

More Through The Doors As FIT Show Gets Fitter

FIT Show, the UK's only dedicated event for the glass and glazing industry, has announced an unprecedented amount of support for its 2019 show (Birmingham NEC, May 21st - 23rd).

The organisers have reported an uplift in exhibitors with more space sold than the entire 2017 event. The lineup includes over 70 companies that are set to make their FIT Show debuts from countries including the UK, USA, Turkey, China, Belgium, France, Germany, Spain, Italy, Greece, Norway and Serbia.

Alongside an increase in exhibitors, pre-registration for the FIT Show 2019 is up by 200% with visitors becoming wise to the benefits of early registration, planning their trip early and making steps to prepare for their biggest business days of the year.

Organisers have also announced a number of changes to its 2019 format, broadening the proposition to include a bigger focus on materials such as aluminium, timber and flat glass. The Visit Glass feature is the FIT Show's first ever dedicated area for flat glass products and processing technology and machinery.

FIT Show 2019 will see the introduction of a series of trails to help guide visitors around the show content which is most relevant for them. This include a brand new installer trail, new product trail and Wood Win-

dow Alliance (WWA) backed timber trail.

For the first time ever, FIT Show will offer a three day learning programme made up of CPD approved seminar content combined with practical demonstrations and a series of business clinics with industry experts already signed up to support visitors.

The organisers have thrown their weight behind some of the industry's biggest challenges such as the skills gap, announcing the launch of Skills Thursday which will include content specifically designed to attract new talent into the fenestration industry in partnership with a number of key training and education providers, as well as Building

Trading through turbulent times

FIT Show Event Director, Nickie West (pictured below) says: "In

a time of economic uncertainty the FIT Show 2019 is set to be the biggest and best yet. The fact that we've already surpassed the space sold for 2017 reinforces that our exhibitors understand the importance of trading through turbulent times, investing in opportunities to get in front of new and existing customers via live events.

"We believe that broadening our proposition to appeal to wider audiences, introducing new products and materials, as well as moving the show to the NEC to make it more accessible to companies from wider Europe and beyond, have all played a pivotal role in securing our success for 2019. "We've got the support of the industry's key bodies such as the GGF, FENSA, Certass and CAB and have a number of key partnerships which are still to be announced which we know



FIT Show News

will further excite not only our FIT Show audience, but the wider fenestration industry."

Installers

Nickie West continues: "We're also working harder than ever to reach our installer audience through new channels such as trade counters, FIX Radio, On The Tools and workwear providers to offer incentives that are already pulling this audience to the show, as reflected in the visitor pre-registration stats – and if you do pre register early, you will automatically be entered into our prize draw to win prizes such as free parking, tickets to the gala dinner, branded workwear and much more." 

[FIT Show 2019 will take place at the NEC Birmingham from 21st to 23rd May and will feature up to 300 exhibitors from across the window, door, conservatory and glass industry. www.fitshow.co.uk](http://www.fitshow.co.uk)

In To Infinity And Beyond

Visitors to Dekko's stand will be able to take a closer look at Infinity seamlessly welded PVC-U windows and doors; Räum, a high-end aluminium range; and the Residence Collection, which includes the flush sash R9 and square profiled R2.

Visitors will also get a chance to see Make It Yours, one of the most extensive collections of retail focused marketing collateral in the industry. The main benefit of Make It Yours is the personalisation – Dekko will change the colour scheme and the content, so it reflects a customer's brand. The Dekko marketing support team will be on hand at the show to demonstrate how this works in practice. According to Dekko's Sales Director Kurt Greatrex,

these products and services could make all the difference for installers. "Customer tastes

users will find themselves in an interactive virtual home setting, where they can see demonstra-



are getting more sophisticated and installers need to have stylish products like Infinity, Räum and the Residence Collection in their portfolio if they want to succeed," said Greatrex. "Installers also need to market and promote themselves effectively to stand out from the crowd, and the Make It Yours package has been designed to do just that." 

[Picture Above: Dekko at FIT.](#)

Big Is Beautiful As Morely Steps Into Virtual Reality
Morley Glass & Glazing is getting ready to wow customers at the FIT Show with a 36sq.m exhibition stand complete with interactive tools to showcase its range of high quality Uni-Blind sealed units with ScreenLine integral blinds inside.

Morley will also be exhibiting its tried and trusted Uni-Blinds options, alongside something a little different – by donning a pair of VR goggles,

tions of the Morley product range, as well as find out a little more in-depth information. Ian Short, Morley's MD said: "As a forward-thinking business, it is our responsibility to make sure we are always on the forefront of innovations in our industry. What is great about the FIT Show is that a lot of manufacturers and component suppliers now schedule their product development cycles around it, so you're always guaranteed to see some really exciting advances in products and technology." 

[Picture: Morley Glass & Glazing will be going big and virtual at FIT.](#)

