

## PRESS RELEASE

### **New Sales Promotion Package for profine Manufacturers**

profine Group has compiled a new sales promotion package aiming at regional market development for its manufacturers of the KBE, Kömmerling and Trocal systems in Germany. The main focus is on tapping the large potential of private building renovation.

The new package comprises four elements: The marketing manual, the profine economic stimulus scheme with promotion allowances as well as the measure packages renovation mailing and noise test campaign.

The advertising materials are available in the respective designs of the brands KBE, Kömmerling and Trocal. With the separate action media, such as flyers, adverts and posters, design options are available for the partner companies' corporate advertisement presence.

"In Germany alone, 340 million energetically outmoded windows are waiting to be replaced. We want to support our customers in tapping this potential, namely with advertising materials which make building owners identify specifically their own need for renovation. In this context, we focus individual campaigns in the regional market of the windows manufacturer", explains Joachim Reufels, profine Marketing Manager Central Europe.

#### **Comprehensive Marketing Manual**

The comprehensive marketing manual shows the multiple possibilities for the windows company to stand out from its competitors and to shape its own success by purposeful measures.

#### **Economic Stimulus Scheme with Promotion Allowances**

The profine economic stimulus scheme makes it easy for the partner companies to invest in marketing and advertisement in a professional and targeted manner by supporting selected marketing campaigns with contributions of up to 50 % of the original cost. Thus, every customer company may perceive an allowance amounting to a maximum of 3,000 Euros.

#### **Renovation Mailing**

The new sales promotion campaign "renovate – but with an expert" is intended to assist the windows manufacturers in positioning themselves as competent specialized company and, as a consequence, the first choice to contact for renovation works. At the same time, the campaign is designed to quickly attract the interest of possible new customers and to convince them of the advantages of a replacement of old windows.

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## Noise Test with Earplugs

Die newly conceived noise test campaign is focused specifically on the areas with increased noise pollution: Besides an info package, it also contains a test set with earplugs. Thus, the house owner can easily and directly hear the gains in living comfort he may get when installing new windows, as the earplugs, when used together with traditional windows, offer a similar acoustic insulation degree as modern sound-proof windows which are used in main artery roads do (39dB (A)).



The new sales promotion package of profine is available in the respective brand designs and comprises four elements: The marketing manual, the profine economic stimulus scheme with promotion allowances as well as the measure packages renovation mailing and noise test campaign.

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**About profine:**

profine GmbH - International Profile Group - is the world-wide leading manufacturer of plastic profiles for windows and doors as well as a notable supplier of shutter solutions and PVC sheets. The company was established in 2003, when HT TROPLAST consolidated its profile business activities (KBE, KÖMMERLING, TROCAL) under one roof.

profine has a total of 3,200 employees at 28 locations in 21 countries. Around 1,800 of these employees work in Germany.

The production sites are located in Germany, France, Italy, Spain, Russia, Ukraine, the United States and China. The company headquarters is in Troisdorf (North Rhine-Westphalia, Germany).

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