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Press Release

Ensinger trusts in the leading trade fair BAU

The insulating profile specialist for energy-efficient windows, doors and façades wants to step up its interactions – both face to face and digitally

The coronavirus crisis has been dramatic and is not yet over. And yet, it is also releasing new energy and creativity. “It is precisely now that changes are possible which can shape the future of construction”, says Matthias Rink, Head of Sales for insulbar at Ensinger. “Direct communication with new and existing partners is very important to us. That is why we are once again appearing at the trade fair in Munich in January. Being a leading global trade fair, BAU is a unique dialogue platform which we are also going to expand in digital form.”

Climate change and conserving resources

There is no shortage of things to discuss when it comes to sustainable solutions for the BAU topics “The challenge of climate change” or “Resources & Recycling”. Ensinger is regarded by systems houses as a trusty, reliable development partner. In 1977 the plastics specialist supplied the world’s first series-produced profile for thermal separation in metal frames of windows, doors and façades, and nowadays offers products for virtually every requirement.

Alongside the wide standard range of insulbar insulating bars, Ensinger provides customised solutions and innovations such as shear-free profiles for doors as well as particularly energy-efficient and sustainable systems such as insulbar RE made from 100% unmixed recycled polyamide. Verified data such as an Environmental Product Declaration (EPD) or the “Cradle to Cradle Material Health” certificate are readily available.

Digitalisation of dialogue

Ensinger is exhibiting:

Fenestration BAU China

29 Oct - 1 Nov 2020

Shanghai, China

BAU

11 - 16 January 2021

Munich, Germany

“Data has long been part of the product” says Matthias Rink.
“However, digital transformation also affects many aspects of service and communications. It carries massive benefits which we will be using during – and also after – the coronavirus crisis. Consequently, at our trade fair stand at BAU and in our virtual presence we are increasingly placing our hopes on digital dialogue to enable us to step up personalised communication with customers and potential customers from across the globe.”

www.insulbar.com

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Photos:



Fig. 1: Matthias Rink, Head of Sales for insulbar insulating profiles at plastics specialist Ensinger, is sticking by leading global trade fair BAU. He is counting on a combined offline and online presence to enable him to step up dialogue with customers and potential customers, both at the trade fair and away from it.

Image source: Ensinger.

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About insulbar[®]

Ensinger GmbH is one of the world's leading developers and producers of thermal insulating profiles for window, door and facade construction. The profiles marketed under the brand name insulbar create a thermal barrier between the inner and outer shells of metal frames. Insulation solutions using insulbar profiles achieve the best values in terms of energy saving and reduced heating and air conditioning costs, while complying with the most stringent quality standards in every respect. They have been in successful application the world for more than forty years. For more information, go to insulbar.com

About Ensinger

The Ensinger Group is engaged in the development, manufacture and sale of compounds, semi-finished materials, composites, technical parts and profiles made of engineering and high-performance plastics. To process the thermoplastic polymers, Ensinger uses a wide range of production techniques, such as extrusion, machining, injection moulding, casting, sintering and pressing. With a total of 2,600 employees at 35 locations, the family-owned enterprise is represented worldwide in

all major industrial regions with manufacturing facilities or sales offices.

ensingerplastics.com

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