

Press Release

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A positive turnout for Master at BAU 2025, a record edition for innovation and the quality of international attendance

Innovation, sustainability and an increasingly global outlook - these are the hallmarks of **BAU 2025**, the trade fair of reference for architecture and construction, which attracted over **180,000 visitors and 2,230 exhibitors** from all over the world to **Munich**. This year's edition marked a historic turning point, with **52% of exhibitors coming from outside Germany**, an absolute record in the 60-year history of the event. International visitors also **reached 44%**, confirming the increasingly-global nature of this important exhibition.

The **Master Group** took part in the event from **13th to 17th January 2025**, with a stand designed to represent the central themes of the Munich exhibition in the window and door sector: technological innovation driven by the **automation, minimalism and design of forms**. In response to such themes, the Italian company presented some of its most cutting-edge solutions in Munich, such as:

APRO - the line of intelligent systems created to **automate the openings of modern residential, commercial and industrial buildings**, thanks to a range of accessories able to transform any door or window into an **integrated home automation component**;

NIX - the innovative concealed handle for tilt-and-turn and casement openings, designed to take minimalism to the extreme, to basically 'nothing', for

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Since 1986, Master Group has designed and manufactured accessories and components for aluminium doors and windows, with a process comprised of research, investments, the study of the culture of aluminium and close attention paid to the quality of materials, the search for technologies for manufacturing high-performance products, the identification of new market requirements, along with the satisfaction and continuous care of the customer.

a **handle that is virtually invisible, entirely recessed in the window profile**, created by **MasterLAB's** designers to integrate functionality and design, eliminate any superfluous elements and leave space for the purity of the lines and the centrality of the glass and profiles.

With the **Master Italy, Windar and Master Polska Sales Teams**, the **Master Group's** Technical and Marketing Representatives welcomed **500+ visitors to their stand**, testifying to the great interest in the brand and in the quality of Master's Made-in-Italy solutions.

*"Our presence at BAU Messe 2025 confirmed **Master Italy's pivotal role in the sector** and especially in the **innovation of window and door accessories**. We recorded a fabulous turnout, with several new contacts and - of course - the significant presence of our historical partners who returned en masse to visit the event after past editions,"* commented Francesco Simone, the company's **Sales Director**. *"The European market, although experiencing certain economic difficulties, together with the Mediterranean, Middle East and Far East areas, proved to be particularly dynamic. Discussions with international partners strengthened and confirmed **our vision for sustainability, efficiency and digitisation** in the window sector."*

*"Master confirms its role as the manufacturer of aluminium accessories with the **broadest range in the industry**, extremely focused on both the distribution channel and the design and supply channel,"* states **Lorenzo Lafronza, Chief Technical Officer and Head of BU OEM at Master**. *"The most significant innovations all head in the direction of **products of value in enhancing the unique characteristics of aluminium frames** and the concepts of design and minimalism that are now synonymous with contemporary windows.*

"This edition exceeded our expectations both in terms of the quality of the meetings and the perceived climate of trust," added **Michele Loperfido, CEO of Master**. *"It was thrilling to see the interest in our most innovative solutions, a positive sign to face the challenges of the future with renewed energy. This achievement confirms our commitment to contributing to improved comfort and sustainability in all living environments. With our vision of becoming a benchmark and global partner in the world of doors and windows, we are committed to actively participating in the industry's evolution*



and promoting the sustainable development of the communities in which we operate.”

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