

Knauf Egypt Conducts Two Product Awareness Campaigns

Cairo, Egypt (December 15, 2017) – As an integral part of its mission, Knauf Egypt has conducted two campaigns this year to improve customer awareness of the company's gypsum products; these focused on fire resistant and moisture resistant gypsum board. In addition to helping contractors and installers understand the elements that form quality gypsum, and how to identify and test them, guidance was given on selecting the most suitable gypsum for the job. Importantly, tips were given on how to identify gypsum as being an authentic Knauf product. Unfortunately many inferior gypsum products from other suppliers have reached the local market and contractors were in need of this expert advice. Armed with the knowledge gained from following the campaigns, buyers are now in a much better position to make informed decisions.



Through using the information supplied by Knauf there is now a much lower possibility of contractors being subject to market fraud.

For more information on Knauf Egypt please visit: <http://knauf.eg>

Knauf Egypt Hosts Workshops for Product Knowledge and Training

Cairo, Egypt (December 30, 2017)– Knauf Egypt is offering training sessions for industry workers, students, product installers, and dealers on a weekly basis. These are an integral part of Knauf ongoing commitment to support the building industry in the use of Knauf products.



For more information on Knauf Egypt please visit: <http://knauf.eg>

Many of these products typically offer a convenient, cost effective alternative to older traditional methods of building. Throughout 2017 alone 25 rounds of workshops took place, involving 2313 trainees, dealers, installers and technical students.

For dealers - stay tuned for regular updates and commercial news impacting your Knauf business in 2018

Contact Information

Tel. (202) 23595544
e-mail sales@knauf.eg
Web knaufegypt.com

A Glimpse into 2018



Government Direction onto Lightweight building



Green Technology for Smarter Products



Partners and Dealers Incentives



End-Users Awareness Channels



Universities, Government and Entrepreneurship Collaboration



Knauf Egypt News 2017

Non-Periodical Newsletter Issue . December 2017

Newsletter Available in:
Arabic / English

Welcome to our first newsletter. Look back with us at the achievements of 2017, our trips, new products and initiatives.

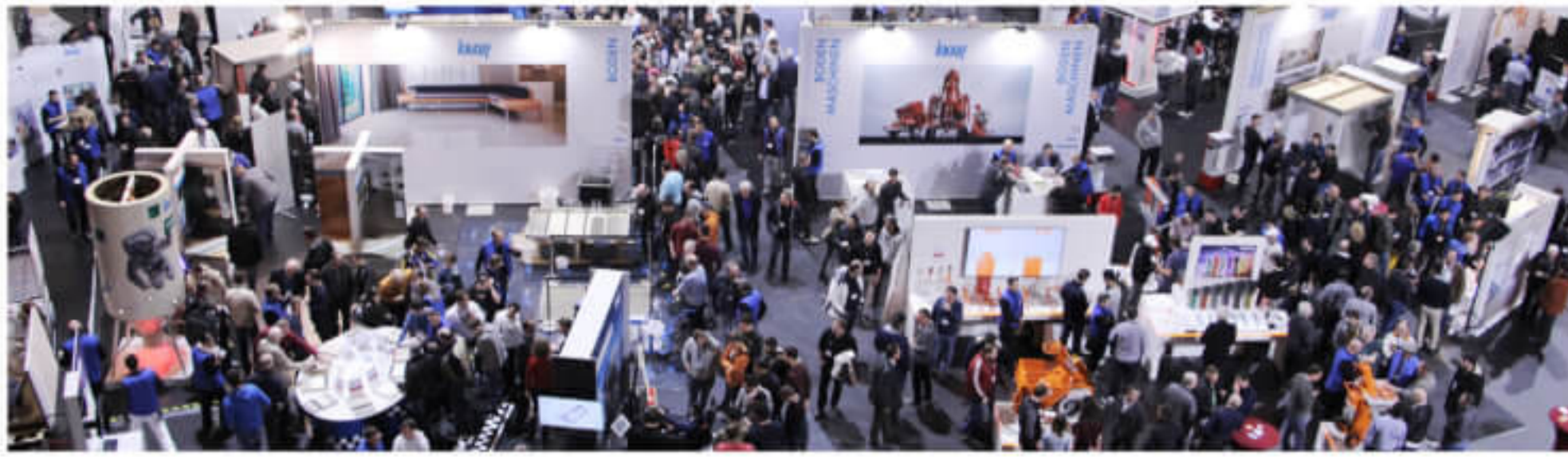
We also take a peek into what 2018 has in store...



Top News Inside

- Knauf Egypt Hosts Visit to Knauf Werkzeuge Exhibition in Stuttgart
- Knauf Egypt Shows Appreciation for Local Dealers
- Knauf Egypt Launches New Gypsum Product to Meet Market Needs
- Egypt Hosts Consultants on Trip to Russia
- Knauf Egypt Conducts Two Product Awareness Campaigns
- Knauf Egypt Hosts Workshops for Product Knowledge and Training

KNAUF



Knauf Egypt Hosts Visit to Knauf Werktag Exhibition in Stuttgart

Cairo, Egypt (March 15, 2017)- Knauf Egypt invited twenty of their valued customers to attend the Knauf Werktag exhibition, which took place on the 15th of March 2017 in Stuttgart, Germany. Attendees, accompanying the Knauf Egypt team, included ten consultants and six local dealers, in addition to four representatives from African dealerships.

Werktag is a regular event, enabling Knauf Germany to present their wide and diverse range of products as well as showing their usage.

Werktag is not only a platform for showcasing products, it also creates networking opportunities for consultants,

contractors, and dealers. This allows them to benefit from an exchange of ideas and experiences, providing an added level of benefits for both Knauf teams and their visitors and guests.

For more information on Knauf Egypt please visit: <http://knauf.eg/>



Knauf Egypt Shows Appreciation for Local Dealers

Cairo, Egypt (August 15, 2017) – Knauf Egypt arranged an eight days familiarisation trip to Russia for 25 local Egyptian dealers of Knauf products and systems. The participants were selected on the basis of their sales levels of Knauf products. During the trip, which took place from the 1st of August 2017, the dealers were accompanied by seven members of the Knauf Egypt team. Their visit covered both Moscow and St. Petersburg, during which they were able to see the main touristic sites and

points of interest. The trip provided a good opportunity for the local team members to play host to their guests while enjoying the many entertaining highlights of the trip.

Knauf Egypt has recently taken further steps in cementing its business partnership with dealers of its high quality products and systems. Knauf Egypt relies heavily on the sales efforts of its local dealerships, who play an important role in reaching out to an active building industry.

The close cooperation between Knauf and these dealers is boosted by the implementation of attractive incentive packages and ongoing support with product knowledge from Knauf Egypt. Dealers have always been considered key to market penetration, as they have their finger on the pulse of the market and understand the needs of the industry at all times.

For more information on Knauf Egypt please visit: <http://knauf.eg/>

20
Training
Rounds

2313
Trainees

3
International
Business Trips

1
New
Product

2
New
Campaigns



Knauf Egypt Launches New Gypsum Product to Meet Market Needs

Cairo, Egypt June 15, 2017 – In response to needs from a growing construction industry, Knauf Egypt recently launched a new product. Knauf Gypsum Board 9.5 mm has been welcomed by contractors and others in the local market and praised for its new slim line and lighter weight. Perfectly suited to all build types, the new gypsum board has not sacrificed any of the qualities that define the brand. As a leader in the field, Knauf invests in research, development and innovation with German know-how, showing its commitment to producing environmentally-friendly, sustainable products for use around the globe.

Knauf Gypsum Board 9.5 mm is strong, durable, versatile and meets the stringent standards set by Knauf for all products. Adding to its attractiveness to customers, it is also economically priced, placing it in a very competitive position. Knauf customer support is readily available, along with training sessions on use of this and similar products.

For more information on this exciting new addition to the Knauf range of products please visit the products section : <http://knauf.eg/>

Knauf Egypt Hosts Consultants on Trip to Russia

Cairo, Egypt (October 24, 2017) – A familiarisation trip to Knauf Russia took place from the 4th of October, 2017. On its second consultant trip this year, Knauf Egypt hosted the consultants of its top agencies located in Egypt for a six-days business trip to Knauf Russia.

It also allowed Knauf Egypt and its consultants to attend a two-day seminar held by Knauf Moscow. Their stay included a tour through the mega plant, an overview of the product range and projects carried out, in addition to the opportunity to learn about different international quality and products standards manufactured in Knauf.

A full day tour of Moscow came next, followed by a memorable four-day touristic trip to St. Petersburg. The week-long visit was a valuable step in furthering the development of closer ties between the Egyptian and Russian counterparts, in addition to giving each party a much better understanding of the type of production and industry requirements specific to each region.

Knauf Russia implements highly efficient technology and has participated in a vast number of mega projects. It is has one of the largest Knauf production lines around the world, and operates in a competitive market with high demand.

For more information on Knauf Egypt please visit: <http://knauf.eg/>



For more information on Knauf Egypt please visit: <http://knauf.eg/>

For more information on Knauf Germany please visit: <http://www.knauf.de/>