

Press release

06.09.2024

Positive feedback from the Colombian market for the Master Group at EXPOCAMACOL in Medellin

EXPOCAMACOL is a landmark event in the construction industry, for Colombia and most of the Central American countries. A four-day event that this year ran **from 26th to 29th of August**, and brought together companies and professionals presenting the latest innovations in the construction world.

Among them was **the Master Group**, which set up a stand in the pavilion dedicated to the window and door hardware sector with a group of leading companies in the sector: such as gasket manufacturer **Extrusiones**, one of the main players in the Colombian market **Alumina**, machinery manufacturer **Voilap**, and glass manufacturer **Vidplex Universal**. On the stand, the Sales Area Manager **Silvio Grassi** and the Technical Sales Representative **Amin Martinez** presented all the **Master solutions with the highest technological content**, in a country like Colombia where the transition to high-efficiency locking systems and automation has only just begun.

It is no coincidence that the solutions that received the most feedback and appreciation among the many **designers, architects and window and door hardware manufacturers** were **APRO**, the innovative window **automation system** that allows the remote control of window and door opening, and also **KARMA**, the **complete range of cremone bolts, handles, offset handles, double handles and pull handles** in which design is expressed through modern shapes that are modelled according to the environment and the scenario of use.

"The fair represented a point of convergence between national and international market needs, creating a unique opportunity for companies with a strong spirit of innovation," are the words of **Silvio Grassi - Sales Area Manager Master Italy**.
"For us, Master Italy, Expocamacol brought exceptional results in terms of both business and relationships. We strengthened ties with the existing distribution network in Colombia and generated new opportunities for collaboration.

The results achieved confirm our constant commitment and our growth strategy, which sees us as one of the most active players in an increasingly relevant international market".

"Participating in ExpoCamacol was an extremely positive experience, especially for the confirmed ability of Master's different solutions to effectively respond to the needs of the regional market," said **Amin Martinez**, Technical Sales Representative of Master. *"This presence has strengthened our local distribution network and enabled us to establish valuable local and international contacts. These results are a tangible evidence of our growth strategy, which combines our global experience with the specificities of each market, and also demonstrates our long-term commitment to sustainability. The innovative solutions presented aroused great interest among visitors, highlighting Master's ability to contribute to the development of new projects and high-performance systems with state-of-the-art solutions and technologies. This ongoing commitment motivates us to continue and contribute to the growth of our market."*