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For Immediate Release:

**GVSU / MAREC Joins Forces with West Michigan Firm to Introduce
Thermochromic Self-Tinting Laminated Glass Technology**

The Michigan Alternative and Renewable Energy Center (MAREC) located in downtown Muskegon, recently joined forces with Pleotint, LLC of Jenison, Michigan to introduce an innovative and energy saving thermochromic interlayer technology that adds self-tinting properties to laminated glass.

Consistent with the mission of MAREC to highlight and showcase emerging technologies, the development of the *Suntuitive*[®] interlayer for laminated glass offers an important new energy saving opportunity for commercial and residential window glass installations. Arn Boezaart, Director of MAREC notes that “from an energy savings standpoint, the *Suntuitive* interlayer represents break-through technology that can provide significant energy efficiency through reduction of heat gain in a variety of commercial and higher-end residential applications”.

The *Suntuitive* interlayer is North America’s first commercially available thermochromic interlayer for laminated glass that gradually darkens in response to rising temperatures caused by direct sunlight, then cools as the sun moves across the sky, returning to a clear, neutral state in cloudy or dark conditions. The *Suntuitive* interlayer requires no electrical or mechanical assistance.

Harlan Byker, Pleotint CEO stated “We are proud to partner with GVSU/MAREC as part of the introduction of our *Suntuitive* technology that provides energy saving by the reversible tinting of windows every day of the year, and on every orientation of a building simply by the amount of sunlight shining directly on the window”. Able to passively adapt to direct sunlight, the *Suntuitive* interlayer can optimize indoor comfort, views and daylighting, while blocking heat generated from sunlight, glare, and ultraviolet light without obtrusive window shades or other sun-blocking devices.

Recently, four standard insulated window units at MAREC were replaced with the Pleotint *Suntuitive*[®] laminated glass and will serve as a demonstration site for the technology while allowing for performance monitoring in comparison to the properties of conventional thermal laminated window glass. MAREC welcomes visitors interested in viewing the technology and learning more about the Pleotint innovation.

About MAREC:

The Michigan Alternative and Renewable Energy Center (MAREC) in Muskegon is an economic development initiative of the City of Muskegon in partnership with Grand Valley State University and the Michigan Economic Development Corporation. MAREC offers a range of technology oriented business start-up and incubation opportunities with emphasis on renewable energy innovation and efficiency. MAREC operates in partnership with the Michigan Small Business Development Center (SBDC) program.

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