



## KOEMMERLING INDIA NEWS ISSUE - III, 2016, APRIL

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### THE AGE OF NEW PROFILES



profine India proudly announces the introduction of its new Fix and Slide Frames under the brand "Koemmerling". The new systems are introduced as Orta Plus Series, which comes with and without fly mesh. The new addition is expected to help in establishing and strengthening its range of product systems in the market. This will give an advantage to the company, as it is venturing into an untouched segment of Indian market, which demands a range of uPVC products for large residential projects.

#### Features:

- Unique multi chambered profile design
- More strong and energy efficient profile
- Optimises final costing of sliding window/door
- Reduces fabrication time
- Reduces installation time
- Option for inbuilt flyscreen track

# PROFINE GMBH MANAGEMENT VISIT AND PVC-SHEET LAUNCH

Dr. Peter Mrosik, the owner and CEO of profine GmbH, visited India, during ZAK Doors and Windows Expo held at Mumbai in December 2015. On his visit, Dr. Mrosik met the channel partners to discuss how Koemmerling is a great prospect for business opportunities and has a better product. Overwhelming response was received during this meeting and queries were raised about Koemmerling's position in

the market which were responded by company representatives.

profine India introduced "KömaCel" – PVC Sheets for the Indian market at the Koemmerling Stand. KömaCel sheets are ideally suitable for screen printing and also for film-laminating. But the advantages of this material are also well known in all industry and

the building trade.

The sheets boast low thermal conductivity and therefore offer good thermal and sound insulation. The good flexural strength and excellent properties make these sheets the ideal material for a wide range of applications, both indoors and outdoors.

**KÖMACEL®**

## APPLICATION AREAS

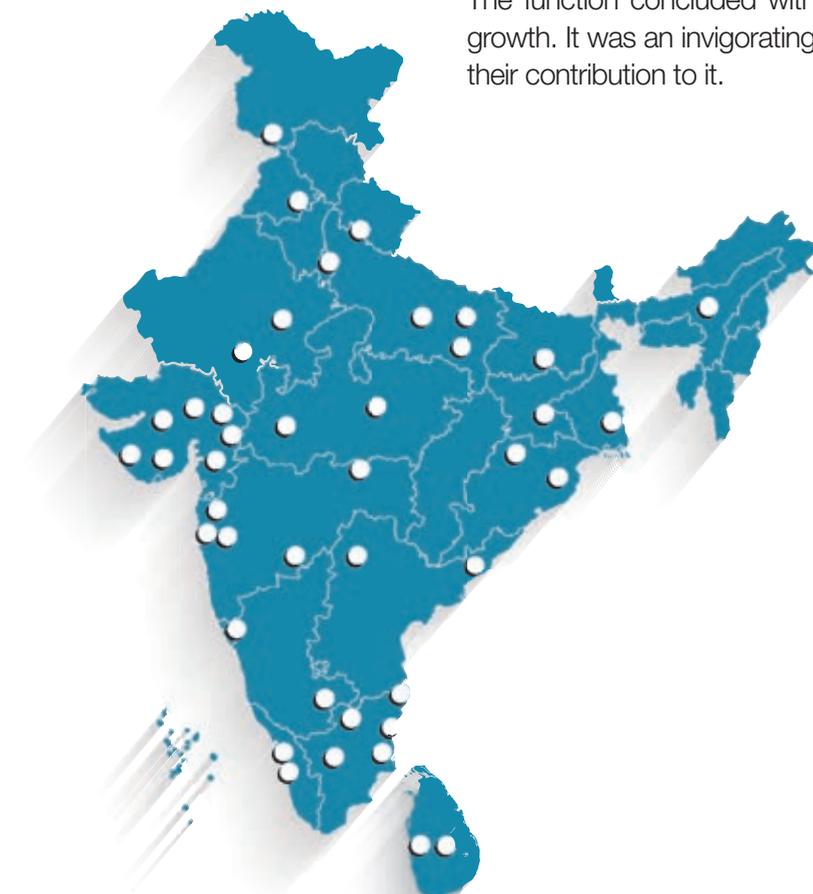
Advertising	Building Sector	Miscellaneous
<ul style="list-style-type: none"> <li>• Signs</li> <li>• Billboards</li> <li>• Lettering Boards</li> <li>• Displays</li> <li>• Shop-window displays</li> <li>• Large letters</li> <li>• Exhibition stands</li> </ul>	<ul style="list-style-type: none"> <li>• Shopfitting</li> <li>• Interior</li> <li>• Zones of high humidity</li> <li>• Cladding</li> <li>• Roller-shutter boxes</li> <li>• Door panels</li> <li>• Heat and sound insulation</li> <li>• Window elements</li> <li>• Non-transparent spandrel infill panels</li> </ul>	<ul style="list-style-type: none"> <li>• Models</li> <li>• Furniture industry</li> <li>• Thermoformed parts</li> <li>• Photograph lamination</li> <li>• Traffic signs for roadworks, chemical, laboratory and food sectors</li> <li>• Fitting out goods vehicles/ships</li> </ul>



## PROFINE ANNUAL MEET

profine India held its annual meeting in January 2016 at Goa, to celebrate its success and discuss the future challenges. It marked the company's evolution journey from Vadodara, Gujarat. Mr. Farid Khan - Director and CEO of profine India, attributed the company's success to the combined effort of every individual who worked hard to establish Koemmerling as a trusted brand in India. He talked about the hard times and challenges the company has faced and expressed that every challenge was an opportunity.

The function concluded with awarding trophies to employees for their contribution towards the company's growth. It was an invigorating event that incited the participants to partake in the company's growth and make their contribution to it.



### Koemmerling Presence in India & Sri Lanka

North	West	Central	South	Sri Lanka
Jammu Chandigarh Delhi NCR (Gurgaon, Manesar) Jaipur Udaipur Haridwar Lucknow Sitapur Varanasi	Ahmedabad Mumbai Rajkot Surat Vapi Surendranagar Vadodara Porbandar Nashik Nagpur Pune Solapur Thane Goa	Bhopal Indore  <b>East</b> Patna Guwahati Kolkata Jamshedpur Sambalpur Bhubaneswar	Hyderabad Visakhapatnam Bengaluru Chennai Coimbatore Hosur Puducherry Thuraiyakkam Kochi Ernakulam	Dankotuwa Kandy

### Growth Chart



## VIEWS ON uPVC MARKET IN INDIA

Dr. Peter Mrosik, the Owner of profine Group and Mr. Farid Khan - Director and CEO of profine India, were interviewed by the MGS Architecture Magazine about the establishment of profine India and the journey to this position. In the interview Dr. Mrosik talked about how India was still at a nascent stage, even after a decade of uPVC windows' presence. It was what incited profine to make a conscious decision to establish its Koemmerling brand here. India had previously and still (to an extent) continues to rely on Germany and China for uPVC windows import. Hence, to re-establish in India a committed investment was made to build the brand.

Dr. Mrosik also talked about how profine in India was not just investing in production and business, but also in people, to educate them about the product and the market. The factory was thus inaugurated, with four extrusion lines and a foiling line to establish their belief in India and mark their intention to stay and nourish the market. This was a stepping stone towards growth of the company and now Koemmerling is making localized productions without any compromises on quality. The company maintains a strict monitoring of the



combination of the ingredients that are used to produce the world class profiles, which by the way, are all lead-free in their composition.

About the experience of expansion and establishing of the company in India, Dr. Mrosik said, "We have always grown in India since we started the production. However, our interests are not just limited to production, but we are also investing heavily in hiring resources, people, training them on techniques, and setting up of training centres." He went on to mention the steps the company has taken to ensure the highest quality and maintaining a spotless working pattern. He said, "It's not just Koemmerling

that is taking a long stride, but also the industry as whole is moving ahead as we observed that other competitors in the market are going side by side".

He added, "German uPVC market is almost 60 years old, while the Indian market is just a decade old. Obviously, India is a new country for this kind of product while Germany is kind of a mature market for that matter. But the visible similarity that we have noted is that like Germans, most of the people in India too set high quality standards when it comes to housing requirements. So, sooner than later, we would come with similar level of acceptance of high-quality products that we see in the markets like Western Europe, Russia, or Australia where uPVC accounts for 60-70% market share."

To create awareness the company conducts seminars for the benefit of prospective consumers and educate them about the positive attributes of a uPVC profiles, it also educates about the little details that ensure their optimum success, such as the manner of installation and technicalities related to it.

## WORKING TOWARDS AWARENESS

### ZAK – World of Windows - Conference

profine India participated in both the editions of the event, one that was held at Chandigarh, in October 2015 and the other at Kochi, in January 2016. It was an event that drew large numbers from the fenestration industry. The conference was informative about the uPVC benefits and why it is a better option for windows and doors for present times and even in the future. It presented a case study about uPVC performance, which benefitted the audience by

informing them of the material's benefits. The second part of the event saw a panel discussion where it was open for the audience to inquire about the product and receive an answer from the most eminent personalities of the fenestration industry.

### ZAK – Doors & Windows - Expo

profine India participated in ZAK Expo held in December 2015 at Mumbai. It served as a ground to showcase the benefits and strengths

of uPVC doors and windows. More than 80% of the company's partners visited this event, which also opened grounds for potential entrepreneurs who wished to venture into uPVC segment of the market.

### fensterbau/ frontale India 2016 - Expo

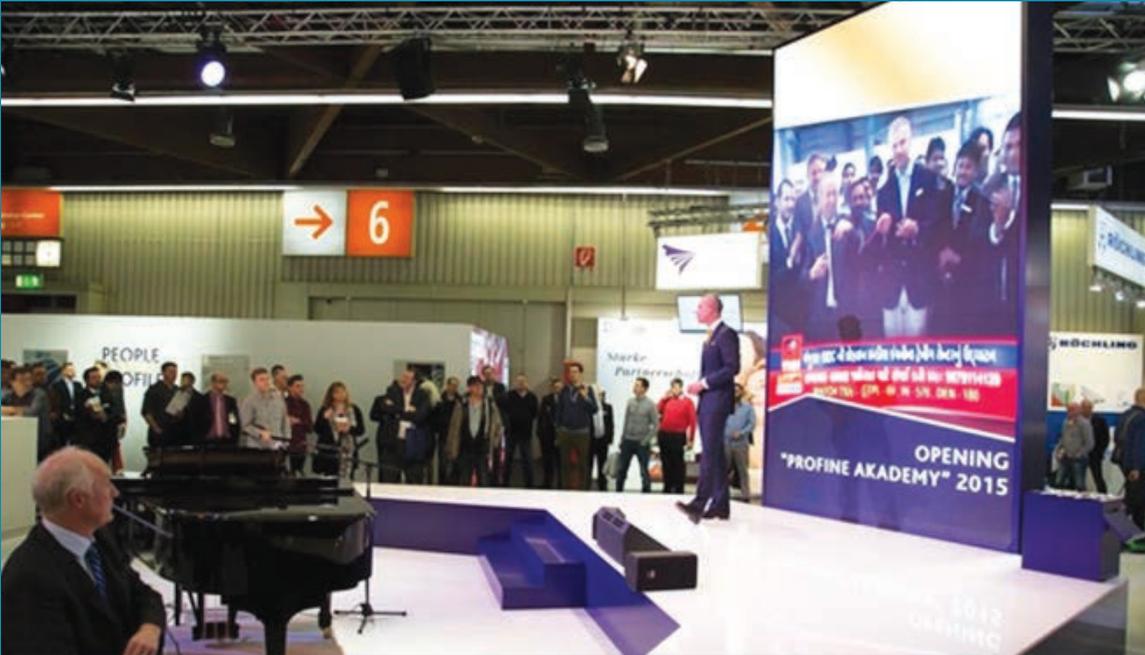
profine India displayed its range of products at "Koemmerling Architect's Lounge" in fensterbau/ frontale India Expo held at Mumbai during February, 2016. The objective was to provide an opportunity for architects, developers and window & door manufacturers to witness the latest trends on how aesthetics and design can be reconciled with energy-efficient buildings. The lounge attracted a large number of visitors, enquiring about the variety of Koemmerling Systems available in India.

Koemmerling range of products displayed:

- Sliding door system
- Tilt & Turn window (Wood finish lamination)
- 4 Track – sliding window system
- Lift & Slide door

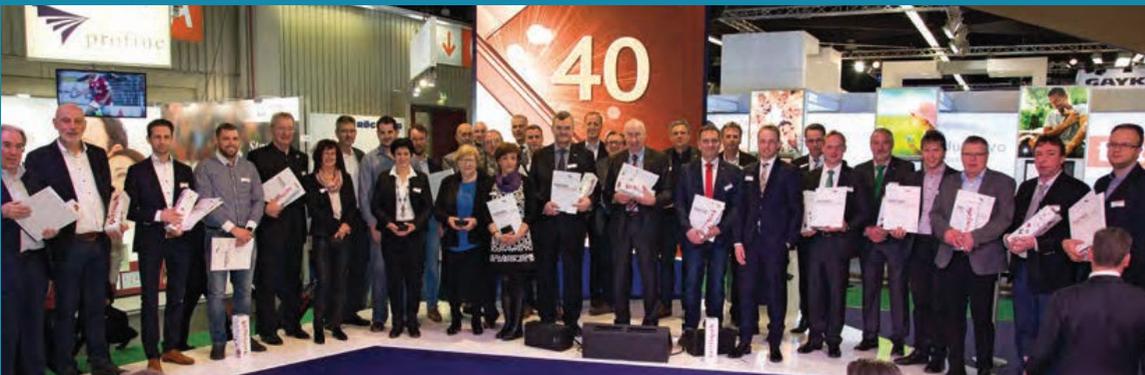


## ◀ AROUND THE GLOBE ▶



At the Fensterbau Frontale 2016 trade show in Nuremberg, Germany, Dr. Peter Mrosik, the owner and CEO of profine, personally thanked the representatives of 64 customer companies for their loyalty to their systems supplier. He said, "In our fast moving times, a long-term relationship with a business partner is rather the exception than the rule. We really do appreciate this trust put in our company. Because our customers are the ones who make us what we are".

The invitation list for the anniversary celebration included business partners of profine brands (KBE, Koemmerling and Trocal) and customers from Germany and other countries. profine thanked its customers for being their partners for 25 years and more. Dr. Mrosik said in his thanking speech, "Your close bond to our company is extremely precious and an enormous honour for me personally. It makes me very proud that you have let profine go along with you for so long and I'm looking forward to many more pleasurable years of our joint success stories".



## DIRECTOR AND CEO'S MESSAGE



Dear Patrons,

Last year was an exciting year, as we have achieved a tremendous 39% growth. This was the result of our continuous toil towards upholding our core values of: commitment towards the highest quality standards and providing the best services. We need to educate how uPVC has more benefits and advantages than any other traditional product, that isn't just aesthetically superior but is also of a greater quality. Koemmerling window and door profiles bear the patent of Greenline trademark, which marks the profile a lead free and environment-friendly product.

I am thankful to our channel partners for their continuous contribution in this growth.

I'd sincerely express my gratitude to the fraternity in believing in us. And hope for more fruitful endeavors in future.

Thank you.

Farid Khan

profine India Window Technology Pvt. Ltd.

## ◀ WINNER OF CRICKET TOURNAMENT ▶

profine India won the Cricket tournament held at McCoy Soudal factory grounds at Bawal, Haryana, where four teams; McCoy Soudal, Alpro, Würth India and profine India participated. The first match of the tournament was played between Alpro and McCoy Soudal, where Alpro outplayed its opponent and won. The second match was played between Würth India and profine India. The match was very exciting as Würth India gave a score of 190 to chase in 15 overs, which was declared a draw at the same score. profine India won the match after playing the super over and entered the finals. The finals became more exciting due to the reduction in playing overs to only 10, because of the rain. Alpro won the toss and elected to bat first, making a score of 49 at the loss of all wickets. The target was easily chased by profine India in their 7th over of batting; hence, profine registered its victory.



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