

## Press release

Enter, the Netherlands,  
July 2010

## Coulisse launched as a high-end brand in Brazil



Uniflex flagship store Sao Paulo

With the opening of the flagship store in Sao Paulo April last Elubel, strategic partner of Coulisse in Brazil, introduced Coulisse to the market as a high-end brand in window decoration. The coming months Elubel will be opening over 25 Coulisse shop-in-shops in her exclusive Uniflex window decoration shops. The showrooms are all completely set up in the Coulisse style and completed with the unique collections and systems from Coulisse.

The Coulisse products perfectly suit the Brazilian market in which there is a big demand for luxury and design. The shops in which the Coulisse products will be sold aim at the higher segment of the market. With this new development Coulisse expects to make the first steps in becoming a well-known brand in Brazil as well as to increase brand awareness for Coulisse world wide.

Coulisse started its cooperation with Elubel last year. Elubel has a wide network of dealers in Brazil aiming at the higher segment. "The professionalism of Elubel perfectly suits the Coulisse way of working. Brazilians have a

highly developed feeling for style and luxury; the Coulisse style and products perfectly suit this feeling.", says Pim Molenaars, sales manager for South-America.



Brazilian dealer takes a look at a Coulisse collection book at the opening event of the First Coulisse shop-in-shop at Sao Paulo.



Construction of the soon the be opened shop in Curitiba, Brazil.

\* End press release \*