



# charisma

The ultimate combination of classic design and 21st century engineering

**eurocell**<sup>®</sup>  
*All together better*





## DISCOVER A DESIGN CLASSIC WITH A MODERN TWIST – CHARISMA VERTICAL SLIDING SASH WINDOWS

Offer your customers classically styled traditional windows with all the low-maintenance and thermal efficiency benefits of modern PVC-U

As one of the most highly engineered vertical sliding windows on the market, Charisma from Eurocell captures the stylish looks of the Georgian era, with none of the associated problems of draughts, rattling sashes and high maintenance. Plus, you can now choose Charisma Classic – an extension to the Charisma range designed to meet the exacting requirements of conservation areas and historic buildings. Boasting brand new aesthetics, including a deep bottom rail and unique-design run through horns, Charisma Classic allows you to tap into new business opportunities.

### **Faultless fabrication – every time**

The Charisma and Charisma Classic vertical sliding sash window system is a market-leading product designed for improved aesthetics and the entire system is even quicker and simpler to fabricate and install than ever before. Precision machined components mean you can now supply customers with a technically advanced, high-performance window that's fabricated to the same high quality standard every time.

## WHY CHOOSE CHARISMA?



**Outstanding  
technical performance**



**Fast, accurate  
fabrication and  
installation**



**Superb energy  
efficiency performance**



**U-value as  
low as 1.3**



**Heritage  
specification  
available**



**BBA certified  
system**



**Wide range of colour  
and style options**



**10-year  
guarantee for  
peace of mind**

### High standards – guaranteed!

Eurocell is a pioneer in the development of advanced PVC-U window systems. You have the reassurance that the Charisma vertical sliding sash window is manufactured to BSI quality standards for PVC-U profile, with the system also being BBA approved.

### Appealing classical aesthetics

Charisma vertical sliding sash windows are guaranteed to add a touch of class to any property. With traditional styling, slim sightlines and a host of decorative finishing touches, they echo the elegance of the Georgian era. Optional ovolo Georgian bars and ovolo crash stops co-ordinate with the sculpted frames to give a classic cottage look, which is enhanced by decorative horns. Slot-in end caps for Georgian bars and security bars are sculpted to fit flush with the window frame, removing any need for difficult and time-consuming milling. A unique Georgian bar cruciform moulding creates a neat finish at the crossing point of vertical and horizontal bars.

Such attention to detail means that every homeowner choosing Charisma gets the same premium quality, precision-finished and artistically-styled sliding sash window.

### Superb thermal performance

The three-chambered PVC-U profile offers excellent thermal insulation, while triple brush seals around the openings deliver outstanding draught-proofing.

### A+rated energy efficiency

Vertical sliders may have a traditional look, but energy efficiency performance could not be more up to date – offering exceptional energy efficiency and draught-proofing for A+rated performance. Not only can you win customers over with the classic design and 21st century engineering, you can shout about the exceptional energy efficiency Charisma has to offer – which is great news for consumers looking to reduce their energy bills.

### Innovative PVC-U Thermal Inserts

PVC-U Thermal Inserts are the sustainable way to improve window energy efficiency. The multi-chambered design delivers significantly improved thermal performance, more efficient fabrication and 20% lighter weight than windows with conventional steel reinforcements. Manufactured using 100% post-consumer recycled material, it means that the entire window frame is recyclable – making it the environmental choice too.





# THE ULTIMATE COMBINATION

## OF CLASSIC DESIGN & 21ST CENTURY ENGINEERING

### Refreshing ventilation

The Charisma vertical sliding sash window system has been designed to offer superior ventilation. Both top and bottom sashes can be partially opened, encouraging fresh air to enter the building at the bottom of the window while warm, stale air escapes at the top. It means that air is able to circulate constantly, keeping rooms fresh and comfortable. The window also features an overhead vent, allowing fresh air to flow all year round without compromising security.

### Tilt-and-slide for simple maintenance

As well as sliding up and down, both sashes in the window also tilt inwards. This innovative slide-and-tilt slide mechanism means that the outer glass panes can be cleaned safely and easily from within the building.

### Safe and secure

Security is a major concern for all homeowners, and the Eurocell charisma vertical sliding sash system has been specially designed to keep intruders at bay. It features a tough aluminium anti-jimmy bar to prevent the sash from being levered open, as well as a choice of high-security locks.

The windows offer excellent fire safety too, as a large enough opening can be created and used as a means of escape, in line with the requirements of Building Regulations Part B (fire safety).

# STYLE & PERFORMANCE



**Versatile ventilation – sashes slide up and down...**



**...and tilt inwards, for easy cleaning from within the building**



**Charisma horn design**



**Charisma Classic unique design run-through horns**



**Deep bottom rail (Charisma Classic only) for authentic looks**



**Ovolo sculpted cill adaptor enhances traditional looks**



**Unique cruciform moulding creates a neat finish**



**Unique slot in end caps fit flush with the window frame**



**A choice of locks to suit your security needs**



**Optional infill trim hides unsightly brush pile**



**Security bar on external sash**



**Able to meet the needs of Building Regulations Part B (fire and safety)**





# charisma

## A WIDE CHOICE OF COLOURS

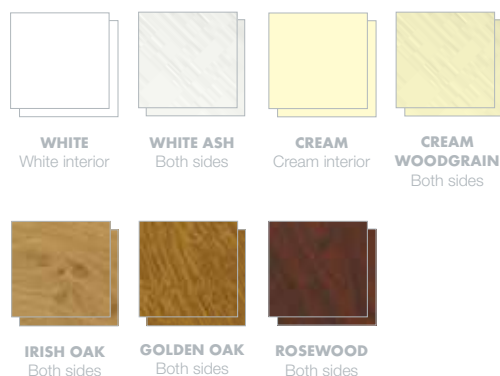
### Colours to frame the view

Like all Eurocell PVC-U products, the Charisma and Charisma Classic vertical sliding sash window systems come with an exact colour-match guarantee. That means the colour is precisely matched to all Eurocell window, door, conservatory and roofline products, creating a co-ordinated, consistent look across any property.

### Up to 10-year guarantee

Charisma windows are guaranteed for ten years, so you can give your customers the assurance of a robust, well-designed, precision-made product that's built to last – manufactured by the UK's leading PVC-U specialist.

### FRAME COLOURS



**ADDITIONAL COLOURS AND SPECIFICATIONS  
ARE MADE TO ORDER ON EXTENDED LEAD TIMES**





## MAXIMUM ENERGY EFFICIENCY

FOR MINIMUM OUTLAY ON HEATING BILLS

### Increasing demand for energy efficient windows

Delivering superior energy efficiency has never been more important for the construction industry and homeowners. It's an alarming fact that our homes and buildings are responsible for almost half of the UK's carbon dioxide emissions.

Windows have an important role to play in combating energy wastage, since 20% of the heat escaping from an average home is lost through its windows\*.

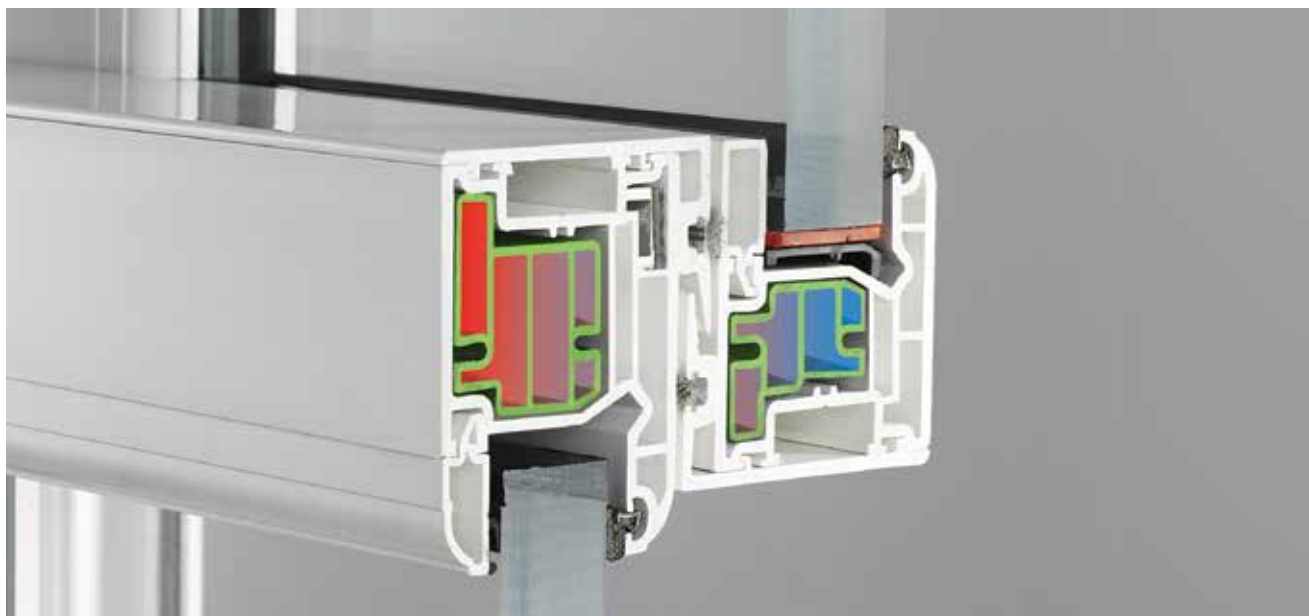
### The green option you can afford

Eurocell helps builders and homeowners to meet their environmental objectives – without having to pay a premium for going green. Fitting Eurocell PVC-U Thermal Inserts in Charisma profiles to boost the thermal efficiency of your windows provides better value than steel alternatives. And they are made from 100% recycled material.



# THERMAL PERFORMANCE

## SPECIFICATION COMPARISON



### charisma standard specification

Config	Glass 1 (external)	Glass 2 (internal)	Gas	Spacer bar	Reinforcing	WER	Energy Index	U-value
4/16/4	Pilkington Optiwhite	Pilkington KS	Argon	Superspacer Premium	PVC-U TI	A+	12	1.4
4/16/4	SG Diamant	SG Planitherm Total Plus	Argon	Superspacer Premium	PVC-U TI	A+	10	1.4
4/16/4	Pilkington Optiwhite	Pilkington KS	Argon	Swisspacer Ultimate	PVC-U TI	A	9	1.4
4/16/4	SG Diamant	SG Planitherm Total Plus	Argon	Swisspacer Ultimate	PVC-U TI	A	7	1.4
4/16/4	Float	Pilkington KS	Argon	Superspacer Premium	PVC-U TI	A	5	1.4
4/16/4	Float	Pilkington KS	Argon	Swisspacer Ultimate	PVC-U TI	A	3	1.4
4/16/4	Pilkington Optiwhite	Pilkington KS	Argon	Superspacer Premium	Steel / Ali	A	1	1.5
4/16/4	Pilkington Optiwhite	Pilkington KS	Argon	Swisspacer Ultimate	Steel / Ali	A	0	1.4
4/16/4	Pilkington Optiwhite	Pilkington Optitherm S1+	Argon	Superspacer Premium	PVC-U TI	B	-6	1.3
4/16/4	Float	Pilkington KS	Argon	Swisspacer Ultimate	Steel / Ali	B	-7	1.5
4/16/4	Pilkington Optiwhite	Pilkington Optitherm S1+	Argon	Swisspacer Ultimate	PVC-U TI	B	-8	1.3
4/16/4	Pilkington Optiwhite	Pilkington Optitherm S1+	Argon	Superspacer Premium	Steel / Ali	C	-16	1.3
4/16/4	Pilkington Optiwhite	Pilkington Optitherm S1+	Argon	Swisspacer Ultimate	Steel / Ali	C	-18	1.3

### charisma classic conservation specification

Config	Glass 1 (external)	Glass 2 (internal)	Gas	Spacer bar	Reinforcing	WER	Energy Index	U-value
4/16/4	Pilkington Optiwhite	Pilkington Optitherm S1+	Argon	Swisspacer Ultimate	PVC-U TI + Ali	B	-9	1.3
4/16/4	Pilkington Optiwhite	Pilkington Optitherm S1+	Argon	Superspacer Premium	Steel / Ali	C	-18	1.4

# TECHNICAL INFORMATION

## VERTICAL SLIDING SASH WINDOWS

### MANUFACTURING LIMITATIONS

#### SIZES

Minimum width	400mm
Minimum height	640mm
Maximum width	1600mm 1250mm with PVC-U TI
Maximum height	2400mm 1500mm with PVC-U TI

#### WHERE REINFORCEMENTS TO BE USED

Cill adaptor and sashes	All
Outer frames (vertical)	1400mm+
Outer frames (horizontal)	1000mm+
Woodgrain profiles	All

### TECHNICAL SPECIFICATIONS

- ▶ 125mm front-to-back dimension
- ▶ 24mm glazing units
- ▶ Window sizes up to 1600mm (w) x 2400mm (h)
- ▶ Galvanised steel reinforcements, aluminium reinforcements or PVC-U Thermal Inserts
- ▶ Internal webs for maximum stability and impact resistance
- ▶ BBA assessment report number 2571

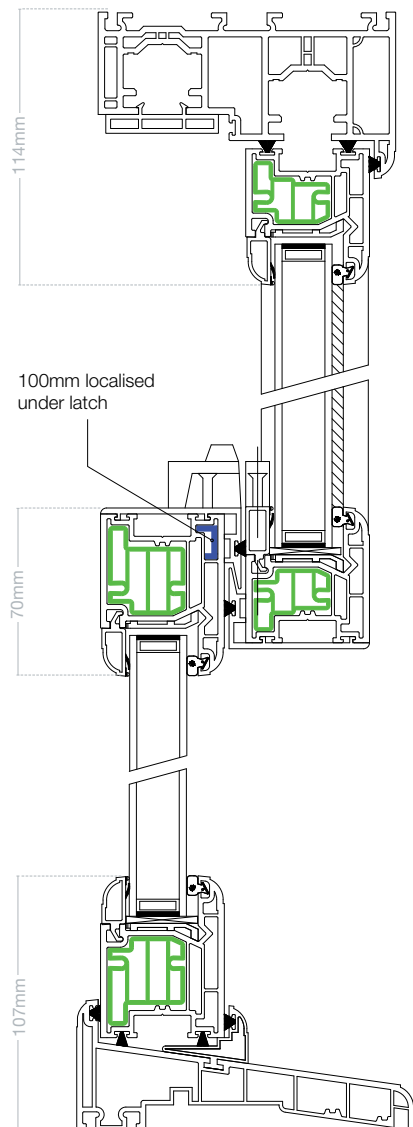




## VERTICAL CROSS SECTIONS

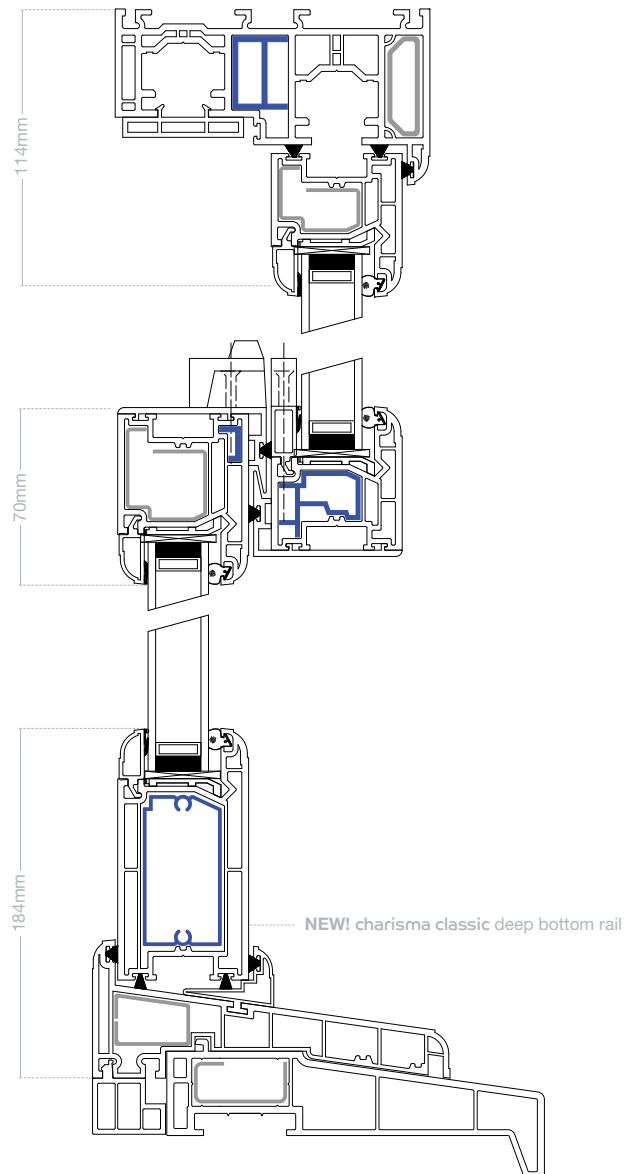
### Charisma

A-rated\* with PVC-U Thermal Inserts



### Charisma Classic

C-rated\*\* with steel and aluminium reinforcements



Steel reinforcements



Aluminium reinforcements



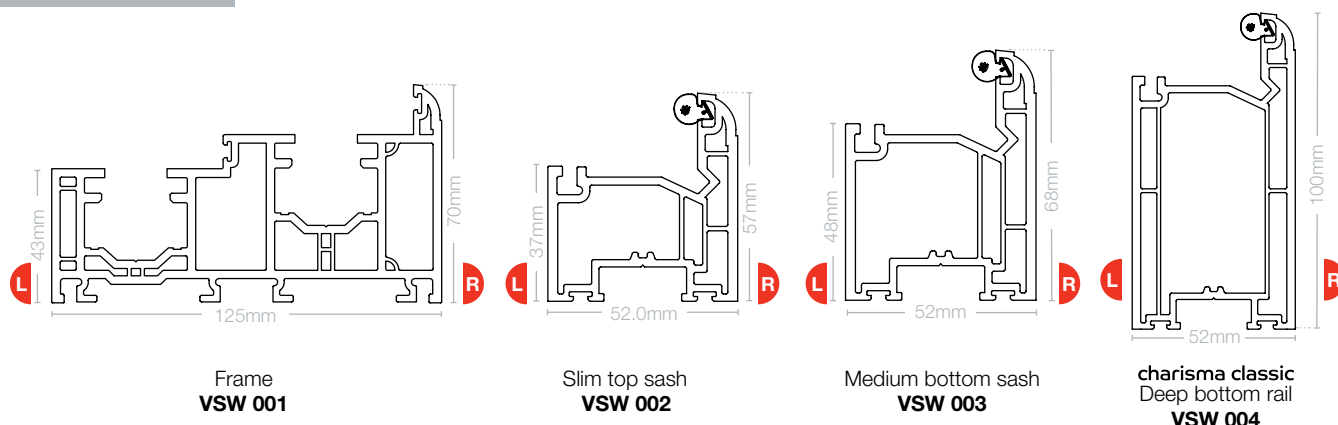
PVC-U Thermal Inserts

\* In conjunction with the Charisma fabrication manual    \*\* A-rated available

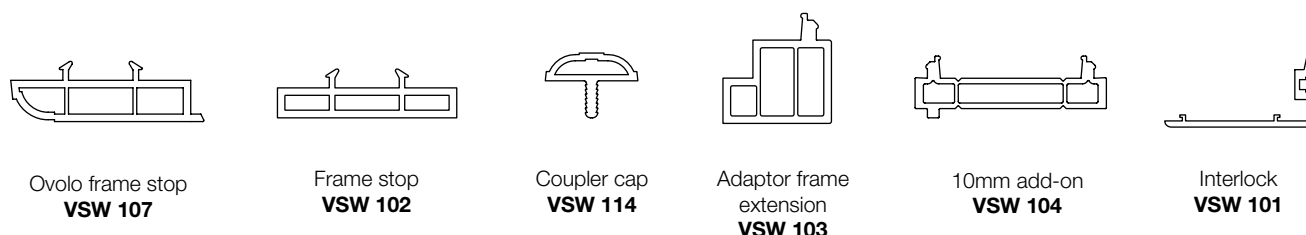
# TECHNICAL INFORMATION

## SYSTEM COMPONENTS

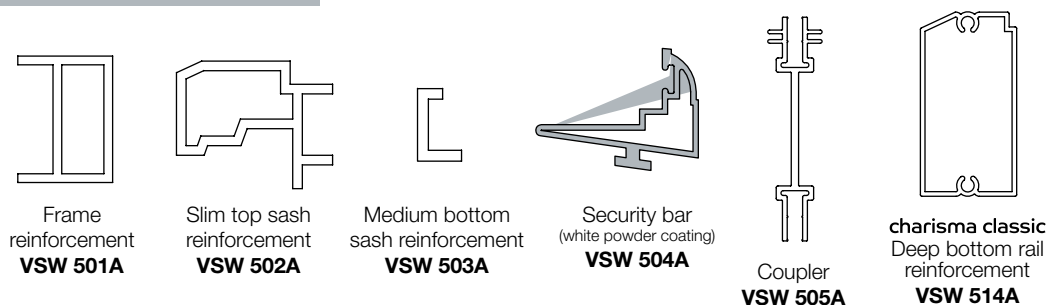
### MAIN PROFILES



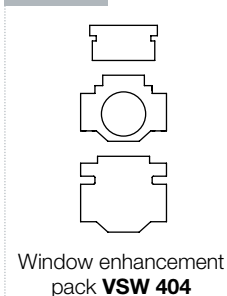
### ANCILLARIES



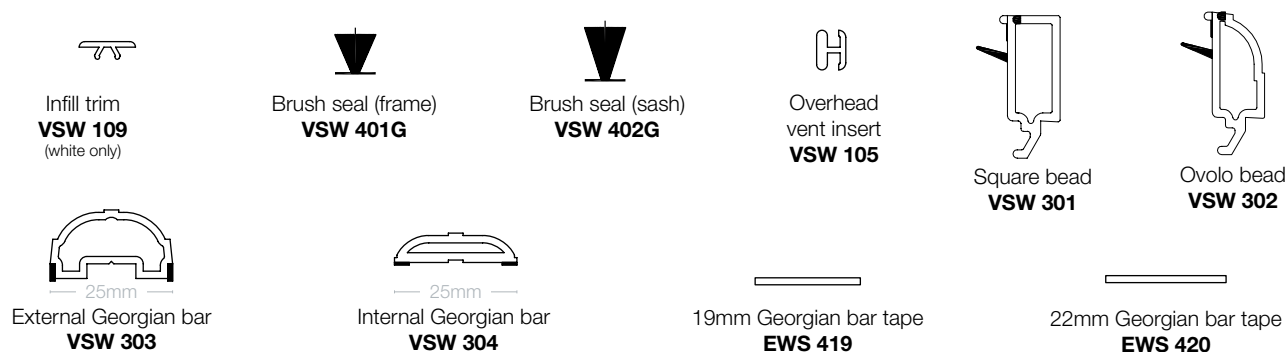
### ALUMINIUM COMPONENTS



### MISC



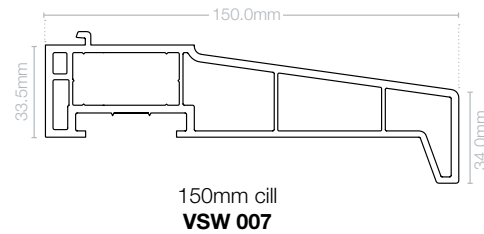
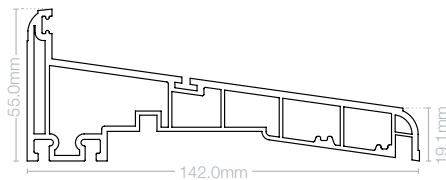
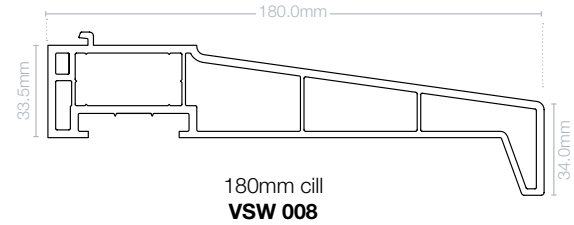
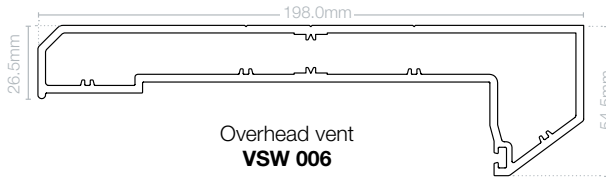
### BEADS & BRUSH SEAL



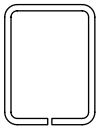


**KEY** Left face **L** Right face **R**

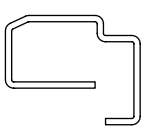
## CILLS



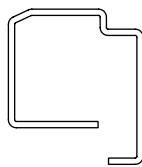
## STEEL COMPONENTS



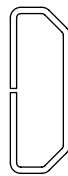
Mainframe reinforcement  
**VSW 601S**



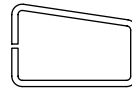
Slim top sash reinforcement  
**VSW 602S**



Medium bottom sash reinforcement  
**VSW 603S**

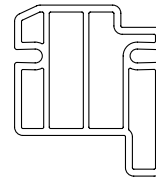


Mainframe reinforcement  
**VSW 604S**

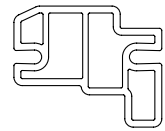


Cill adaptor reinforcement  
**VSW 605S**

## PVC-U THERMAL INSERTS



**VSW 803P**

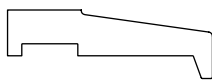


**VSW 802P**

## ACCESSORIES



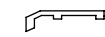
Cill adaptor end cap  
**VSW 205**



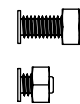
150mm cill end cap  
**VSW 207**



180mm cill end cap  
**VSW 208**



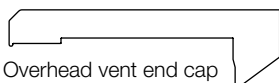
Glass packer  
**VSW 203**



Spring balance fixing kit  
**VSW 607S**



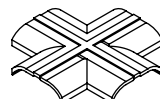
Fixing cleat  
**VSW 608S**



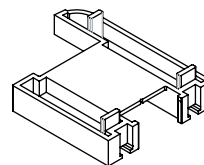
Overhead vent end cap  
**VSW 206**



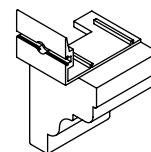
Security bar end cap  
**VSW 204**



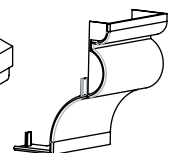
Slimline Georgian bar moulding  
**VSW 306**



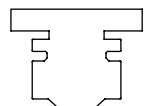
charisma classic Deep bottom rail end moulding  
**VSW 214**



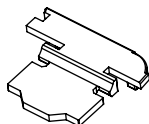
Decorative horn  
**VSW 201**



charisma classic Through horn  
**VSW 210**



Frame stop cap  
**VSW 202**



Ovolo crash stop end cap  
**VSW 209**



Georgian bar fixing kit  
**VSW 606S**



Georgian bar end cap  
**VSW 305**

# CASE STUDIES

## Project: The BRIT School Performing Arts & Technology

The BRIT School for the Performing Arts & Technology in Croydon, London is singing the praises of Charisma after we provided a very exacting architectural window solution.

The school, which was constructed in 1824, is notable for its famous students including Adele, Amy Winehouse, Jessie J, Leona Lewis and Katie Melua, amongst others. The challenge with BRIT School was to maintain the original aesthetics of the building, which meant a wide variety of window styles had to be manufactured, including vertical sliding sash, arched, half moon, fixed lights, top hung and special-shaped.

Eurocell and its local fabricator worked together to incorporate an unprecedented level of bespoke features and specifications into the replacement windows, including black internal profiles for the staging area of the school!

Also adding to the complexity on this project was a requirement for a number of large, elaborate Palladium style window arrangements to the front of the building. These comprised a large vertical sliding sash window centrally with two narrower sliding sashes each side. The Palladium style was completed with an arched fixed light above with two smaller quadrant windows each side.

Another challenge was a Building Regulations requirement for half hour fire-rating on all windows to the front East wing of the school. Eurocell and its local fabricator utilised their extensive experience and key supply partnerships to present the main contractor with a solution to take to the client.







## **Project:** Replacement windows in a conservation area

Eurocell's Charisma vertical sliding sash windows have recieved the thumbs-up from owners of an 18th century cottage in a conservation area of Leicestershire.

The cottage had previously been fitted with green-painted Yorkshire sliding sashes – manufactured from timber – which had rotted beyond repair and were resulting in uncomfortable draughts. Having to continually re-paint and repair the windows had been the final straw for the owners and they therefore took the decision to replace them.

Being in a conservation area meant that the windows had to fit in with the other properties in the village. After a thorough consideration of all the alternatives, the owners chose the Charisma vertical sliding system.

Charisma offered the best combination of aesthetics and performance, helping to retain the charm of this centuries old cottage. The Cream coloured profiles of Charisma are through-coloured, which means they will retain the visual appeal of the windows for many years to come. Georgian bars were selected to further help the property remain in-keeping with nearby historical buildings.

Unlike the poorly fitting sashes on the timber windows, Charisma features triple seals for exceptional draft proofing and an anti-jemmy bar and steel reinforcement for enhanced security, adding another reason why the windows were chosen. Above all, the owner is looking forward to not having to continually re-paint the windows!





*All together better*

For more information about **charisma** vertical sliding sash windows from Eurocell, call our customer services team on **0800 988 3047**, or visit **[eurocell.co.uk/charisma](http://eurocell.co.uk/charisma)**

Eurocell plc, Fairbrook House, Clover Nook Road, Alfreton, Derbyshire DE55 4RF



**[eurocell.co.uk](http://eurocell.co.uk)**