



Hörmann KG Verkaufsgesellschaft
Doors for Home and Industry

Lisa Modest-Danke

Verena Lambers

Sophie Eiling

E-mail: pr@hoermann.com

Download texts and images:
www.hoermann.de/presse

Image 1: As part of their sales campaign, Hörmann will offer CO₂-neutral doors and, for the first time, storage space systems at special prices from 1 March to 31 December 2025. Emotional storytelling in the advertising media should focus attention on the campaign and its products.

Hörmann sales campaign 2025

Attractive campaign offers combined with emotional storytelling

As part of a yearly sales campaign, Hörmann is offering high-quality, CO₂-neutral products at attractive campaign prices from 1 March to 31 December 2025. Our campaign offers include garage doors, entrance and side doors, timber residential internal doors and, for the first time, tool sheds and garden boxes as practical storage space solutions for outdoor use. This year, the campaign also focuses on emotional imagery and videos that highlight the high security standards and durability of Hörmann products.

Sectional garage doors, entrance and residential internal doors at campaign prices

As part of the sales campaign, Hörmann is offering the Renomatic door incl. operator and hand transmitter. The sectional garage door is available in various designs and surface finishes and excels not only in terms of safety, thermal insulation and a long service life, but also with good thermal insulation thanks to double-skinned, 42 mm thick sections. In addition to garage doors, the campaign programme also includes a selection of high-quality entrance doors: from the particularly high-quality ThermoSafe aluminium entrance door with break-in-resistant RC3 security features as standard to the Edition46 steel / aluminium side door with good thermal insulation. For interior areas, Hörmann offers timber residential internal 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 ProLine Duradecor residential internal door is available with a rebated or flush-closing door leaf. All promotional products are offered CO₂-neutral as standard.

Tool sheds and garden boxes available at campaign prices for the first time

New additions to the campaign programme include high-quality tool sheds and garden boxes, offering a practical solution for additional storage space in the garden or on the patio. They ensure safe and dry storage of gardening equipment, tools, bicycles, furniture, firewood, cushions, toys and much more. The storage space systems are characterised by a robust design consisting of single-skinned, galvanized and high-quality painted sheet steel. Weather-resistant, rain-water-proof and UV-resistant thanks to high-quality coil coating on both sides. They are also particularly low-maintenance, long-lasting and easy to clean. The tool sheds can be individually expanded both on the inside and outside with practical accessories. As part of the campaign, the Juno tool shed with a flat roof and the Juno garden box are also available in two modern colours, both of which are CO₂-neutral.

Eye-catching advertising media combined with emotional storytelling

Hörmann also provides its sales partners with an extensive package of measures for their local marketing. 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. Vehicle stickers and a wide selection of advertising media for the sales room complete the campaign offer.

Campaign landing pages also attract the attention of building owners and modernisers online. Here, end customers can configure their campaign product and send a direct enquiry to a sales partner. The websites can be advertised by the participating Hörmann sales partners on Google and on social media channels.

This year, the campaign focuses on a new marketing campaign that uses emotional imagery and videos. At a time when we are constantly being overwhelmed with information due to the vast array of media, it is becoming increasingly difficult for the human brain to process this abundance of data, including when it comes to making purchase decisions. Neuroscientific research has shown that over 90 percent of decisions when selecting a product are made subconsciously and driven by emotions. With the new marketing campaign "Hörmann. For Life.", the company wants to use

Hörmann KG Verkaufsgesellschaft
Doors for Home and Industry

Lisa Modest-Danke

Verena Lambers

Sophie Eiling

E-mail: pr@hoermann.com

Download texts and images:
www.hoermann.de/presse

authentic storytelling to make a positive impression on consumers at an early stage of the customer journey and thus positively influence subsequent purchase decisions from retailers. The campaign highlights the high security standard and durability of Hörmann products. Emotional imagery and videos show everyday situations involving doors, placing people across different generations and their emotions at the core of the message.

(4584 characters incl. spaces)

Hörmann KG Verkaufsgesellschaft
Doors for Home and Industry

Lisa Modest-Danke

Verena Lambers

Sophie Eiling

E-mail: pr@hoermann.com

Download texts and images:
www.hoermann.de/presse

Images and captions:



Image 2: The Hörmann RenoMatic sectional garage door is available in various designs and excels in terms of safety, thermal insulation and a long service life.



Hörmann KG Verkaufsgesellschaft
Doors for Home and Industry

Lisa Modest-Danke

Verena Lambers

Sophie Eiling

E-mail: pr@hoermann.com

Download texts and images:
www.hoermann.de/presse

Image 3: The ThermoSafe aluminium entrance door from Hörmann with RC3 security features as standard is offered in several campaign colours and sizes.



Image 4: Timber residential internal doors are also part of the Hörmann 2025 sales campaign and ensure secure and robust room transitions in your home.



Hörmann KG Verkaufsgesellschaft
Doors for Home and Industry

Lisa Modest-Danke

Verena Lambers

Sophie Eiling

E-mail: pr@hoermann.com

Download texts and images:
www.hoermann.de/presse

Image 5: Tool sheds and garden boxes create additional storage space outdoors and are available at a campaign price for the first time as part of the 2025 sales campaign.



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

Photos: Hörmann