



Hörmann KG Verkaufsgesellschaft
Doors for Home and Industry

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Image 1: As part of the 2023 European Promotion, Hörmann will offer doors and attractive add-on packages at special prices from 1 February to 31 December 2023.

Doors at attractive campaign prices Hörmann 2023 European Promotion

As part of the yearly European Promotion sales campaign, Hörmann will offer garage doors, entrance and side doors, timber and glass residential internal doors as well as attractive add-on packages at special prices from 1 February to 31 December 2023. The campaign products are 100 percent CO₂-neutral and offer a high safety standard. With this campaign, the company wants to actively support its sales partners and boost sales.

CO₂-neutral campaign products

All products in the Hörmann 2023 European Promotion campaign are CO₂-neutral. Hörmann covers 100% of its electrical power needs at all European sites with genuine green electricity. These, and many other measures, allow Hörmann to save more than 75000 tonnes of CO₂. The remaining emissions are compensated by the company by funding climate protection projects in cooperation with ClimatePartner. Further information on Hörmann's commitment to climate protection can be found on the [website](#).

Sectional garage doors with optional RC 2 security features

The RenoMatic sectional garage door is available in the particularly robust Woodgrain surface finish, the Slategrain surface finish with embossed slate texture and the smooth Planar surface finish, each in seven campaign colours. All RenoMatic doors are offered in four different campaign sizes from €1099 (RRP), including operator and hand transmitter. An optional add-on package is available at a surcharge of just €149 (RRP), which can be used to equip the door with

RC 2-certified security features according to DIN / TS 18194. Hörmann doors with RC 2 security features are listed in the current manufacturer directory of the “German commission for crime prevention” (KPK).

Entrance doors with burglar protection as standard

Entrance doors are also part of the Hörmann campaign: The ThermoSafe aluminium entrance door is available from €3199 (RRP) with break-in-resistant RC 3 security features with 5-point security lock as standard and excellent thermal insulation with a U-value of up to 0.87 W/(m²·K). They come in a choice of 15 styles and 8 campaign colours to meet individual design wishes. The ThermoSafe entrance doors can optionally be fitted with concealed hinges to create a particularly sophisticated and flush-fitting door appearance. The Thermo65 steel / aluminium entrance door with RC 2 security features as standard is available from €1999 (RRP) and particularly suitable for price-conscious building owners and modernisers. Hörmann also offers the Edition46 steel / aluminium side door with good thermal insulation from €999 (RRP).

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Modern timber and glass residential internal doors

For interior areas, Hörmann offers timber and glass doors at campaign prices as complete elements with door leaf, frame, fitting set and lever handle. The timber residential internal doors have a particularly robust surface finish and a sturdy door inlay made of tubular chipboard plate. The BaseLine residential internal door is available from only €299 (RRP) with a rebated door leaf in two colours and two decors. As a flush-closing element, the door is also available in two colours and two decors from €459 (RRP). The DesignLine Concepto residential internal door is available from €679 (RRP) as a flush-closing element with concealed hinges in three campaign colours. To create a particularly elegant and modern look, all residential internal doors come without drilled key holes. On request, they can be equipped with a lever handle with integrated FastLock locking at a small surcharge. The locking mechanism is located directly on the lever handle and can be operated with just one handle, thus ensuring a modern and minimalist door appearance. In addition, building owners and modernisers are offered glass doors in loft design as part of the campaign, which set elegant accents for contemporary interiors with their black longitudinal and transverse lines. They are available at a campaign price from €1259 (RRP) as hinged doors or from €1459 (RRP) as space-saving sliding doors with or without side elements.

Doors in the trend colour black

As part of the campaign, doors are offered in the trend colour Jet black for a truly modern look. The black.edition add-

on package can also be used to create black highlights, such as door handles in Jet black for entrance and residential internal doors.

Eye-catching advertising media

In order to draw attention to the campaign offers of the 2023 European Promotion, Hörmann provides its sales partners with customised advertising material. Like in previous years, the centrepiece of the campaign is again the DIN A4 newspaper supplements. Partners can either have these distributed via the local daily newspaper and advertising papers or, more cost-effectively, post them independently at households in the distribution area. Large-format posters, digital screens, vehicle stickers and a wide selection of advertising media for the sales room complete the campaign offer.

In digital media, campaign landing pages ([garage doors](#), [entrance and side doors](#), [residential internal doors](#)) also attract the attention of building owners and modernisers. Here, end customers can configure their campaign product and send a direct enquiry to a sales partner. Hörmann advertises the website in the relevant search engines to raise additional awareness of the campaign among builders and modernisers. Hörmann sales partners can also integrate the campaign pages on their own website. In addition, convenient social media templates are available to specialist partners for use on their own social media channels.

(5557 characters incl. spaces)

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Image 2: The Hörmann RenoMatic sectional garage door is available in various designs, such as the one shown here with a Slategrain surface finish with a modern slate look.



Image 3: The ThermoSafe aluminium entrance door from Hörmann with RC 3 security features as standard is offered in several campaign colours and sizes.



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Image 4: Timber and glass residential internal doors are also part of the Hörmann European Promotion and enhance contemporary interiors, particularly in black.



Image 5: As part of the promotion, campaign doors are also available in the trend colour Jet black, providing modern accents.



Image 6: Hörmann provides its sales partners with a comprehensive marketing package for the 2023 European Promotion. This includes the eye-catching newspaper supplements and campaign landing pages where end customers can configure their campaign product and send direct enquiries to a specialist partner.

Photos: Hörmann

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