

**INTRODUCING
PRESTIGE PLUS**

**LOCATION
NEW SOUTH WALES**

AUSTRALIANS EMBRACE A EUROPEAN WINDOW SOLUTION

Angela Farrell

When Alex Tretyak first moved to Sydney from Ukraine in 2006, one of the first things he noticed was the low quality of the windows he was installing. Alex couldn't believe that Australia was still using such high-maintenance, low-performing and low-security materials such as single-glazing, timber, and standard aluminium, or that uPVC hadn't even been considered as a solution!

In Ukraine, around 90% of homes have been fitted with double-glazed uPVC, as single glazing leaves the resident with no protection from the weather. In Australia, he noticed residents were blasting the air conditioning with their blinds closed, as it seemed to be the only way they could combat the heat, leaving them with a dark home and high-power bill.

Spending more time in Australia made it apparent to him that those residents living anywhere near cities or highways, had to find ways to live uncomfortably with the noise. Australia didn't seem to have access to the same window technology that other countries had been using since the 1960s! It just didn't seem right, and the gap in the market was obvious.

So, in 2017 Alex and his good friend Serge Zhdanko started Prestige Plus Window and

Door Production. They knew that people living in Australia would benefit from the quality materials and installation used to in Europe, where temperatures regularly drop below zero.

When Alex and Serge first started the business in Sydney, they wanted to create a one-stop shop to cover all their client's needs, including sales, manufacturing, installation, and flyscreens. They wanted it completed in-house and in collaboration with local suppliers, so they could proudly call themselves Australian Made.

Over the last few years, Prestige Plus has gone from strength to strength, largely because people have been working from home and realised the high levels of noise during the day from joining Zoom meetings under flight paths or trying to concentrate while trains whizz past. Alex says 'there has been a substantial increase in the enquiries we get for windows with acoustic properties'. The products and glazing Prestige Plus recommends for noise insulation can reduce sound transference into homes by up to 80%. Check out the Prestige Plus YouTube channel to see the sound insulating windows and doors in action.

In 2019, Prestige Plus made two Petersham families very happy, by installing acoustic



and thermal insulating windows and doors into a new duplex build, in collaboration with developer George Tawaf. The aim was a modern light-filled home, with maximum performance for thermal and sound insulation, to minimise the disturbance from the train line 300 m away, and the flight path directly overhead.

To ensure they could achieve the best results, all windows and doors were fitted with Prestige Plus's specialist Low-E coated, noise insulated double-glazed units. The frame design was also specified to achieve maximum benefit from the glazing; selecting tilt and slide doors, and tilt and turn windows, each having airtight gaskets.

Prestige Plus has created a superior product for noise reduction by combining two of the most effective technologies together. The first is a uPVC frame, which also has excellent energy-saving properties due to the thermal breaks in the profile. These breaks dramatically decrease the number of UV and surrounding temperatures penetrating through the frame, saving residents hundreds of dollars per year on air conditioning, and significantly reducing sound and vibration from travelling through. The second is a slightly thickened, double-glazed unit with toughened and laminated glass, which has the highest possible noise

reduction. The space in between the two planes is filled with a non-toxic insulating gas, which further increases energy conservation and suppresses noise-transference with outstanding results.

In the past, the demand for thermal insulation in Australia has been about combating heat, but now these same products are helping to combat cold, high-wind climates, as well as the busy inner-city suburbs.

Alex and Serge don't plan on slowing down, and still work in the business full time, along with six staff in sales and administration, a crew of 12 in the factory, and three teams of window installers. New products and collaborations are underway to continually improve the quality and experience for customers, including 'thermally broken aluminium' profiles, which are created using state of the art technology to achieve the highest performance possible, in flawless slimline designs.

Alex reflects 'It's incredible just how much Australians have welcomed the change to a more comfortable and eco-friendlier home, by simply upgrading their windows and doors through Prestige Plus.'



Ten minutes after we turned the heater off, we were all freezing again! At that moment I thought- we can do better.'

