

Large variety with a system: profine at the Fensterbau Frontale 2018

When the Fensterbau Frontale exhibition in Nuremberg opens its doors from March 21 to 24, 2018, the stand of the profine Group in hall 7 will again be a magnet for visitors. Under the motto "People. Passion. Profiles." the system supplier will present numerous novelties and an attractive entertainment programme.

Experience the entire portfolio

As the largest exhibitor, profine will be showcasing its entire range of systems, from tilt and turn systems to sliding solutions and aluminium systems. Highlights include the installation service HeldA and the smart security solution Lockstar. In addition, profine will present its wide range of colours with laminates, aluminium shells and the innovative pro-CoverTec finishing technology.

The issue of successful marketing for the partner companies is also part of the exhibition programme. In addition to KBE and Trocal, the premium brand Kömmerling with its integrated advertising and marketing support offers specialist companies new opportunities.

The customer is centre stage

Dr. Peter Mrosik, owner and CEO of the profine Group: "We have intensified the constant dialogue with our partners in recent years. That pays off now. We are very close to the market and develop our solutions specifically for the practical needs of the industry. That can be experienced at the exhibition."

Compatible system solutions

Regarding the tilt and turn systems, the profine Group will present their entire range and their particular advantages in terms of compatibility and cost-effectiveness. The range includes the new 70 mm system platform for building projects, the successful flagship System 76 and the passive house orientated System 88. In addition, there are special foreign systems such as K-Vision for the Netherlands.

Another exhibition highlight is PremiPlan plus, a newly developed threshold system for barrier-free accessibility. Prior to its market launch, the innovative system has already won the pro-K award 2018 in the category of domestic installations and technology.

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New sliding system

Sliding systems are in line with the trend. Here, too, profine can present a new product in addition to the popular lift/sliding doors PremiDoor 76 and PremiDoor 88: PremiSlide 76 is a compact, efficient and versatile sliding system.

Premiere for a complete aluminium system

profine will for the first time present a complete aluminium system that will initially be available in the Indian market under the brand name AluPure. The company is thus consistently expanding its business scope with a range of solutions for the specific requirements of international markets.

HeldA - a successful installation service

In addition to the various services in the area of marketing, sales promotion, training and project consulting, profine is the only system supplier to offer window installation as a service in Germany. The sister company HeldA takes on the installation with qualified specialists, nationwide and long-term, not only for selective projects. The company founded a few years ago has already realised numerous projects and enjoys a high demand. For this reason, HeldA also has its own stand at the profine exhibition area.

Lockstar - innovation in security

Due to the alarming number of burglaries, the issue of security is of high public interest. Therefore, products for this topical matter also belong to the wide range of profine solutions for home and window. The corresponding highlight at the exhibition will be an innovative and smart solution: the window security handle Lockstar. Although the product has only recently become available, it has already won prizes such as the pro-K award 2017 and is for profine forward-looking in terms of new trends such as smart home.

All colours, all trends

The demand for individual solutions and colours in the architecture is still in vogue. Customers of the profine brands have a wide choice with the varied range of laminates, aluminum shells as well as with the innovative surface finishing technology proCoverTec.

Customers benefit from strong brands

In the light of the increasingly intense competition for window companies through low-cost producers, profine not only invests in products but also in marketing and brands.

In Germany, in particular the Kömmerling brand stands out and supports its partner companies as the main sponsor of the Bundesliga club

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Mainz 05 and, for example, with the partner alliance Kömmerling + Fensterprofis (window specialists). Clear differentiation from competitors as well as sustainable sales success are the results of the radiance of a strong brand and active, joint marketing in local and regional markets.

An exhibition stand that surprises

Dr. Peter Mrosik looks forward to the exhibition: "I think the range of our product solutions and services combined with an infotainment programme and the dialogue with our team make our stand again an interesting platform for the window industry community."

So, a visit at the profine Group stand at Fensterbau Frontale 2018 is worthwhile in every respect. Above all, because the company has also announced surprises in terms of stand construction and the entertainment programme.

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 3,000.

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