

Porta Westfalica, April 2010

## **Successful Trade Fair Presentation for Rodenberg**

### **Innovation Strengthens Position as Market Leader**

With over 100,000 visitors, the fensterbau/frontale in Nuremberg again underscored its position as Europe's most important trade fair for the window and door industry. Similarly, the door panel manufacturer Rodenberg, whose presentation this year was characterised by modern lifestyles and Far Eastern home decor & living, is also more than satisfied with the progression and end result of its trade fair experience. Executive Director of Sales/Marketing Christian Korfsmeier is happy to report: "Our trade fair concept with its focus on Feng Shui was a great success". "The Rodenberg stand was remarkably well attended on all event days and we documented a new record number of visitors as well as a significant increase in the number of international visitors".

### **Door Design According to Feng Shui**

Rodenberg has laid the groundwork for further growth in the premium segment. The company from Porta Westfalica used the fair presentation in Nuremberg to substantiate its claim as the industry leader in designs and innovations: with an abundance of new models and pacesetting innovations tailored to current home living and decor trends. As expected, the attention of fair visitors was drawn to the entrance door panels in combination with high gloss applications, floral motifs, stainless steel pilaster strips and Swarovski crystals as well as to the successful models from the Colani Collection. "The Feng Shui Collection truly proved to be an audience magnet", explains Christian Korfsmeier "and the response to the specially designed catalogue for

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these models was extremely positive". This door panel collection is unique to the market and bases its designs and colours on the five elements contained in the ancient Chinese Theory of Harmony: wood, fire, earth, metal and water as well as the two types of energy - Yin and Yang. The models are available in PVC and aluminium and now also as all-glass door panels. The manufacturer sees itself as well prepared for the future, since Feng Shui has enjoyed growing popularity for many years as an aid in building, interior design and furnishings. The theory is based upon a harmonious relationship between man and nature, which can be successfully targeted through the respective design of homes and apartments for increased well-being and health.

### **Trade Fair Stand with Welcoming Atmosphere**

The audience of trade experts frequently focused on the welcoming atmosphere at the trade fair stand, whose open architecture offered free access and views of the interior from three sides. The principles of the Chinese Feng Shui philosophy were implemented here as well - right down to the placement of the various door models and the overall design of the stand. Screen presentations of a film developed exclusively for Rodenberg offered further glimpses into the fascinating world of Feng Shui philosophy.

### **Design-Oriented All-Glass Collection**

Rodenberg's presentation of numerous models from the new design-oriented All-Glass Collection met with rave reviews. "The strong response to the well-rounded assortment, in both the higher and lower price ranges, proves that there could be no better time for the market introduction of the All-Glass Collection", points out Christian Korfsmeier. The company accommodates the growing demand in this segment with lacquered or matt versions of insert panels, with colour laminated attachment panels and lastly with a new separate catalogue.

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