



KÖMMERLING®

INDIA NEWS

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Kömmerring extrusion plant completes one year

On 25th May, 2014, profine India's Kömmerring extrusion facility at Vadodara has celebrated one year of excellence. The facility was inaugurated on 25th May, 2013 by Dr. Peter Mrosik, Owner and CEO of profine Group with an objective to utilize the immense opportunities of u-PVC window & door segment in India.

The celebration was held at Vadodara facility, by the entire team of profine India as it has witnessed another milestone of the profine Group in the country.

The event started with illuminating of the candle lamp by Mr. Farid Khan Director & CEO of profine India. He addressed the team and shared his experience over the growth and success of the company since its inception in India. As per Mr. Khan "It's been a great journey, when I started my venture with profine GmbH, I was sure that the company would be on an equal line with the existing u-PVC profile manufacturers, and here we are – growing and going places at the same time. This is a result of our combined efforts towards becoming the leading u-PVC profile manufacturer in the country. Today we celebrate this moment as a first milestone in our journey that would surely be going towards more rewarding destinations". That was not just a speech filled with achievements

and success of the company but also it turned out to be the source of motivation and inspiration for the entire team.

The event symbolized the dedication of the entire production team that has been able to deliver the estimated output of quality profiles during last one year. profine India started with 3 extrusion lines having a manufacturing capacity of 3000 MT of u-PVC profiles. With the presence of Indian manufacturing unit profine India got a boost in developing more fabricators during the year 2013-14. It was indeed a memorable and prosperous moment for profine India.

Inside this issue

- Addition in Extrusion Line and Product Range
- Inauguration of "profine Akademy"
- Segment Growth
- Branding & Media Campaign
- ZAK World of Windows - Conferences
- fensterbau/frontale India and ZAK Doors & Windows Expo
- Around the Globe
- CEO's Message



Mr. Farid Khan illuminating the lamp



KÖMMERLING®
German PVC-U Window & Door Systems

Addition in Extrusion Line and Product Range

With the increase in the demand of the Kömmerling systems, profine India has taken a step by adding one more extrusion line and also adding new profiles in its product range. The decision has proved to be crucial as the company immediately got in a better position to utilize the potential of Indian market and could fill up any gap between demand and supply.

profine India has introduced 3 track sliding system under Orta series and bigger sash for SF2 system in the year 2014

Inauguration of profine Akademy - A Technical Training Centre for Manufacturing of Doors & Windows

Kömmerling is a brand which is well-known for its high-quality excellence globally and when we receive trust, taking it further it is profine India's responsibility to maintain the same trustworthiness amongst its customers in India as well. The day Vadodara manufacturing facility started to operate, the need to have a world-class Technical Training Centre in India to provide technical know-how to the customers was strongly felt. Keeping in view the challenges faced by channel partners while fabricating doors and windows, thereby maintaining high quality and customer satisfaction, we formed a team to constitute a training program for providing skillful technical training to the workforce under the international guidelines and standards.

On 18th February, 2015 the "profine Akademy", a Training Centre for u-PVC door & window manufacturing was successfully inaugurated at Vadodara, Gujarat by Dr. Peter Mrosik, Owner & CEO of profine Group with Mr. Salim Kaban Owner of Kaban Makina and other profine members of the team including Mr. Robert Thiroff - Head of Sales Area VI profine UK, Mr. Farid Khan, CEO & Director of profine India and Christian Amling, Head-Operations in the presence of our business partners and facility staff. Dr. Peter Mrosik addressed the audience about the benefits that our existing and potential channel partners can avail from the training centre.

The aim of this Academy is to train the operators for best window manufacturing practices and to enable them to deliver quality windows as

per profine specification and guidelines.

This shall consist of classroom along with shop floor training including:

- Introduction of profiles and accessories.
- Introduction of various coupling joints and their application.
- Introduction of hardware and application.
- Manufacturing actual samples complete with all aspects.
- Installation of mock-up window at dummy cavity.

Along with the above training centre, we have installed the 'Corner weld test apparatus' for extending this weld test facility to all our channel partners across India. Your factory can send your welded corners (2 corners / month) and the same can be checked as per the profine guidelines.

This shall help our channel partner's facility to maintain the quality of weld operation with welding machine and in case of abnormality reported, suitable corrective action can be taken immediately.

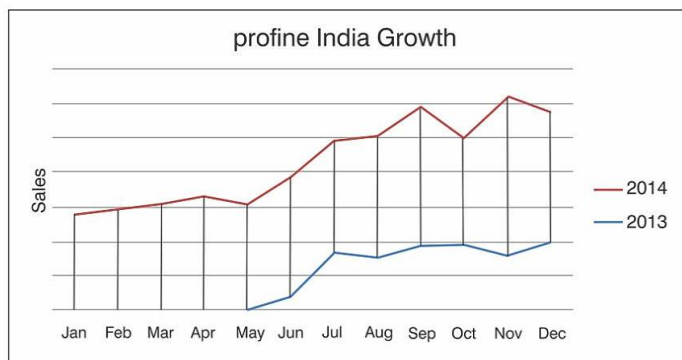
With the given opportunities of the u-PVC market, our market share is also increasing, thus the challenges of bridging the gap between demand and supply with quality and delivery time can be easily met. This initiative will certainly help and benefit the channel partners in getting first hand training on quality window and door fabrication at our factory.



Dr. Peter Mrosik with Mr. Salim Kaban inaugurates profine Akademy

Segment Growth

profine India due to its go getting marketing approach has been in a position to enhance the demand of Kömmerling range of products in 2014 which is almost double in comparison to 2013

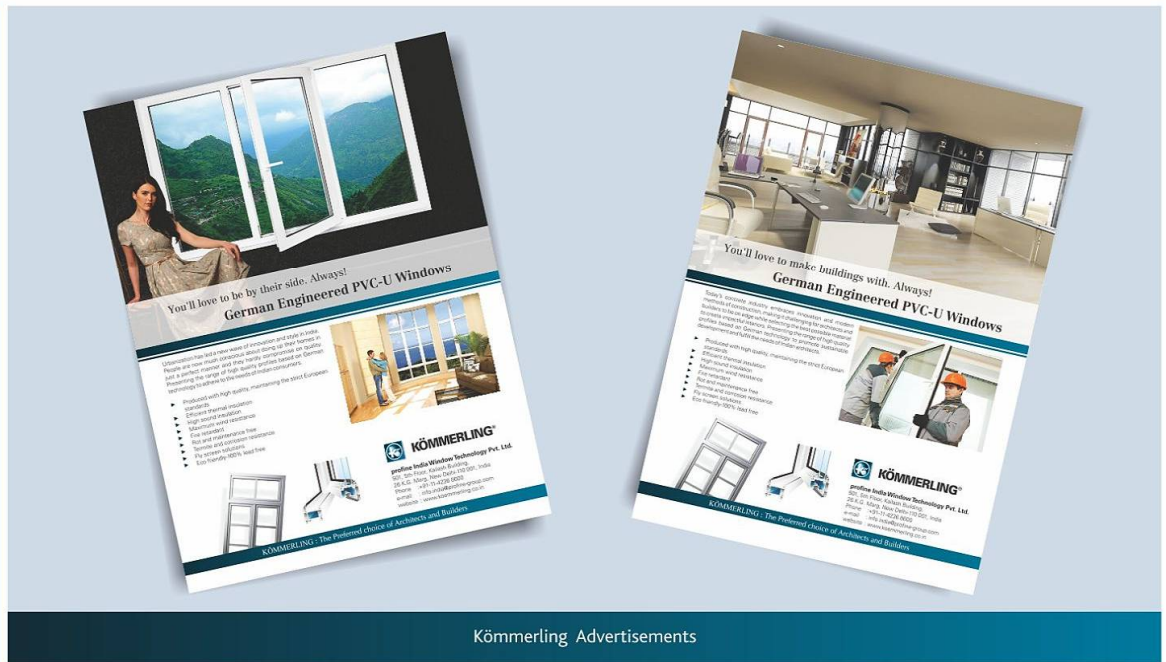


Branding and Media Campaign

If we look behind Kömmerling India's marketing campaign in the past years, we will realize that it has covered all the marketing verticals i.e. print media, electronic media, exhibitions, conferences with the reach throughout India. Our prevailing print advertisement campaign covers the masses from business houses, infrastructure companies, architects to households. We have been promoting and branding our product through some of the reputed B2B and B2C magazines with wide circulation i.e., Window & Façade, Construction and Architecture Updates, Construction World, MGS Architecture, Better Interiors, Society Interiors, The Ideal Home and Garden. We closely monitor the performance of our campaign; as a result we have made changes in our previous advertisements to cover the changing market taste and competitiveness.

Over the years, the overall industry has seen a shift from traditional marketing approach to internet marketing and so is the u-PVC market. Apart from using all traditional marketing resources Kömmerling India has started focusing on internet as a medium of branding and promotion. For that we have started internet

campaign program with the help of online marketplace like Indiamart.com, a leading B2B portal that provides online and direct enquiries. In addition to this we are also working promptly on search engine optimization with focus on promoting and creating awareness through the social media platforms like Facebook, Twitter, Youtube, Blogs etc, but miles to go.



Kömmerring Advertisements

ZAK World of Windows – Conferences



Being the leader in u-PVC industry profine has always been very keen in participating in interactive programs to discuss their expertise amongst the Indian u-PVC fraternity. For that we have been participating in ZAK world of windows, a conference organized by ZAK, one of the leading tradeshow and exhibition organizer in Asia. In 2014, conferences were held on 27th June at Chennai and 14th November at Ahmedabad respectively. The conferences focuses on discussing and understanding the challenges and opportunities of windows and door industry in India. The discussion panel consists of experts from the allied disciplines who discuss and debate on the current and future of the door and window industry. These conferences have always proved to be a knowledge packed platform where people from the fenestration industry get to know each other and share the expertise in the respective field.

fensterbau/frontale India and ZAK Doors & Windows Expo - 2014

In today's market scenario it has become very essential for a company to showcase their range of product directly to the potential buyers to give them a feel and at the same time discuss the benefits of their product. Therefore we have been participating in the reputed exhibitions of doors and windows segment. Last year we had participated in fensterbau/frontale India 2014 that took place from 27th February till 1st of March at Pragati Maidan Exhibition Center, New Delhi. Similarly we had also participated in ZAK Doors and Windows Expo that took place from 5th December till 7th December at Pragati Maidan Exhibition Center, New Delhi, which attracted quite a big number of visitors. The exhibition was a big success as we were able to attract and connect with the potential buyers and build relationships. The exhibition had brought together all leading players in the fenestration industry on one platform to address the needs and expectations of common clientele.



Around the Globe

fensterbau/frontale 2014 – Backed by high quality innovations, profine is gaining in strength for its customers

Last year profine GmbH system provider of the profile brands KBE, Kömmerling, and Trocal has participated in fensterbau/frontale 2014 that took place in Nürnberg from 26 to 29 March 2014. For the company, the world leading trade fair was held under a very positive sign. In April 2012, profine passed into the hands of the German private investor Dr Peter Mrosik, he has also taken the helm in his capacity as CEO and owner. With deep reaching optimisations in the operative line and a strategic realignment putting the focus back on the customer, has guided the system provider back on the path to success.

profine therefore appeared in an all new look at this trade fair: with an extraordinary stand concept and the motto "Gaining in strength for our customers", going straight to the heart of the corporate strategy.

During the trade fair, profine launched System 76 - the new window and door system with 76 mm installation depth in addition to displaying PremiDoor 88 lux – lift/sliding door system and proCoverTec profiles



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.



CEO's Message



Dear Patrons,

I would like to thank all our business partners, customers and the associated u-PVC fraternity for showering their support and trust upon us. I would like to take this opportunity to connect with you through our "Kömmerling India News". It has been a challenging and enriching journey for profine with its brand "Kömmerling" to establish their footprints in India.

India being the fastest growing economy in the world has a direct impact on the infrastructure development both in residential and commercial segment. The fact creates endless opportunities for many u-PVC players including "profine India" to provide the best of the u-PVC door and window as a product. We have taken a strategic decision in terms of long-term investment plan for this market. One of the major initiatives has been the setting up of state of the art Extrusion Manufacturing Facility in Vadodara, Gujarat in May 2013, which has received a huge and positive response from our business partners, builders, architects, developers, putting us in very high esteem in terms of our commitment and sincerity towards the growth of the market.

u-PVC's current share in terms of the complete door and window is hardly 7% which in itself clearly signals that there is a huge potential for the product to create wonders in the Indian subcontinent. If we see the role of window in Indian context, traditionally it was associated with ventilation and passing the light to your home but in the last few years, the use of window has changed its role as a symbol of beautifying your home and offices with other vital functions such as improved ventilation, sound & dust insulation, resistance for rain water in rainy season, resistance for heat & cold, security etc. By bringing "Kömmerling" product in India, we are committed to add more values not only to your doors and windows but also to your lives.

While going forward, last month we took another step by establishing "profine Akademy" which will enhance the knowledge and technical skills of the business partners/fabricators in terms of producing and installing the world's best door and window for this Indian market.

I would like to conclude by saying nothing would have been possible without our business partners' trust and belief in our team. Let us together build the present for a bright & green future.

Thank you

Farid Khan

profine India Window Technology Pvt Ltd

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