



Press Release, Vienna 06/2021

Vienna Window Congres 2021

Digitalization | Sustainability | Markets

„Those who do not manage digitalization will not survive in the long term“

This was consensus among the industry experts at the second Vienna Window Convention, which took place on Thursday and Friday (24-25.06.21) in Vienna. At this conference, organized by Interconnection, everything revolved around the current trends in the window industry.

The first day was dominated by topics around markets and strategies: Johann Brandstetter gave exciting insights into the sales strategies of the market leader Internorm. This was followed by a vision for the future of the industry in 2030, which expects a lot of momentum in the sector: “The big players will become bigger and bigger,” said Christoph Blepp of S&B Strategy. During a presentation of the latest market data by Frederik Lehner, it also became clear that the future will bring growth in the premium segment.

Moreover, another major focus was on the customer relationship. “You need to understand what the customer needs, not what he wants – often he doesn’t know this by himself”, said Blepp. Furthermore, Johann Brandstetter emphasized the need for a higher valuation of the mounting process. He demands more qualified workers and, in correlation with that, a greater understanding for rising prices.

Right after the first panel discussion, the focus shifted towards digitalization: Federico Caiumi from Voilap inspired with ideas regarding Retail 4.0, nevertheless he emphasized – as well as Jens Eberhard from Oknoplast - the importance of local retailers for the ideal customer contact.

The second day was launched by Patrick Seitz (Aluplast) with his prognosis to the “Green Perspectives” of the sector. Sustainability requires, according to him, a reduction in complexity (materials, etc.) in order to relieve retail and craft. The program was rounded off by a second panel discussion that addressed the impact of the digitalization in the window industry.



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The winners of the WFK.Awards

This year, the WFK.Awards in terms of *Innovation* went to *Beck+Heun* for their system *Windowment*. Regarding *Sustainability* the winner is called *profine* – they proved themselves with *ReFrame* windows, made out of 100% recycled plastic. *Fensterblick* stood out with a website, ideally adapted to the Customer Journey, and therefore received the Award for the *Best Web Appearance*.

In the evening of the 24th of June, the participants were provided Viennese food accompanied by Italian music at the Danube. At the garden terrace of the restaurant they could phase out the first day in a serene atmosphere.

Alongside the lectures and discussions, there were the Award ceremony, an evening event and breaks to loosen up the congress and create some time to chat and connect. In total, the event with national and international guests – partly connected online – awoke anticipation for the Vienna Window Congress 2022!

Information about the Organizer

Interconnection Consulting is an internationally operating marketing intelligence company with its own event section, located in Vienna. Interconnection hosts international conferences in the field of business events on a yearly basis. Since 2019, these include the [Vienna DOOR + GATE Convention](#), [Sales Leadership](#), [Solarcom](#), [smart.office](#), [Sales Excellence](#) and many more. Selected knowledge about industries and marketing are part of the institute as well as concepts and tools for the optimization of sales processes and lead generation on pricing and customer enthusiasm.

For further information: www.interconnectionconsulting.com

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