Contact:

Jessica Scopacasa

Senior Public Relations Manager - dmg events

E: [jessicascopacasa@dmgevents.com](mailto:jessicascopacasa@dmgevents.com)

T: +97144380355

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**FRAGILE AS GLASS? YOU MIGHT SWING AROUND AT GULF GLASS 2019**

**The warning “Handle with care: fragile glass” might become a thing of the past at**[**Gulf Glass 2019**](https://www.gulf.glass/?utm_source=Website&utm_medium=Newsroom&utm_campaign=GG_GlassSMASH_PressRelease&utm_content=&utm_term=)**.**

*Dubai, 15th August*: Middle East’s largest event dedicated to the glass industry will disrupt the old notion of glass being a fragile material at its [GlassSMASH challenge](https://www.gulf.glass/glasssmash-challenge/?utm_source=&utm_medium=&utm_campaign=GG_GlassSMASH_PressRelease&utm_content=&utm_term=" \t "_blank) this year. From 24 to 26 September at the Dubai World Trade Centre, visitors will be able to test firsthand the strength of an attack resistant high-security glass by **Vetrotech Saint-Gobain: VETROGARD**.

Teams of contestants will be presented with a clean slate of VETROGARD glass along with tools to attempt breaking through the glass (organisers bet it won’t be an easy task!). After 20 tries each, a glass expert from Vetrotech Saint-Gobain will measure the impact created on the glass to declare a winner.

Anoop Sreekumar, Specification Manager- Middle East Markets at Saint-Gobain, says:

"Vetrogard Attack, the glass we are presenting at the GlassSMASH challenge, is a laminated attack-resistant glass solution. It consists of a multi-layer lamination of various interlayer films and glass panes resisting manual attacks, forced intrusion and escape."

Vetrogard is developed and manufactured by Vetrotech Saint-Gobain, a business unit within the Saint-Gobain organization focusing on developing high performance and security glazing solutions.The glass is certified to EN 356- Glass in building, security glazing, testing and classification of resistance against manual attack.

Vetrotech Saint-Gobain & SageGlass Saint-Gobain started participating in Gulf Glass and Windows Doors and Façades Event since 2016. The event was outstanding and has provided us a unique forum to understand industry trends and markets, showcase our wide range of products, introduce turnkey solutions and dialogue with key stakeholders in the construction industry," Sreekumar adds. "With other Saint-Gobain business units (including Gyrpoc Saint-Gobain) participating along with us in this edition, we look forward to another successful WDF event this year."

According to Sanjay Ganjoo, the Chief Operating Officer of **Asahi India Glass (AIS)**, India's leading integrated glass solutions company, “Due to its fragile nature, the use of glass to bring natural light into buildings was earlier restricted only to windows and other small installations.

“With the development of new construction techniques, value additions and processing being done on glass, this material is now strong and durable and hence considered a viable choice for more complex structural requirements around the world.”

Announcing the company’s participation at Gulf Glass 2019, Ganjoo adds: “At our stand, visitors will see a beautiful display of our high performance glasses: AIS Ecosense, AIS Sunshield, AIS Décor, and AIS Swytchglas.”

This latter is the cutting edge in glass technology as it has the power to control transparency, making it the smartest glass around, according to Ganjoo. “With AIS Swytchglas, you can turn the glass from transparent to translucent, with the click of a button. This presents a view into a whole new world of opportunities with glass,” he adds. “These solutions enhance the aesthetics, efficiency and economics of commercial and residential spaces, compared to traditional building materials.”

[[Read the full interview with Sanjay Ganjoo, Chief Operating Officer (Architectural Glass), at Asahi India Glass Ltd](https://press.gulf.glass/exhibitor-interview-asahi-india-glass-ltd)]

Hundreds of innovative glass products will be presented by both local and international companies at Gulf Glass this year. The exhibitors’ list includes leading brands like **Saint Gobain, BDF Industries, Henry F. Teichmann, Horn Glass Industries, Godrej, Bucher EMHART Glass, BASF, Forma Glass, and Lizmontagens**, among others.

Beyond discovering the latest glass solutions and technologies for the Middle East market, visitors will also gain competitive advantage and a wealth of knowledge by attending the wide [CPD-certified educational sessions](https://www.gulf.glass/conference-agenda/facades-seminar-series/?utm_source=Website&utm_medium=Newsroom&utm_campaign=GG_GlassSMASH_PressRelease&utm_content=&utm_term=) offered for free at Gulf Glass.

Top industry experts will share the latest insights and best practices at dozens of presentations across the three days of the event. These will focus on challenges in selecting the right glass solutions, managing the aesthetic of glass architecture, latest trends in the use of BIPV glass, energy saving solutions for the glass industry, and advances in smart glass and smart tinting technologies.

Dr. Elmira Ryabova, the President, CEO, CTO and founder of the California-based Advenira Entreprises, Inc., one of the confirmed speakers at Gulf Glass, said: “We will be happy to share the accumulated knowledge and expertise in Solar Heat Control coatings with all the attendees, and hope that our unique and proprietary SDN® technology will pave the way for environmentally friendly, energy efficient, and lower emission habitat for humankind.”

[Related: [ADDRESSING CLIMATE CHANGE THROUGH GLASS TECHNOLOGY. Gulf Glass 2019 to present Advenira Enterprises’ solar heat control coating for a sustainable future](https://press.gulf.glass/addressing-climate-change-through-glass-technology)]

Gulf Glass 2019 will run alongside Windows, Doors & Facades Event (WDF), the region’s largest industry dedicated event. Hosting 130 exhibitors from around the globe, including Schuco, Orgadata, Gutmann, Elumatec, Reynaers, Hueck, Emmegi, and MJ Metal, WDF will also present the high-level “[Future of Facades Summit](https://www.gulf.glass/conference-agenda/the-future-of-facades-summit/?utm_source=Website&utm_medium=Newsroom&utm_campaign=GG_GlassSMASH_PressRelease&utm_content=&utm_term=)” on September 24.

Organised every two years by dmg events, Gulf Glass is an unmissable one stop shop for all things glass, gathering suppliers of finished products, glass production technology and machinery, glass processing & finishing solutions, measurement, testing & control technology, tools, replacements and spare parts, as well as auxiliary equipment and fitting.

The latest edition of the show, which took place in 2017, welcomed 5,500 participants and over 140 exhibitors from 22 countries.

Gulf Glass is supported by Mountain Glass (Gold Sponsor), Glass Source (Exclusive Glass Solutions Sponsor), Thomas Bell-Wright International Consultants (Testing & Certification Partner), AGC Obeikan (Summit Sponsor), and Advenira (Workshop Sponsor).

The event is free to attend for industry professionals. To know more about Gulf Glass (24-26 September 2019, Dubai World Trade Centre), visit [www.gulf.glass](https://www.gulf.glass/?utm_source=Website&utm_medium=Newsroom&utm_campaign=GG_GlassSMASH_PressRelease&utm_content=&utm_term=).

Lear more about the GlassSMASH Challenge [HERE](https://www.gulf.glass/glasssmash-challenge/?utm_source=&utm_medium=&utm_campaign=GG_GlassSMASH_PressRelease&utm_content=&utm_term=).

Discover the Facades Seminar Series Agenda [HERE](https://www.gulf.glass/conference-agenda/facades-seminar-series/?utm_source=Website&utm_medium=Newsroom&utm_campaign=GG_GlassSMASH_PressRelease&utm_content=&utm_term=).

Discover the Future of Facades Summit Agenda [HERE](https://www.gulf.glass/conference-agenda/the-future-of-facades-summit/?utm_source=Website&utm_medium=Newsroom&utm_campaign=GG_GlassSMASH_PressRelease&utm_content=&utm_term=).

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