

## Press Release

27.01.2019

# Master Italy at Eurasia Window 2019 of Istanbul, to strengthen brand awareness in middle east.

On March 6-9 2019 Master Italy will take part to Eurasia Window Fair 2019 in Istanbul, the most important international trade fair of window industry in Eurasia, EURASIA WINDOW offers a wide range of products for aluminum windows and doors.

On March 6-9 Master Italy will take part to Eurasia Window Fair 2019 at **Tüyap Istanbul Fair and Congress Center**, the most important international trade fair of window industry in Eurasia. This fair offers a wide range of products for aluminum windows and doors. Last year, the fairs which have opened their doors with **644 exhibitors** & co-exhibitors from **24 countries** in 12 Halls and **120.000 m2 closed area**, were highly acclaimed by industry professionals. Furthermore, the fair trio shattered a record with **70.909 visitors** in total from **109 countries**, including 10.046 internationals.

*"Also this time we are going against the trend. We have decided to invest in a market that has difficult times. However, Turkey, where the **Master brand** is already present and at the same time, is a market that has a very strategic geographical position. In this event, we will present some **great novelties 2019** and nice surprises".* These are the words of **Albert Ryzhkov, Sales Area Manager of Master Italy**.

*"At Eurasia window fair we are showing interesting solution:*

- - **WEEN** for tilt and turn in three versions, with standard hinge and load capacity from 100 to 160kg and also concealed hinge, developed either with opening of 180° or 110°.
- - **MINIMAL DESIGN** is the complete and modular range of Minimal Design classic and tilt and turn handles;
- - **DOOR LINE** the hardware designed by Master Italy which include all components required for aluminium door closing systems" interview released by the Engineer **Lorenzo Lafronza, Chef Technical and Marketing Officer of Master Italy**.

*"We would like to attract also the interest of specialized people such as architects and designers either from Arabic countries or Asia".*

**COME TO VISIT US AT EURASIA WINDOW 2019 OF ISTANBUL STAND 207/B – HALL 2**