

## Press Release

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# Master Italy prominent at Batimat Paris 2019, the international building show ever more focused on sustainability and innovation

**Master Group** featured prominently at **Batimat Paris**, one the leading events, in terms of visitor numbers and quality, entirely dedicated to European construction and architecture sectors. This year's edition focused on the crucial contemporary issues of **environmental sustainability** and **digital innovation**, and registered over 270,000 visitors.

At an innovative stand in **Hall 5A**, the Sales Area Manager **Lucio Delfine** led the **Master Italy** delegation in presenting the group's latest product news.

Among the solutions presented during the 5 days in Paris, from **4th to 8th November**, was the absolute novelty that is **TOPFLEX**, the series that completes the **Master** offering in packable systems with large openings (up to 3.5 metres high), but also the **Empire System**, the complete range of accessories for curtain walls, and **Minimal Design**, a complete range of handles and cremone bolts with modern and minimal lines.

In the door line, a **new, 160 kg, slimline hinge** for Eurogroove profiles was presented, impressing visitors to the Master Group stand for its attractive design and easy installation and fixing, without profile modification.

Master Group's Batimat stand also featured various small, **smart solutions** designed to facilitate and speed up the aluminium frame installation operations. Catching the attention of visitors were universal application **locking bolts for RC2 burglar-proof certification of 2-sash windows**, the new **manual polyamide rod punching and cutting machine**, simplifying the work of window and door manufacturers by allowing all Master Italy tilt and turn system preparation operations (e.g. hole, hole + cutting, 3 holes + cutting) to be performed simple and intuitively, and, finally, new frame-coloured drainage plugs.

*"The five-day event in Paris dedicated to the world of construction ended with great satisfaction", comments **Lucio Delfine**, Master Italy Sales Area Manager. "At **Batimat 2019**, we met visitors from all continents, particularly Africa, with extremely interesting profiles for driving forward our penetration*

*into these markets. The innovations presented by **Master Italy** were welcomed with great and unanimous appreciation, confirming that we had set the right goals in preparing for the fair. The continuous and encouraging presence of our commercial partners at this important event also vigorously renewing and strengthening our ever greater commitment to achieving new goals”.*

*“Batimat really went beyond our expectations in terms of visitor numbers and quality”, continues **Lorenzo Lafronza**, Master Group Chief Technical and Marketing Officer. “On the innovation front, the fair proved to be one of the most complete of the moment. We were able to show and preview the solutions that thrust the world of windows and doors into a new technical and technological dimension. We have received confirmation of what we have been seeing from the point of view of accessories: an important change of pace for the sector of aluminium windows, which become a central element for everyday life and, therefore, well-being, and for modern construction, thanks to modular integrated systems and design. All the innovations presented and designed by Master Italy with this orientation were met with enormous interest from the windows and doors sector. In particular, I should mention our solutions for packable **Topflex** systems, for minimal opening and sliding door systems, as well as our mechanisms for curtain walls that simplify the production process and our innovative **slimline hinges**. Indeed, **Master Group** confirmed itself to be more and more of an industry leader in the design and production of aluminium window and door accessories”.*