

**PRESS RELEASE**

**profine – Open Window Days roadshow highlights new quality in customer communication**

**((Brief summary))**

*Following its recent change of ownership, the profine Group as the system provider of the window brands KBE, Kömmerling, and Trocal has again picked up speed. One example of its new found dynamic strength as an enterprise is the Open Window Days roadshow, which is to help profine embark on new paths in customer communication. In February and March, the roadshow celebrated its successful premiere in six cities. As an analogy to the concept of presenting substantive information in an appealing environment, the events took place in locations with extraordinary architecture. The agenda included presentations by profine specialists that were supplemented with contributions from renowned experts on the sector. One of the highlights was without question the appearance of Dr Peter Mrosik, the new owner and CEO of the profine Group, who introduced himself personally to the customers and talked about the strategic focus of the company.*

**18 March 2013**

**((Body copy))**

The recent change of ownership has breathed new life into the profine Group tradition. The company's new dynamic strength to which the owner and CEO Dr Peter Mrosik has committed his team is to benefit directly the customers of the profine brands KBE, Kömmerling, and Trocal.

Corporate Communications:  
Martin Schweppenhäuser  
Telefon +49 (0) 6331 / 56-18 04  
Telefax +49 (0) 6331 / 56-15 15  
martin.schweppenhaeuser@  
profine-group.com

A worthy start into this new era was provided by the Open Window Days roadshow, which stopped in six cities in Germany, Austria, and Switzerland in February and March to highlight the new quality in profine's customer communication.

The concept behind the top level customer events was to present the participants, all high ranking decision makers at customer companies, with substantive information in an appealing environment.

As an analogy to the roadshow's motto of supporting the joint prospects for a successful future, the Open Windows Days were hosted specifically at conference venues in architectural hotspots. These included the Hyatt Regency with a magnificent view of the Rhine at Düsseldorf MedienHafen and the spectacular 180° panoramic lounge on the 23<sup>rd</sup> floor of Hamburg's Emporio Tower.

Issued by:  
**profine GmbH**  
International Profile Group  
Mülheimer Straße 26  
53840 Troisdorf  
Telefon +49 (0) 2241 / 9953-0  
Telefax +49 (0) 2241 / 9953-3561  
info@profine-group.com  
www.profine-group.com

The agenda for these events hosted by the two profine sales managers for Germany, Dirk Holzik and Ludwig Schreiner, included presentations by profine specialists that were supplemented with contributions from renowned experts on the sector.

Starke Marken:



### **Dr Peter Mrosik put it plainly**

There was tense expectation before the opening speech by Dr Peter Mrosik. Early in his speech, the new owner took the opportunity to present his professional career to the customers. He stressed: "I assumed ownership of the company as a private investor. Put plainly, I am targeting a long term commitment at profine, and so can promise our customers, who have remained loyal to us also in difficult times, a new quality in terms of consistency and planning reliability."

Dr Peter Mrosik sees his company back in a good position: "However, as a quality provider and technology leader with an innovative product programme, we want to climb even higher, which is why we're now stepping up our drive." What he intends to raise is the performance, above all in services. He assured the customers: "You are all very important to me. You are the most precious asset our company has. That is why you have the right to excellent service."

He then talked about the current changes to the sales organisation. Dr Peter Mrosik made it clear: "These serve the one purpose only: to establish clear structures of responsibility and short decision making channels so that our company can concentrate fully on our customers."

He also apologised for the things that did not quite go off as planned in the past – a gesture that was received very well by the customers.

After his speech, Dr Mrosik turned over the podium to the numerous expert speakers. A summary of the presentations:

#### **"Der deutsche Fenstermarkt" ("the German window market") – Ludwig Schreiner and Professor Dirk Hass, Heilbronn University**

Both speakers stressed that the windows sector in Germany, specifically here for PVC-U windows, is benefiting from the increased investments by owners of private buildings and refurbishers. They continued that there is again growing awareness for quality, and that customers are prepared to pay more for genuine added value.

#### **"Die neue Bauprodukten-Verordnung ab 1. Juli 2013" ("the new Construction Products Regulation from 1 July 2013") – Ludger Wübken, profine patents department**

Ludger Wübken talked about the new regulations when the EU CPR comes into force. He explained, for example, that, in addition to the CE certification, manufacturers in future will also have to supply a declaration of performance in lieu of the previous declaration of conformity. The speaker described in detail the form and content of this declaration of performance and supplied some invaluable tips on how to implement it.

Starke Marken:



**“PremiDoor 88 – die neue Dimension” (“PremiDoor 88 – the new dimension”) – Ralf Grewenig, Head of profine Central Technical Customer Services**

Ralf Grewenig presented the PremiDoor 88, the new development of a lift/sliding door system with 88 mm installation depth and an outstanding thermal insulation value of  $U_f = 1.2\text{--}1.3 \text{ W}/(\text{m}^2\text{K})$ . This system with a five chamber sash and casement profile can take elements up to 2.9 m high and with a standard width of 6.5 m.

**“Neues Farbkonzept der profine Group” (“new profine Group colour concept”) – Walter Had, Vice President of the European Window Association**

proCoverTec, the liquid PVC-U coating method presented by Walter Had is a technology that is unique on the sector and that profine developed for surface finishes. On the window profile, it forms a permanent, colour-stable barrier against soiling and lends the profile a quality satin look.

**“Neue Systemkonstruktionen im Standard-Bereich” (“new system designs for standard applications”) – Dirk Holzki, profine**

Dirk Holzki spared no details in presenting the new profine system designs for standard applications. These new products met with a resounding response from the customers.

**“Innovationen/Neuheiten” (“innovations / new products”) – Ralf Grewenig, Head of profine Central Technical Customer Services**

For his second presentation, Ralf Grewenig introduced further inter-brand innovations that are to help the profine Group consolidate its position as technology leader:

- the new bonding adapter technology for economic dry bonding
- prefoamed proEnergyTec profiles for efficient manufacture and energy efficiency
- the PremiVent ventilation system with heat recovery, now also available with side room connection
- the AddOn aluminium compound window

**“On to success together”**

In his closing speech, Dr Peter Mrosik once again emphasised: “profine has taken the first great step.” It is now important, he explained, to continue building up trust. “When our innovative products can convince our customers, and we can offer them a high service quality, we shall together add another great chapter to our story of joint success.”

Before the participants retired to the joint evening meal, Dr Peter Mrosik again thanked the guests for their loyalty to the profine company and the KBE, Kömmerling, and Trocal brands.

Starke Marken:



### To sum up

All in all, the Open Window Days were unquestionably a great success. It is therefore only a matter of time before these events again hit the road. The customers praised not only the interesting presentations and the appealing locations, but also the fact that, for the first time in the history of profine, the owner personally attended an event to answer their questions. This has surely been a key turning point on the way to a mutually beneficial cooperation over the long term.



At the Open Window Days roadshow, Dr Peter Mrosik, the new owner and CEO of the profine Group, introduced himself personally to the customers and talked about the strategic focus of the company.

Starke Marken:





The concept behind the top level customer events was to present the participants, all high ranking decision makers at customer companies, with substantive information in an appealing environment.



The Open Window Days roadshow celebrated its successful premiere in six cities in February and March. The agenda included presentations by profine specialists that were supplemented with contributions from renowned experts on the sector.

*Pictures: profine*

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 28 sites in 21 countries. profine Group manufactures at production facilities in Germany, France, Italy, Spain, Russia, Ukraine, the USA and China. With its head office in Troisdorf, North Rhine-Westphalia, and a payroll of 3200, the Group recorded a turnover of about €700m in 2011.

Starke Marken:

