

**PRESS RELEASE**

**profine Partnerakademie: New Catalogue with specific workshop highlights for the windows industry**

The further education and training institute of the brands KBE, Kömmerling and Trocal has launched a new catalogue with an optimized selection of workshops.

A particular highlight in the new catalogue is the modular workshop series „training as sales professional“ which grants participants the opportunity to systematically and comprehensively develop their personal qualifications in the sales of windows and doors. In this context, the different requirements of the respective distribution channels and target groups of the customer companies will be considered from the very beginning. The training comprises three modules starting at the end of February and will end in June 2010.

“This training curriculum was developed exclusively for the profine Partnerakademie and can support forward-looking windows manufacturers in covering personnel requirements in the sales department by systematically training own staff members with distinct interest in sales tasks”, explains Ludwig Schreiner, person in charge of the Partnerakademie in the “profine Kompetenzcenter”.

The new catalogue offers a balanced mix of trainings on windows technology, building legislation, sales and services as well as management skills. In addition, a sequel to the lecture series „Top Management Knowledge for Entrepreneur Successors“ is planned.

The profine Partnerakademie has become an integral part of the services offered by profine. During the last five trainings periods, more than 300 events with more than thousand participants were organized as in-house or public trainings for the customers of the brands KBE, Kömmerling and Trocal.

The profine Partnerakademie excels in professional, specialized lectures for the industry as well as in its experienced top instructors, locations on the spot and the choice of appropriate hotels.

Ludwig Schreiner: „We finally aim at supporting our customers to develop the potentials of their companies with regard to securing their future. In this context, highly qualified staff members are the decisive advantage in competition.”

**15.01.2010**

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The new catalogue has just been sent to the profine partners. If you have any further questions, please do not hesitate to contact the agency *proSolutions GmbH* entrusted with profine Partnerakademie, contact: Ms. Almut Gieseke (phone +49 (0)2242-9336-130 or by E-Mail: [Almut.Gieseke@prosolutions.de](mailto:Almut.Gieseke@prosolutions.de)).



Speziell für  
Fensterbauunternehmen

**Ausbildung zum Verkaufsprofi**

Zielgruppenspezifische Ausbildung und Training für den Verkauf von Fenstern und Haustüren an Privatkunden, Wiederverkäufer und Objekteure.

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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 3,700 employees at 28 locations in 21 countries. Around 2,200 of these employees work in Germany. Sales amounted to 863 million Euros in the year 2007(consolidated), with a current production capacity of more than 450,000 tons.

The production sites are located in Germany (3), France, Italy, Spain, Russia (2), Ukraine, the United States and China. The company headquarters is in Troisdorf (North Rhine-Westphalia, Germany).

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