

## Internet module for supporting “System 76” marketing

profine Group, the system provider of the profile brands KBE, Kömmerling, and Trocal, has developed an interactive web module that supports the marketing of the new “System 76”. This web feature has been designed for ease of use by end customers and the partner companies in the windows industry who can integrate it in their own websites and presentations.

The new web module consists of a compact microsite, a window and door configurator, and a page generator that lets the customer modify the look and contents of the first two components to his specific requirements.

The microsite is divided into seven sections that contain entertaining films and text to present and describe in greater detail this system’s central properties and their contributions to improved quality of life and living. The microsite is available in three graphic versions for the KBE, Kömmerling, and Trocal brands and has also been integrated in their respective websites.

The window and door configurator lets users experience the wide range of design variants for this new system in an interactive environment. After selecting an example building or assigning his own photo, the user can view facades with a range of window types and individual design variants.

The microsite generator lets the profine customer generate his own version of the webpages and utilise these for advertising purposes. Besides adapting the graphics to his own corporate design, he can also define individual contents and the scope of his presentation.

With the exception of the window and door generator, all contents can also be used offline, for instance for the presentation equipment in the specialist showroom.

The new profine system featuring a 76 mm installation depth for the high volume standard market segment has been available since January as a double seal variant under the brand names “KBE 76”, “Kömmerling 76”, and “Trocal 76” and since April 2014 as a centre seal variant.

**Caption:** The new web module consists of a compact microsite, a window and door configurator, and a page generator that lets the customer modify the first two components to his specific requirements.

Graphics: profine

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Starke Marken:





**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 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.

Starke Marken:

