

PRESS RELEASE

FIT Show 2019 - successful trade show appearance

The FIT Show in Birmingham is an important glass and window trade fair of the UK. After making a striking entry in 2017, profine Group naturally put up a KÖMMERLING stand once again from 21st to 23rd May 2019.

Visitors to the stand were impressed by the extent of profine UK's investment in revitalising the KÖMMERLING brand, not only through the large and imposing stand but also by the showroom concept and complete suite of new literature.

The product displays were second to none, from the launch of KÖMMERLING 76 including the new flush sash window, which is essential for the UK market, to the Premiline sliding systems, PremiDoor 76 turn/sliding system and a range of products in the exclusive pro-CoverTec finish. The team spirit and commitment to the development of the profine UK business was also a pleasure to witness.

In the run-up to the show, KÖMMERLING UK was on the social media under the hashtag #ComeAlong to invite the industry to visit the stand with a humorous marketing campaign.

The awarding of this campaign as the "Best Creative FIT Show 2019 Marketing Campaign" by the trade show organizer was thus another highlight of the KÖMMERLING appearance in Birmingham.

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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