CONTENTS

6  Services
8  Pergolas
10  Over-glass and under-glass awnings
12  Outdoor blinds & exterior Venetian blinds
19  ONYX control
22  Soffit systems
24  Top-mounted elements
26  News
The new ECN system makes our outdoor blind AR 92 more robust, more elegant and more quiet! The new titanium coating gets to grips with dirt. As of now, the new coating is available for ARB 80 and AR 92 ECN in four different slat colours.

In the area of the HELLA’s own ONYX control system, we present the new ONYX SILENT motor. Here we are now operating in whisper mode! Other innovations in this area are the new - lower priced and more compact - ONYX Centerbox and the fact, that all pergolas within the PLUS design by default are provided with ONYX. This means, that the frost detection as well as the wind- and sun sensor are integrated without surcharge.

New in our assortment are our over-glass and under-glass awnings SOLANYA and SOLEYA. They replace the hitherto existing conservatory blind assortment and bring the Mediterranean way of living to your customers’ terraces. Also new is the pergola awning ELEGANZA. Depending on market positioning and target audience, this awning is an attractive starter model in the field of terrace roofing or an “awning de luxe”.

Our TRAV Integral should not go unmentioned, because it makes us particularly proud. With this product, HELLA was nominated for the R+T Innovation Award in 2021, and was recently awarded silver in the special solutions category. This is a pre-assembled complete system consisting of frame, window sill and integrated sun and insect screen. This product replaces the installation of individual components in the wall opening. The high degree of prefabrication simplifies customer service and thus sales talks for specialists and building element dealers. This can bring you faster deals and subsequently more sales. The same applies to TOP FOAM, which we are pleased to present to you as a surface-mounted element with the best insulation values and in various box sizes on page 24/25.

With the HELLA product configurator and the expanded retail section on our website, we pay tribute to the inevitable digitalisation. We are not doing this to meet the trend towards digitalisation, but to improve our service for you and your employees.

In total, approximately ten additional product novelties make our novelty assortment 2021 perfect. Our sales representatives will of course be happy to present these to you in detail in a personal meeting.

In conclusion we wish you a pleasant summer season and a successful business year 2021.

Yours sincerely

Christian Schaller, Managing Director
Andreas Kraler, Managing Partner
Show me how you build, and I’ll tell you, who you are.

Christian Morgenstern
German writer
(1871 –1914)
HELLA IS AVAILABLE FOR YOU - FOR 24 HOURS A DAY

Our services

With the HELLA product configurator, ordering is now even easier and faster. Operation is designed intuitively, just as you would expect from a webshop. All information necessary for an offer or an order is continuously queried and checked by the system, so that nothing can be forgotten. Your respective HELLA discounts, purchase prices and consumer sales prices are determined automatically. This simplifies the price calculation significantly. Access to the new configurator is exclusively available for registered specialised dealers from HELLA.

A novelty for HELLA partners is the expanded retail section on the HELLA website. Simply log in and have a quick overview of all your orders. No matter when or where - from your home, from the showroom or when you are on your way. All information, order confirmations and invoices are accessible with your smart phone as well as with your computer. Your direct line to our sales service and sales representatives in charge completes this service.
WE DESIGN COOL SHADOWS

HELLA PROVIDES ELEGANT SHADE
The new pergola awning ELEGANZA

HIGHLIGHTS
- Inclination adjustment
- LED in the guide rails
- Water drainage eyelets in the cover
ELEGANZA is a new pergola awning with two columns and with brackets for the installation to a wall. In the design ELEGANZA protect, the cover is side seam guided. With the cassette 253 x 156 mm, terraces up to a depth of 5.5 m and up to a width of 6 m can be provided with shade. In addition, the pergola awning with a surface of up to 30 m², can be provided with dimmable LED stripes, which are integrated in the guidings and in the cassette, serving for a comfortable atmosphere. An optional available Varioplus roller blind as vertical blind can be mounted between the columns as protection against the setting sun.

Varioplus roller blind, motor-driven (optional)

LED in cassette and guide rails (optional)
HELLA SHOWS THE NICE SIDES OF SHADE
New over-glass and under-glass awnings SOLANYA and SOLEYA

The new over-glass and under-glass awnings SOLANYA and SOLEYA captivate due to their plain and linear structure. The small cassette of the SOLANYA with only 151 x 131 mm, can be mounted invisibly onto or beneath the terrace roofing. Thanks to the small guide rails, roofs up to a surface of 20 m² can easily and especially with an aesthetic demand be provided with shade. The larger box of the SOLEYA with 253 x 156 mm can provide shade to terraces up to a surface of 30 m². The design SOLEYA protect with side seam guiding is a seamless and wind resistant design model for a surface of up to 26 m² and with wind protection class 3.

HIGHLIGHTS
- Operation via motor/radio motor
- LED in cassette and guide rails (SOLEYA under-glass)
- Shading of large terraces possible
The new ECN system for outdoor blind AR 92 ECN

Our patented stainless steel clip cam belt (ECN), which connects the slats, provide for an exact packaging, a perfect loop formation and thus for a minimal package height. Due to the higher climatic requirements and new construction methods, we have optimised and strengthened this construction. Impact resistance and wind load could be increased once again. Following the trend to darker slat colours, cam belts and plastic parts are in future delivered in dark grey. So they harmonise perfectly with the grey lift tape and provide for an elegant look. At the same time, the new lift tape is designed with a reduced splitting and larger slat overlapping, to reduce noise and to improve the closing behaviour.
HIGHLIGHTS

- Increased wind stability
- Harmonious appearance:
- “Smooth” curtain
HELLE HAS SOMETHING AGAINST DIRT

Now available with titanium slat coating, if desired

As from now we can design the slats of special outdoor blinds with a coating of titanium dioxide, if desired. Thanks to the invisible titanium dioxide, dirt can adhere less to surfaces. Slats remain longer clean, when the titanium dioxide coating is activated by the temperature of the sun and washed up by rain.

And if there is not enough rain, a simple rinsing with water is sufficient to clean the slat surface. For a surcharge, this feature is available for the outdoor blinds ARB 80 and AR 92 ECN in the slat colours 9006, 9007, 7016 and DB703.

Raindrops
A small quantity of water suffices to remove dirt from the surface – the slats remain clean for longer.

Exposure to sunlight
UV rays as catalyst cause the degradation of organic dirt particles – the slats can be easily cleaned.

Cleaning by the air
The titanium oxide in the coating contributes to the surface cleaning and, as semiconductor, clears the air from noxious substances.
### AVAILABLE COLOURS WITH TITANIUM COATING

<table>
<thead>
<tr>
<th>RAL 9006</th>
<th>RAL 9007</th>
<th>RAL 7016</th>
<th>DB703</th>
</tr>
</thead>
</table>

**HIGHLIGHTS**
- Environment-friendly and sustainable
- Activated by ultraviolet light
- Slats are clean and dry
HELLA MAKES INSULATING EASIER

Flexible mineral wool for irregularities of the mounting bases

As from now, HELLA offers for the front-mounted system VA/VAP and the canted U-channels a flexible and smoother mineral wool with a thickness of 20 to 90 mm as additional insulation material for the insulation of the rear side. The thermal conductivity of the smooth mineral wool with glass-fibre fleece on one side is 0.035 W/mK. Thanks to the improved levelling out on especially uneven mounting bases, the installation is facilitated significantly.

HELLA NOW GOES RIGHT UP TO THE CEILING

New ceiling insulation for front-mounted systems

New ceiling insulations for the front-mounted systems VA/VAP and for the canted U-channels shape 7 and 7-PT can now be ordered as additional feature. The system perfectly matches the rear insulation and herewith improves the complete installation process. And as a matter of course, the insulation characteristics are improved once more.
Perforated front top board for rear-ventilated facades

Perforated front top boards for rear-ventilated facades can now be ordered for the front-mounted systems and cantilevered U-channels. Consequently, the usually designed ventilation grilles are no longer required. This results in the saving of space and the grilles can be designed in the same facade colour. The incoming air ratio is 100 cm²/m and thus complies with the Guidelines for the planning and execution of rear-ventilated facades.

Redesign of self-supporting recess systems

To facilitate the installation, save costs and provide an unobtrusive integration into the facade, HELLA has effectively and in detail redesigned the front-mounted systems VLS and VFS as well as the self-supporting facade system FFS. The brackets were strengthened and are now available up to a width of 2.5 m without additional aluminium covering. Besides the advantage from an aesthetical point of view, this modification led to a noise reduction of the complete construction.
HELLA BRINGS INNOVATION THE QUIET WAY

New ONYX SILENT Motor

The first ONYX Motor with integrated radio receiver from HELLA with an astonishing smooth running performance is available now. This is a tubular motor for roller shutters with Plug & Play Technology. The ONYX radio motor is provided with 2 different speeds of rotation, which easily can be activated via the hand-held radio transmitter ONYX.CLICK or the smart phone app. In the whisper mode the drive is practically silent. The running performances are optimally adapted, so that all remain quiet, especially when starting and stopping the movement of the curtain. If no radio control is required, the HELLA SILENT motor can be operated wire-bound with standard roller shutter switches.
HIGHLIGHTS

- Whisper mode
- Smart detection of obstacles:
- Protection against freezing
SMARTER. MORE INTELLIGENT. HELLA.
The new ONYX.CENTER 2

With the new smart control system ONYX, HELLA set new benchmarks. With the new Gateway ONYX.CENTER 2, the smallest and most central unit for sun shading is now being launched on the market. The side length does not exceed 80 mm. The height has been reduced by half compared to the previous model. The new Gateway makes a LAN cable unnecessary. It simply connects to an existing WLAN. There is also no need for an external antenna, as it is already integrated. A coloured LED ring informs you clearly about the operating mode. And last but not least: The new box is significantly cheaper than the first generation, and, in relation to the function range, offers the best price-performance-ratio in the market.
By default, all HELLA PLUS pergolas are provided with a frost detection and a wind and sun sensor. And all that without surcharge! At the same time, the pergola can modularly be equipped with additional features: LED lighting, rain sensor with snow detection, infrared radiant heater or up to four lateral shading elements are possible. In combination with the ONYX-app, any pergola becomes a smart and intelligent system tailored to the customer’s individual needs.
HELLA offers for timber construction professionals an easy and secure solution, which combines all works around the window. This solution enables the integration of pre-assembled sun protection products into a “complete system solution”. With this product novelty, HELLA will optimise the challenge window opening in the timber construction. A pre-fabricated complete system consisting of frame, window sill and integrated sun and insect screen replaces the installation of individual components into the wall opening. Gaps in the work and thermal bridges are automatically excluded with the installation of this product. TRAV Integral is an enhancement of the solution TRAV frame for the brickwork construction. TRAV Integral was nominated for the R+T innovation award in 2021, and was recently awarded silver in the special solutions category.
HIGHLIGHTS
- All-rounder for timber and prefabricated construction
- Safes time and costs
- Excellent thermal insulation and sound insulation values
HELLA GETS YOUR WINDOWS IN TOP SHAPE
The new TOP FOAM top-mounted elements

TOP FOAM top-mounted elements made of shrinkage-free polystyrene, combine best insulation values with highest flexibility. This is not only shown by the different box heights and box depths for all installation situations, but also by the compatibility with sun blinds and insect screens. Whether roller shutter, outdoor blind or insect screen, any requirement can be integrated. The connection to the window via clip technology makes the boxes extremely installation-friendly.

As of now, the TOP FOAM store is also available as XL-option for the outdoor blind 92 mm!

HIGHLIGHTS
- Exact installation thanks to clip technology
- Certified energy values
- Two box heights available

TOP FOAM RvU
With integrated recess to incorporate roller shutters, inspection from the bottom side

TOP FOAM RvA
With integrated recess to incorporate roller shutters, inspection from the outside
TOP FOAM store
With integrated recess to incorporate outdoor blinds & exterior Venetian blinds

TOP FOAM store XL
With integrated recess to incorporate outdoor blinds & exterior Venetian blinds

TOP FOAM screen
With integrated recess to incorporate textile blinds
HELLA PROVIDES SHADE SIMPLY EVERYWHERE

The versatile AREIA SIDE roller blind

AREIA SIDE is the first choice wherever you want to retrofit additional shading quickly and easily. The Varioplus roller blind is designed as a separate free-hanging construction for vertical shading. The flexible installation with brackets allows it to be attached to almost all existing structures and is equally suitable for wall, ceiling or rafter installation. AREIA SIDE is available with crank handle for manual operation or with motor drive.

SOMETIMES HELLA MAKES IT HOT

New infrared radiant heater for outdoors

Especially during the in-between season and on cold evenings, you will appreciate the strong immediate heat with infrared short wave and a power demand of 2200 Watt. The elegant infrared radiant heaters with glass ceramic covering are provided with a watertight housing and are therefore especially suitable for outdoor use. The housing design can be perfectly combined with awnings, conservatory blinds and pergolas from HELLA. The radiant heaters are available in white or black.