

## Press Release

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# Boom in attendance of international visitors at Master Italy at the BAU 2019.

Operators' organizational efficiency and professionalism make the **BAU in Munich** Europe's leading trade fair in architecture and the building sector. Covering an area of over **200,000 square meters**, this year the event was held from **14 to 19 January** showing a significant increase in attendance with more than **250,000 visitors** and about **2,250 exhibitors** from **50 countries**. Among these was Master Italy in its fourth consecutive presence in **Hall C4**, dedicated to the sector of building envelopes, presenting three important product lines inspired by innovation and the Made in Italy: the **WEEN** programme, the complete range of modular and high performance solutions for tilt and turn systems developed by Master for the installation of the same closing kit to different groups of hinges; the complete and modular range of **Minimal Design classic and tilt and turn handles**; and the absolute novelty **TOPFLEX**, the new accessories system which, together with LightFlex, completes Master's offer of packable systems.

*"At BAU we decided to focus on three product lines which are currently proving able to attract the curiosity and interest of our customers more than other products, and we have hit the target"* are the words of **Lorenzo Lafronza**, technical director of **MasterLAB**, the research centre with adjoining Master's laboratory.

*"Particularly the **Minimal Design** programme, created to meet the needs of the international market increasingly looking for simple lines and minimal dimensions of both classic and tilt and turn handles; and the new **TOPFLEX**, which we presented on a profile that is close to its limit configuration, for large openings with dimensions up to **3.5 meters** high, with a maximum number of 8 doors **1.2 meters** wide. Both lines have managed to capture the interest of specialized operators, architects, project managers and designers, who came from all over the world to this fair"*.

*"The increase in the number and quality of visitors attending the BAU has truly been remarkable",* is the opinion of **Lucio Delfino**, area manager for the French-speaking countries and the Far East. *"The fair has certainly grown, and the attention operators have turned to our stand and our solutions has virtually doubled the number of visitors"*. *"We have had a strong increase in the number of companies producing windows and doors, distributors and operators from countries very far from us, such as North America and the Far East, a clear sign that the quality of our Made in Italy is being known above all in areas that are currently*



*undergoing a significant economic growth, more and more attentive to innovative solutions and design”, continued **Albert Ryzkhou** area manager for the English-speaking countries. Excellent feedback also from the number of Italian operators that crowded the Master stand “with numbers far superior than those at the BAU 2017” **Massimo Demarinis** area manager for Italy told us. “Above all system developers and distributors of profiles and accessories, but also a fair number of large Italian companies manufacturing windows which have turned their attention to Minimal Design handles, and to the WEEN programme, highly appreciated for its extreme flexibility of use”.*

*“The BAU numbers encourage us and reward the work done on the continuous innovation of our products”, said General Manager Master Italy **Michele Loperfido**.*

*“And our investments will always continue on the road to innovation, considering that the most important themes of the Bavarian six days were the connection and integration of home management systems, key concepts on which also Master is focusing on with ideas and solutions which will be available in the near future ”.*