

Press Release

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Master revamps its look and celebrates the Italian pride.

Master renews its "Made in Italy" pride and revamps its logo. The graphic design challenge launched was aimed to emphasize the brand's 100% Italian DNA as a manufacturer of hardware for windows and doors, while keeping its preserving the current shape dedicated to A0101 corner cleat, the first item produced by the company more than 30 years ago.

*"With this small brand upgrade, we wanted to strengthen our company's mission: to design, manufacture and sell aluminum hardware for windows and doors, characterized by high levels of innovation and quality **100% made in Italy**", are the words of the Chief Technical and Marketing Officer Lorenzo Lafronza. "Master achieves **97% of the added value of its production in house**, covering all the prior phases to the marketing of the product: from market demand analysis to design, prototyping and manufacturing of the products".*

The payoff **"Hardware for Windows and Doors"** is focused on the company's core business and its internationalization. In fact, the Master brand is present in more than **58 countries worldwide**, having its development framework based on: Innovation and quality of the products; Attention to the safety of industrial processes; Continuous improvement and reduction of waste; Having Human Capital as the Core and implementation of the 4.0 industry model.

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