

Press release

## **heroal strengthens its presence in Southeast Asia**

### **Strategic partnership with Karawindows**

**Verl, November 2024. heroal is expanding its presence in Southeast Asia with a clear focus on sustainable growth and international expansion. The partnership with Karawindows will allow the company to offer its high-quality aluminium system solutions in this dynamic growth region in future.**

The partnership with Karawindows from Vietnam marks an important step in heroal's expansion strategy. "As part of our strategic direction, we decided to focus more on the dynamic Southeast Asian market", explains Sascha Frankenbach, Sales Manager for DACH and Southeast Asia at heroal. "Following an intensive market analysis and initial discussions with Karawindows it soon became clear that we have very similar corporate values. Our common growth objectives, a consistent service orientation as well as the high standards in reliability and quality provide the perfect foundation for long-term cooperation."

## Images



[Cooperation\_heroal\_karawindows]

heroal announces its strategic partnership: Karawindows will be the heroal partner for Southeast Asia. © heroal

**heroal – the aluminium systems supplier**

As a manufacturer of aluminium system solutions for roller shutters, sun protection, roller doors, windows, doors, sliding doors, curtain walls and patio roofs, heroal is one of the international market leaders. Founded in 1874, the family company employs around 900 people at its headquarters in Verl, Germany, and locations in France, the Netherlands and the Czech Republic, and is involved in the construction of sustainable buildings in residential and commercial construction projects worldwide. heroal focuses on innovative and high-quality systems for fabricators, architects, planners, investors and building owners. heroal products are characterised by first-class quality, industry-leading customisation options and consulting and services in every phase of the building lifecycle. heroal systems are developed and manufactured in Germany.

More information is available at [www.heroal.com](https://www.heroal.com).

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