



PENNINGS
ACOUSTIC INTERNATIONAL

THE IDEAL PARTNER EN INSTALLER OF ELEGANZA

BUILD YOUR OWN SUCCESS”

You are interested in becoming an Eleganza installer. Turning this into a true success requires more than just the installation of the system. This product will elevate you to the high end of the market and can be added value for your business. We would be delighted to assist you with this and guide you on your path to success.

It is important to realize that anything you give attention will grow. This, along with perseverance and time, is what made our story successful.

Why you and your company are suited to become Eleganza specialists

- You are creative, a go-getter and see the potential of the seamless acoustic market
- You understand that collaborating closely with Knauf Ceiling Solutions will take you forward collectively
- You understand the significance of investing time and recognize that acquiring knowledge through education and training forms an essential foundation
- You have a proactive approach and actively look for projects, opportunities and customers
- You consider collaborating with industry partners to be a valuable addition to your customer portfolio
- You aspire to be recognized as the expert, so that when someone searches on the internet, you emerge as the specialist in seamless acoustics across online platforms and social media

These features enhance the quality of the product, but growth comes only to those aspects that receive attention. Infuse it with ambition and perseverance, and craft your own success story in collaboration with Knauf Ceiling Solutions.

Certainly, fairy tales sound too perfect to be true, and there are challenges you might face. Here, we outline some that we have personally encountered.

Obstacles and challenges you may encounter

- Acquiring projects requires time and effort; the phone won't ring immediately. You'll discover that by proactively seeking opportunities, there comes a time when projects come to you. It's a process of planting seeds and harvest later.
- The audience is restricted due to the investment required for an acoustic ceiling, making it exclusive. To understand the needs of this particular group and the market, knowledge and experience is mandatory.
- Acquiring knowledge, obtaining the right equipment, building a skilled team, effective marketing, and continuous training are essential aspects that contribute to success, demanding both time and financial investment. Growth becomes challenging without these investments, as what you invest ultimately returns to you.

We believe in your success and are committed to supporting you throughout the entire journey. Invest, persist, exercise patience, and maintain motivation.

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