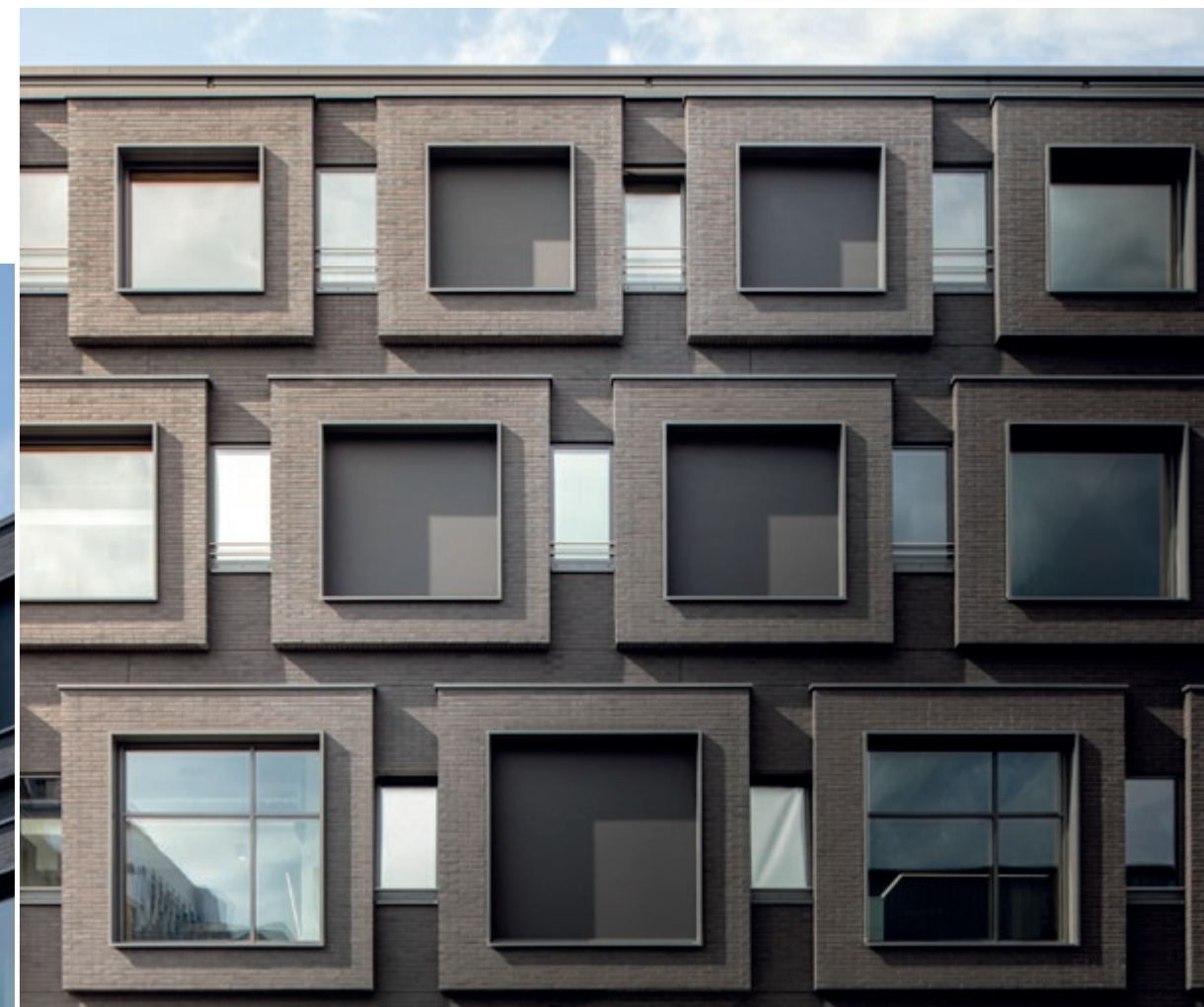
Number of installed units
979 units AR 92 ECN

Customer name
Entwicklung Baufeld Delta GmbH

Architect
Rüdiger Lainer

Completion
2019

SHADES OF GREY



ARRI

Location

Munich, Germany

Product

Vertical awnings:
protect front-mounted awning

Number of installed units

339 units
protect front-mounted awning

Customer name

Seufert-Niklaus GmbH

Architect

Hoffmann & Amtsberg

Completion

2019

FUNCTIONAL HOTEL FAÇADE



WaltherPark

Location

Bolzano, Italy

Product

Vertical awnings:
protect front-mounted awning

Number of installed units

1,392 units
protect front-mounted awning

Customer name

Pichler Projects GmbH

Architect

David Chipperfield Architects

Completion

2026

WELL CONSIDERED



ACI Marina

Location
Split, Croatia

Product
Pergola: SINTESI
Vertical awnings:
front-mounted awning

Number of installed units
8 units SINTESI
2 units front-mounted
awnings

Customer name
Tehnoplast profili d.o.o.

Architect
Ivan Palijan

CHECK INTO THE HOTEL OF DREAMS



SPACES TO FEEL GOOD IN

Every guest wants something different – and modern hotels know how to provide it. Some guests love to soak up the sun on a lounge by the pool, others yearn for a shady retreat. Some enjoy breakfast on the terrace in the warmth of the morning rays others are more concerned that the evening temperature be just to their liking at dinner. Some prefer an unobstructed view of the world beyond their window, others prioritise privacy and a darkened room for a refreshing night's sleep. Running a modern hotel today means meeting a huge range of different requirements all at the same time – conveniently, flexibly and to the highest standards. Sun shading solutions from HELLA help make this possible by creating flexible feel-good spaces – and making the hotel of dreams a reality.

As flexible as guest requirements are diverse

HELLA's sun shading solutions create indoor and outdoor spaces that maximise guest comfort throughout the day. Parasols by the pool provide soothing patches of shade, while pergolas and awnings transform terraces and hospitality spaces into protected feel-good venues whatever the weather and time of day. All systems can be integrated with one other in terms of both function and design to produce a harmonious holistic experience for guests.

Comfort and relaxation come first: optimal temperatures, sun and shade according to personal preference and the ability to block out outside light completely if required mean everyone can configure their room environment as they desire. Natural cooling removes the need for uncomfortable draughts, while flexible blackout options provide ideal conditions for a great night's sleep. Integrated insect screens keep biting insects out so you can relax with the windows open.

One hotel. One design. One contact person.

HELLA's status as a full-service provider enables it to combine a wide range of different sun shading solutions into a single harmonious concept that is perfectly coordinated technically, functionally and in terms of design. This creates a consistent look, from the poolside, terrace and hospitality spaces to the façade and the hotel rooms behind it.

Operators also benefit from having just a single central point of contact covering everything from advice, planning and purchase to service and maintenance. HELLA's sophisticated and durable premium-quality systems seamlessly combine flexibility with design freedom in a way that makes crafting the hotel of dreams an entirely realistic proposition.





SMART HOME SYSTEM



INTELLIGENT SUN SHADING

Total control for hospitality establishments of all sizes



DISCOVER ONYX
NOW

Intelligent control enables users to maximise the efficiency benefits of sun shading systems. ONYX from HELLA is a smart home system that can help hotels and hospitality businesses of all sizes keep their energy footprint under control. It enables the convenient operation of sun shading solutions from a smartphone or tablet via an app, voice control or a fully automated control system – a real time-saver for building system and facility management.

The ONYX.PRO version for larger hotel and resort complexes ensures that façades always present a consistent look, provides protection in extreme weather and during fire alarms, and helps to keep everyday hotel operations running smoothly. HELLA handles the preliminary configuration and commissioning of the sun shading systems in consultation with the project electrical engineer, reducing the internal coordination required and personnel costs.

Integrating sun shading products into the smart home system also paves the way for very substantial gains in

terms of the building's energy footprint which has a considerable impact on operating costs and eligibility for sustainability certifications in the hotel sector. ONYX is compatible at interface level with international systems including Alexa and Google Home, and can be integrated with other building system elements such as heating and ventilation to enable centralised control of room climate, shading and energy consumption. If required, the smart home system can also respond to changes in the weather autonomously. The perfect accessory, ONYX.TAG sensors provide a straightforward way to combine a range of automation functions with ONYX control devices. The ONYX.TAG range includes sensors for brightness, temperature and wind. The system makes it possible to reduce energy consumption and enhance sustainability while simultaneously optimising guest comfort and convenience and the efficiency of building system management and room service, all of which ultimately means smooth, safe and secure operating processes for hotel and hospitality businesses combined with lower resource consumption.

Smarter, easier

Intelligent control for professional operating processes

- Centralised control via tablet and app
- Intuitive, user-friendly operation – for building system management, staff and guests alike
- Lower personnel costs and less coordination required
- Custom presets and defined use cases
- Enhanced energy efficiency and operational reliability
- Interfaces and integration with heating, ventilation and other systems
- Automatic adjustment in response to changing weather conditions
- Protection in the event of extreme weather and fire alarms
- Less stress in everyday operations





THE WORLD OF HELLA



HELLA headquarters and the factory in Abfaltersbach, East Tyrol, Austria

**Alois Kraler
Founder of HELLA**

PREMIUM QUALITY FOR GENERATIONS

HELLA was founded in 1959 in Abfaltersbach, Austria. Since then, the company has been in the hands of the Kraler family, and from a small family business in the East Tyrolean mountains it has become one of the leading companies in sun and weather protection technology. As one of the few full service providers in the market, HELLA attaches great importance to producing everything in-house. Technology, production, consulting and even installation if required – premium quality is the benchmark here. All products are made to measure, and the built-in components are designed to be robust and ensure a long service life.

A look at the whole room

Venetian blinds, roller shutters, awnings or pergolas – sun shading systems from HELLA are more than just smart shade providers. The intelligent systems play with light and shade and create tailored spatial experiences. With the products made by this premium provider from Austria, you can control your personalised daylight profile in all internal and external spaces. HELLA shading systems can also help to reduce energy consumption when combined with weather sensor technology.

SUSTAINABILITY AT HELLA

For HELLA, sustainability is more than just a buzzword – it's a commitment to a holistic attitude and has been practised by the owning family for decades.

Consistently acting in a sustainable way means acting in a manner that is environmentally friendly, economical and socially sustainable. The company maintains long-term relationships with customers, suppliers and employees and continuously minimises the environmental footprint of its products. For example, the slatted hinges of the outdoor blinds contain 80 per cent recycled aluminium. HELLA is just as sustainable as its products: the company produces more energy at its headquarters than is consumed thanks to its own hydroelectric power plant, a photovoltaic system and participation in a biomass heating plant. The energy management principle "Saving, generating and storing energy" in place at the company headquarters is constantly being extended to further business locations.

HELLA's contribution to climate protection

The most sustainable solution for a comfortable indoor climate and to protect against the summer heat is automated outdoor shading. The main function of external sun shading is to reflect the sun and ensure that the heat does not penetrate into the interior. With the ONYX control system developed by HELLA, which can be connected to all standard smart home systems, the sun shading systems become even more sustainable and allow the sun to get in only where it is wanted.

The system can also react to the weather in order to optimally adapt the sun and heat protection to the conditions. The ONYX weather sensors detect influences such as wind speed, sun intensity and temperature on the façade. The obtained data can then be used to customise the products to residents' needs.

Smart networking is the future

By integrating sun shading products into the home, they are able to improve a building's energy footprint. Maximum comfort, energy savings and sustainability can be achieved by networking with other control systems such as those for heating or ventilation. The ONYX control system is compatible with systems such as Alexa or Google Home and can centrally control all technical areas of the building. Smart home integration focuses on residents and their use of space, including their daily routine and preferences.

Energy saving with sun shading

Depending on the building, age and size of the window area, up to 30 per cent of heating energy can be saved by using automated, external sun shading, like roller shutters. Further savings of up to 50 per cent can be achieved when cooling. Sun shading products have a clear advantage over air conditioning systems when it comes to sustainability. The latter not only consume energy, but also directly contribute to heating the urban space through warm exhaust air. Intelligent sun shading systems thus make an important contribution to reducing CO₂ emissions and climate protection.

