## Creating a room comfort experience

# SIEGENIA gives a positive verdict on BAU 2019

With extremely positive reactions to their new room comfort solutions and promising discussions with architects and fabricators, the SIEGENIA GROUP is very happy with how BAU 2019 went.

The loft in which SIEGENIA showed the intelligent interplay of its solutions in action turned out to be the absolute highlight. "In the loft, by means of a realistic living scenario making it possible to experience room comfort through the synthesis of function and aesthetics, we succeeded in addressing both architects and fabricators and in winning them over with our solutions" reported Guy Muller, Chief Sales Officer at SIEGENIA. "For the architects, who also welcomed the availability of our window, door and comfort solutions as BIM objects, as well as for our partners in window and door fabrication, the use of smart solutions from SIEGENIA has gained in appeal considerably", added Katja Schreiber, Head of Marketing Communications.

The integration of the newest product innovations into the SIEGENIA Comfort app also received great attention in the loft. As well as the new access control systems, which combine smart security with maximum flexibility and a wide range of comfort functions due to integrated WLAN and Bluetooth technology, the new senso secure window sensor offers new opportunities for the achievement of high-quality living concepts.

#### New online shop: Customer value is the focus

Moreover, SIEGENIA sees the enormous interest of fabricators in the new online shop for the COMFORT UNIT as extremely promising. Thanks to its efficient configurator with plausibility testing, partners of the company are now able to order fitting technology and thresholds for lift and slide elements over the internet easily, securely and error-free. "SIEGENIA places great importance on the topic of service. In addition to our wide portfolio for the PORTAL HS, we now offer our customers an even more extensive all-round trouble-free package, which leaves nothing more to be desired - from the configuration validated in real time to the package tracking - and strengthens your processes sustainably. We are particularly delighted with the enthusiastic reaction to this innovative service that we received during BAU. We have lit the blue touch paper – the demand of customers and their readiness to switch over to digital technology is enormous", stated Guy Muller.

#### Strong start for AEROMAT flex HY

SIEGENIA also rated the lively dialogue with architects and planners as positive. "Countless contacts have requested a detailed discussion in the follow-up to the trade fair. We received concrete inquiries for our new AEROMAT flex HY window ventilator directly at the exhibition stand", summarised Stephan Stoll, Head of Sales for AERO and Head of the Project Team at SIEGENIA. The combination of its discreet appearance and the omission of milling grooves matched with high sound absorption and U-values, together with a flexible installation location, makes this ventilator ideal for contemporary ventilation concepts. "The approach that we are pursuing with this ventilator is winning one – so much so that in some cases our contacts at the exhibition booth have decided to reschedule ongoing projects and to await the launch of AEROMAT flex HY onto the market."

#### Captions

Image database: SIEGENIA

*Image I: SIE\_BAU 2019\_Messegeschehen\_1301.jpg*

With extremely positive reactions to their new room comfort solutions and promising discussions, the SIEGENIA GROUP is very happy with BAU 2019.

*Image II: SIE\_BAU2019\_Beratungsgespräch Loft\_1328.jpg*

Going down well with architects and fabricators: SIEGENIA showed the intelligent interplay between its room comfort solutions in action in the loft.

*Image III: SIE\_AERO\_AEROMAT flex HY\_Loft.jpg*

SIEGENIA received concrete project enquiries for the new AEROMAT flex HY window ventilator from planners and architects directly at the exhibition booth.

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