

PRODUCT EXPERIENCE TO TOUCH - HUECK OPENS EXHIBITION IN THE DESIGNER WERKSCHAU

With the opening of an exhibition in the Designer Werkschau Munich, the aluminum system house Hueck offers a comprehensive product experience to touch. In cooperation with some co-exhibitors, a holistic presentation of the innovative solutions was created, which is specifically geared to the interests of architects and planners and is intended to inspire and inform them. The Hueck systems for windows, doors and facades can be discovered, examined and tested here. Paired with a delicious coffee and a conversation with the sales experts, this results in an experience for all the senses.



Figure 1: With the holistically designed exhibition area, Hueck presents its product portfolio (source: Hueck)

Werkschau in Munich

The Designer Werkschau of Glas Trösch Euroholding AG & Co. KG aA offers an ideal opportunity for inspiration, information and exchange. The variety of building products exhibited in the former Munich Fruchthof is aimed at architects, designers, investors and professional builders, who can get advice on individual solutions here. The exhibitors consist of renowned, international brands with an innovative

range of products. In addition to a permanent showroom, the Designer Werkschau also offers regular events, enables exhibitors to hold their own events and offers the opportunity for individual consultation appointments in an inspiring atmosphere.

Versatile Showroom

Hueck's 30m² exhibition area was officially opened on November 18, 2021 as part of this year's herbstwerkschau21. All 24 exhibiting partners and over 150 invited architects took part in the live event. The 2G+ Covid-19 rules applicable at the time of the event were observed. With its holistically designed presentation stand, which presents the entire product range of the system house, Hueck intends to strengthen and expand sales activities in southern Germany. After the Hueck H2 was established as an additional sales and development location in Langenau near Ulm last year, the Designer Werkschau now serves as a permanent showroom.

"We look forward to being able to use the diverse possibilities of the Designer Werkschau for our customers in the future. This gives us another opportunity to sample our innovative system solutions on site with architects and planners. As part of our corporate philosophy, we attach great importance to communication at eye-level with our business partners, which we can consistently continue with the Designer Werkschau," reports Hueck Sales Manager South Rupert Blank.

Partnership cooperation

The professional presentation and organization of the Designer Werkschau convinced the Hueck team of its advantages. With the support of the exhibition director Michael Vogler, participation was enabled and optimally designed. Together with the cooperation partner Sanco, Hueck was able to equip and realize the exhibition area ideally. The elements from Hueck were equipped with design and functional glasses from the glass manufacturer.

As a stand neighbor, Solarlux also contributed to the design of the Hueck exhibition area. The folding glass wall from Solarlux was integrated into the Hueck facade of the neighboring stand in order to create perfect synergy. In addition, the installation of an acoustic ceiling for a more pleasant background noise was made possible in cooperation with Rockfon. The lighting planning was carried out with the support of the Buch + Raum agency, after which the luminaires by Ferrolight were selected and installed. The furniture manufacturer Girsberger provided high-quality furniture for the exhibition area.

"We are very grateful for the collaboration with those responsible and with our co-exhibitors within the Designer Werkschau. The coordination and planning worked smoothly and, inspired by the team spirit of the other exhibitors, we were able to implement our presentation area quickly. The Designer Werkschau is a perfect example of the strength of cooperation in the construction industry!", praised Rafael Wilk, Marketing Manager at Hueck and primarily responsible for the design of the presentation area.

Holistic product presentation

When planning the exhibition space, Hueck concentrated on those system solutions that architects and planners focus on. The basic construction consists of the new Hueck Trigon FS facade system in the combined face widths of 40 and 50 mm in the design as a mullion-transom construction, as well as structural glazing.

Integrated into the slim facade are: Hueck Lambda WS 075 as a double-sided window and Hueck Lambda WS 075 IS with an integrated sash. In addition, the innovative Hueck Lambda Silent Air soundproof window was built into the facade, the soundproofing functionality of which can be tested and experienced on site. Furthermore, a French balcony from the Hueck Lambda FB 042 system was installed, as well as fire doors from the Hueck Lava 77-30 series. A ventilation flap from the Hueck Lambda WS 075 VS system is also on display, as well as parallel opening windows from the Hueck Lambda 110 series. A Hueck Lambda 100 composite window with slats from Sanco was also installed.

Imaginative outlook

After a successfully completed planning and implementation phase, Marketing Manager Rafael Wilk is now looking forward to the many possible uses of the Designer Werkschau: "Our list of ideas is long. We will hold events with existing and potential business partners. The joint events with co-exhibitors will also create synergies from which the entire Designer Werkschau can benefit. We look forward to many new contacts that we can make here. In addition, the Designer Werkschau can also be used excellently for internal training courses and sales events."



Figure 2: A Solarlux folding system was integrated directly into the Hueck facade (source: Hueck)



Figure 3: The Hueck Lambda Silent Air soundproof window has an auditory test facility (source: Hueck)

Figure 4: The Hueck team introduces itself at the herbstwerkschau21 (source: Hueck)