



PRESS RELEASE

Conversano, 11 October 2018

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Master s.r.l.

Master s.r.l. designs, manufactures and sells accessories for windows and doors since 1986. Our mission is not only to produce top quality accessories, but also to study, understand, and make known the culture of aluminium for a better integration within architecture, through a constant development in design. Designing accessories for doors and windows is not only about moving and opening frames, it also involves knowing all aspects related to energy saving, sustainability and durability. In order to achieve all this, we have worked with many researchers, designers, planners and architects from important international research centres and institutions.



Master Italy strengthens its commercial presence in the Middle East at the Windows Doors & Facades Show in Dubai.

A great edition of **Windows Doors & Facades 2018**, the **Dubai** event dedicated to the world of windows that every year in September captivates more than 8,000 specialised visitors, attracted by the solutions offered by over 300 companies from all around the world.



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Once more, **Master Italy** was present at the event – held between 23 and 25 September – with a stand to display all its latest products and organise meetings and informative opportunities with many producers, designers and architects, all of which showed interest in its lines of products.

*“It was an edition characterised by the flurry of projects and initiatives in preparation for the **Dubai Expo 2020** involving all the countries of the Arabic peninsula and the Middle East in general”, said **Albert Ryzhkou**, Export Manager at Master Italy, who attended the event with the company's technical and commercial team, including **CEO Michele Loperfido**, the Area Manager for the Middle East, **Ayman A. Adeeb** and Engineer **Lorenzo Lafronza**, Technical Director of **MasterLAB**.*

*“Hundreds of architects and designers showed great interest for the solutions presented for the first time to the Arab market, such as the complete range of Espagnolette, classic and tilt-before-turn handles in the **Minimal Design** version of the **LINEA ITALIA** line, or the*



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*WEEN Program, the line of accessories for awning windows completed in recent months with the Hide 110 version, equipped with concealed hinges, 110° opening and capacity up to 150 kg. We did effective pre-event communication work and triggered the right amount of curiosity, including on Social Media, and the positive results were obvious, considering that many visitors who came to our stand to discover our products, later returned to learn about the commercial terms". "The flurry of projects and activities that we experienced will no doubt continue in Dubai for the next two years", added **Ayman A. Adeeb**, Area Manager for the Middle East at **Master**. "the Dubai **EXPO 2020** deadline has brought back the attention of international investors and designers from the construction sector.*

***Master Italy**, also thanks to its great planning capabilities, has strengthened its leading position in the aluminium doors and windows accessory sector in our area.*



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*Additionally, its disposition to innovate – which it proved also with complex systems such as **Tuttavista**, the complete range of accessories for sliding products made with minimal aluminium frames for large glass windows – has made it, in eyes of the main contractors, a solid and reliable partner in a market that is expected to grow, both in terms of commercial penetration and brand consolidation”.*