



SUCCESS STORY OF PENNINGS GROUP AND KNAUF CEILING SOLUTIONS

PENNINGS
ACOUSTIC INTERNATIONAL

BUILD YOUR OWN SUCCESS"

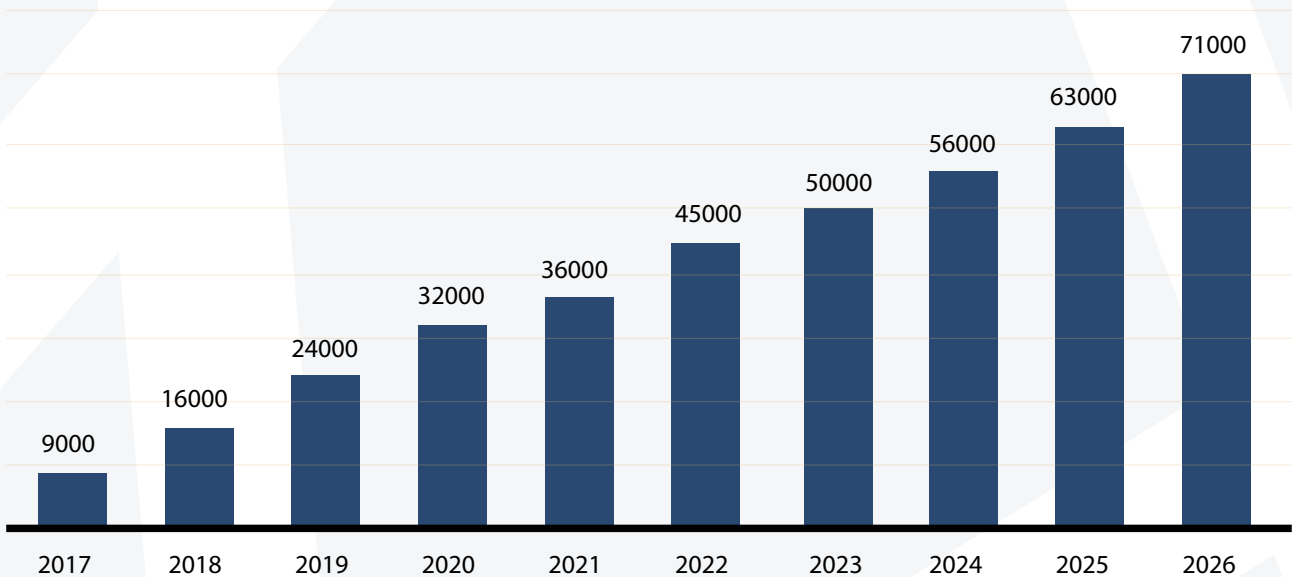
Ton Pennings, CEO of the Pennings Group, collaborated closely with his team and Knauf Ceiling Solutions to develop the Eleganza system, which was introduced to the Dutch market in 2017. A decade ago, we believed that seamless acoustic solutions represented an unstoppable growth market. With perseverance, knowledge, and belief, we aimed to pull this market towards us. This belief and our dream became a reality.

Success doesn't come without effort. As a company, we have consistently invested in promotion, websites, business connections, collaborations, and notably, proactivity in our market approach. Nothing is achieved by waiting for things to happen.

Eleganza by Knauf Ceiling Solutions was launched in the Netherlands in 2017. At that time, we were already familiar with the seamless acoustic market and other systems. Together with Knauf, we aimed to conquer this market and redirect projects towards Eleganza. Why? Because the advantages of the Knauf system had the potential to shake up the market, showcasing how exquisite, remarkably effective, and effortlessly seamless acoustics can be. Architects and clients almost always prefer a smooth and seamless finish. However, Class A products also come with high standards, and these can be achieved like no other with Eleganza.

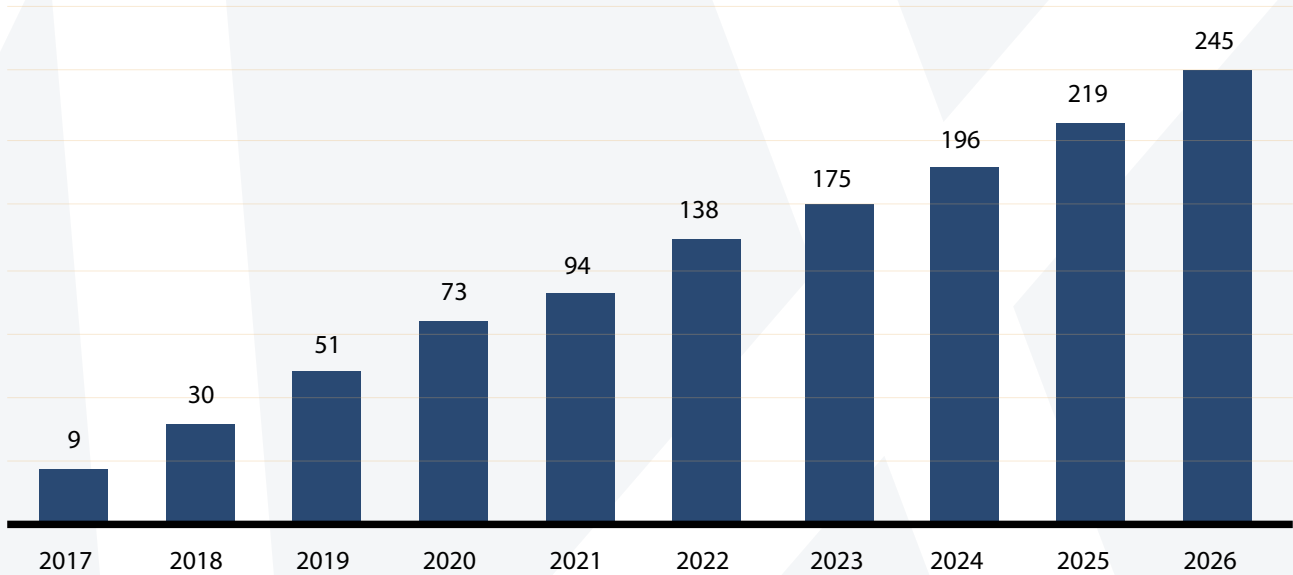
In 2017, we began with a market share of 0%, meanwhile our market share has reached 37% and continues to grow.

Eleganza in the Netherlands
(installed in m² since launch in 2017)

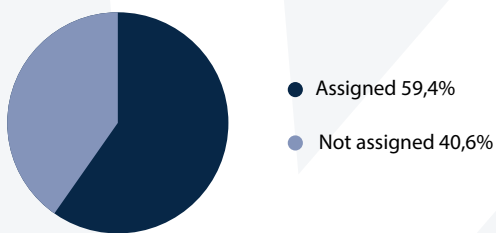


Besides the corporate market, we focused on private residences. This has been a successful campaign, and is still in an upward trend. Nowadays, we make realize 4 residential projects per week.

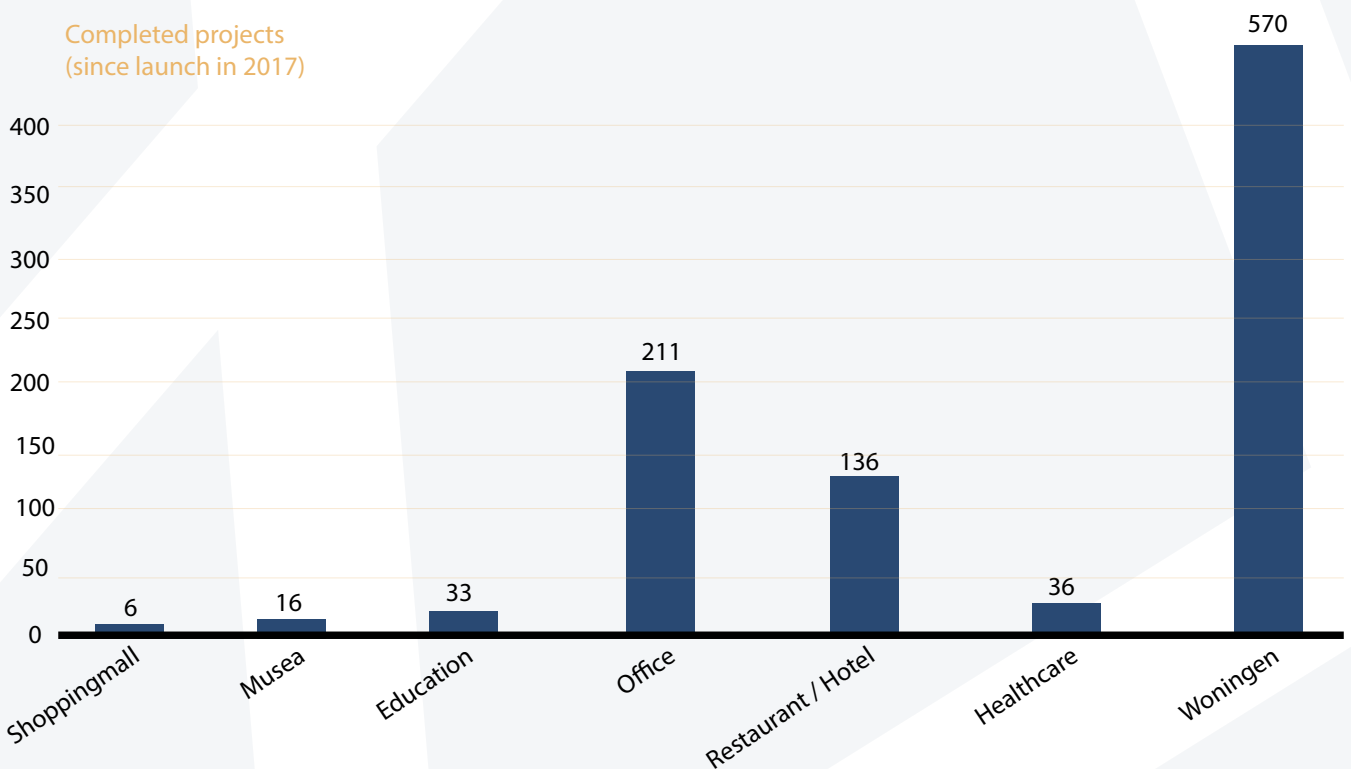
Residences realized in the Netherlands (since launch in 2017)



Succesrate : quotation vs. assignment (since launch in 2017)



Completed projects (since launch in 2017)



Why Eleganza is so successful in the Netherlands:

- Straightforward system that has many similarities with a traditional plasterboard ceiling. A dedicated installer of plasterboard ceilings, can also be successful with Eleganza.
- Finishing the system can be done with airless equipment, ensuring rapid processing and an ultra-fine spray structure.
- Spot repair can be done easily
- The thickness of the board which is 25mm (equivalent to 2x 12.5mm plasterboard) simplifies the integration of standard accessories.
- Class-A sound absorption; α_w 0.95 and NRC 0.90
- Unique and well-designed airtight system that prevents filter effect
- Available in every RAL and NCS colors
- Ideal board size of 2400x1200mm

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.

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