

PRESS RELEASE

“Upgrade your living space: modernization with PVC windows”: New European renovation brochure and microsite to be published at the beginning of the year.

Brussels/Bonn – 8 February 2022. As part of their Europe-wide campaign “Modernization with PVC windows”, the European trade association of PVC window system suppliers EPPA, the Quality Association for Plastic Products (QKE) and the RAL Quality Association for PVC Window Profile Systems (GKFP) are publishing a renovation brochure in five languages and the accompanying microsite eppa-profiles.eu/renovation. The brochure and the website are now available online.

The three associations are thus offering an objective information campaign on the subject of modernization and renovation with new PVC windows. It is intended to appeal to both planners and window manufacturers, but above all to end consumers such as private building owners. The 20-page brochure is supplemented with regularly updated information on the newly created microsite eppa-profiles.eu/renovation.

“With this campaign, EPPA, GKFP and QKE and want to promote renovation construction in Europe. Thereby, the associations and their members are taking up the EU Commission’s demand to double the renovation rate from 1% to 2% by 2030 at an early stage,” says Gerald Feigenbutz, Managing Director of QKE and GKFP.

What added value does modernization with PVC windows offer?

In the new brochure, readers learn about the five added values that modernization projects with new PVC windows offer:

- #01_More sustainability in everyday life
- #02_Energy savings
- #03_Modern design variety
- #04_Europe-wide funding opportunities
- #05_Individual product solutions and services

The brochure is published in five languages: German, English, French, Italian and Polish. As of now, it can be downloaded free of charge as a PDF from the EPPA, QKE and GKFP websites (Download: [DE](#) | [EN](#) | [FR](#) | [IT](#) | [PL](#)). Interested parties can order the copies of the brochure free of charge from GKFP (info@gkfp.de).

The brochure is supplemented by a detailed microsite that provides an overview of the added values and also offers detailed and constantly updated information on funding opportunities for modernization projects involving window replacement. Also available online: detailed information on product solutions and service tools of the European manufacturers of window profile systems.

The campaign is accompanied by social media posts, editorial contributions or advertorials in European trade and consumer magazines as well as the publication of the brochure as a trade supplement in a magazine for private building owners or window manufacturers. ---

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About us

The **RAL Gütegemeinschaft Kunststoff-Fensterprofilsysteme e.V.** (Quality Association for PVC Window Profile Systems) (GKFP) awards the RAL Quality Mark to member companies that fulfil the rules of the RAL-GZ 716 quality and test specifications. The aim is to comply with the highest quality requirements in order to ensure that the products manufactured are suitable for long-term use. The members of the association consist of system houses, manufacturers of seals, raw materials, foils, adhesive systems, seals and machines as well as contract laminators.

gkfp.de/en



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