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PRESS RELEASE

Gutmann will not participate in BAU2021

Gutmann Bausysteme GmbH (Weißenburg) is waiving its participation in BAU in January 2021 in Munich. Instead, in the medium term the company will concentrate on targeted activities for its partners and customers.

Weißenburg, 30 April 2020 - "We have already made a fundamental strategic decision for our group with the cancellation of the Fensterbau Frontale planned for the summer," explains Managing Director Arnd Brinkmann, "with which we are focusing on targeted campaigns and supporting initiatives for our customers. This concept is not intended as a quick stopgap solution, but in the medium term forms the basis of our joint market cultivation.

The corona situation with all its accompanying factors and the uncertainty regarding the feasibility of major events still does not allow for any orderly planning, Gutmann believes. "BAU in particular thrives on its internationality. Whether and to what extent the travel restrictions will still apply in January next year, nobody knows at present," continues Brinkmann, "but we need continuity and reliability in our customer relations - nationally and internationally. For these reasons, we are refraining from taking part in BAU 2021 and are now taking a different approach".

Placing innovations on the market

Gutmann Bausysteme worked very intensively on innovations in all product areas in the run-up to the corona pandemic and brought them to market maturity. As always, the focus was on the further optimisation of customer benefits with the possibility of successfully competing from the competition. These innovations and system additions will now be presented to the partners in the coming weeks and months -

in a target group-oriented, step-by-step manner and with communication tools that fully reflect the current Corona situation. In addition to the digital instruments already in use, however, it is also hoped that there will be a gradual return to a personal approach to customers. "We will gradually implement this through our specialist consultants in accordance with the legal requirements," says Arnd Brinkmann, "Information and service as we understand it are essentially based on intensive customer care. This has always been the benchmark for our companies and will remain so even in these difficult times".

For Gutmann Bausysteme GmbH, the cancellation of BAU 2021 does not automatically mean that the company will completely dispense with trade fairs in future. It is intended to reassess the situation in the second half of 2021.

Characters: approx. 2,600 incl. spaces

The company

The Gutmann Group, which operates worldwide, is one of the leading manufacturers of high-quality aluminium products for the construction industry and processing industries. The group of companies includes Gutmann Bausysteme GmbH and Gutmann AG with its subsidiaries Gutmann Aluminium Draht GmbH, Gartner Extrusion GmbH and Nordalu GmbH. The group of companies employs about 1,300 people at three production sites in Germany and achieves an annual turnover of about 340 million euros. The headquarters of the company, founded in 1937, is in Weißenburg in Bavaria.