

“Your window to a better world”: profine launches brand campaign for KÖMMERLING

“Your window to a better world”. This slogan is the core of a new campaign that profine GmbH has launched in June 2019 for its KÖMMERLING brand. The aim is to raise awareness of its aspects of sustainability and corporate social responsibility (CSR).

"KÖMMERLING stands for premium windows of the highest quality, safety and innovation. To these aspects two major issues of our time are added in our new campaign", explains Dr. Peter Mrosik, owner and CEO of the system provider.

The focus of the campaign is always on people: The motifs show real people who are involved in the context of profine's corporate social responsibility and who all show a "small gesture with a big impact". profine employees, architects, responsible persons of the partner 1. FSV Mainz 05 and persons who supervise CSR projects do not shape the familiar heart in front of the camera, but a window.

At the heart of the marketing measures are, as a first step, online and print advertisements in industry media that refer to the campaign page www.koemmerling-better-world.com. There you will find examples of stories that connect the protagonists with their "window gesture".

"Customers not only buy windows, but also the values that a brand stands for. Therefore, we intend to make more visible that our KÖMMERLING premium window is much more than just a window. We also invite our market partners to use the campaign as a platform for their own sustainable projects", summarizes Dr. Peter Mrosik the intention of the campaign.

More information at: www.koemmerling-better-world.com

About profine:

profine GmbH – International Profile Group – is a worldwide leading manufacturer of PVC-U profiles for windows and doors and a renowned provider of shutter systems and PVC sheets. With its KBE, KÖMMERLING, and TROCAL brands, the Group supplies its products to 70 countries and has an excellent international standing at 29 sites in 22 countries. profine Group manufactures at production facilities in Germany, France, Italy, Spain, Russia, India, Ukraine, the USA and China, with its head office in Troisdorf, North Rhine-Westphalia, and a payroll of 3,500.

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