



PRESS RELEASE

Conversano, July 19 2018

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Master s.r.l.

Since 1986 Master is the Apuglia company that works in the design and implementation of windows and doors hardware through a process of research, investments and study of aluminum culture.

We design and produce accessories for windows and doors that meet all the requirements of energy saving, sustainability and durability.

Master promotes the international aluminum culture by collaborating with researchers, designers, architects, and window producers.

The sense of belonging, passion and team spirit inspire our way of being and identify the people with whom we work.



Successful participation and positive feedback for Master solutions at the 2018 New York AIA Conference on Architecture.

Master strengthens the presence and the brand image in **North**

America, along with top American firms, as one of the world's most

innovative manufacturers of solutions for aluminium windows and

doors.



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This is the extremely positive verdict of Master's participation in the **AIA Conference on Architecture 2018** in **New York**, the most important US event for the world of architecture and construction which, **from June 21 to June 23**, was attended by more than 20,000 professionals in the sector, including architects, project managers and manufacturers of aluminium windows and doors. These thronged the 200,000-plus square meters of the **Jacon K. Javits Convention Center** and the stands of 500 firms from all over the world.

"Supported by the staff of our commercial partner in the United States, **American Douglas Metals**, we structured the two days in New York with the primary goal of promoting our brand in the highly attractive markets of the USA and Canada", **Albert Ryzkhou, export manager at Master Italy** told us. "The construction industry, particularly in the **state of New York** and the entire **West Coast of the United States**, is currently seeing growth in double figures, due mainly to high-quality residential building projects geared to the redevelopment of former industrial and port areas. In our



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conversations with window and door manufacturers who visited our stand, we confirmed our ability to develop and rapidly supply high-quality products, customised to include characteristics and finishes that are fully compliant with the strict production standards required for American certification”.

The products which mostly attracted the interest of the visitors included:

- The **Linea Italia** of Cremonese-style handles, presented in New York in the new extended range with the **Minimal Design** version, created to meet the needs of interior designers who are increasingly seeking simple lines and minimum bulk;
- **WiCloud**, the intelligent and invisible system for automatic windows; in America the demand is for the remote-controlled version or the ability to connect to other home automation apps;



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- the **WEEN** program, a range of modular, high-performance solutions for tilt and turn windows, presented in the concealed-hinge versions **WEEN HIDE 110** and **WEEN HIDE 180**, with openings of 110° and 180° respectively.

“Also, extremely successful was the **Empire System** range of accessories for curtain walls, essentially consisting of a peripheral closure system and a series of articulated arms for outward movement, which impressed American architects thanks to the functionality and comfort of the non-aligned Cremonese handles to facilitate opening. Popular too was the **AS300** range of accessories for sash windows, designed to combine excellent performance and manoeuvrability”, continued **Enrico Maggio**, Technical Vice-Director of **MasterLAB**.

“Generally speaking, we encountered an extremely knowledgeable audience of sector specialists who were very interested in our ability to innovate, design and customize products, determining factors for



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penetrating a market segment in which the quality and inventiveness

of our Made in Italy solutions was truly appreciated".