

Two brands in flux


1/2025

Proline and **alferpro**[®] merge.
What you get out of it.



alferpro[®]
PROLINE

More possibilities.



**IF YOU
WANT TO MOVE
UPWARDS,
YOU HAVE
TO LOOK
UPWARDS.**

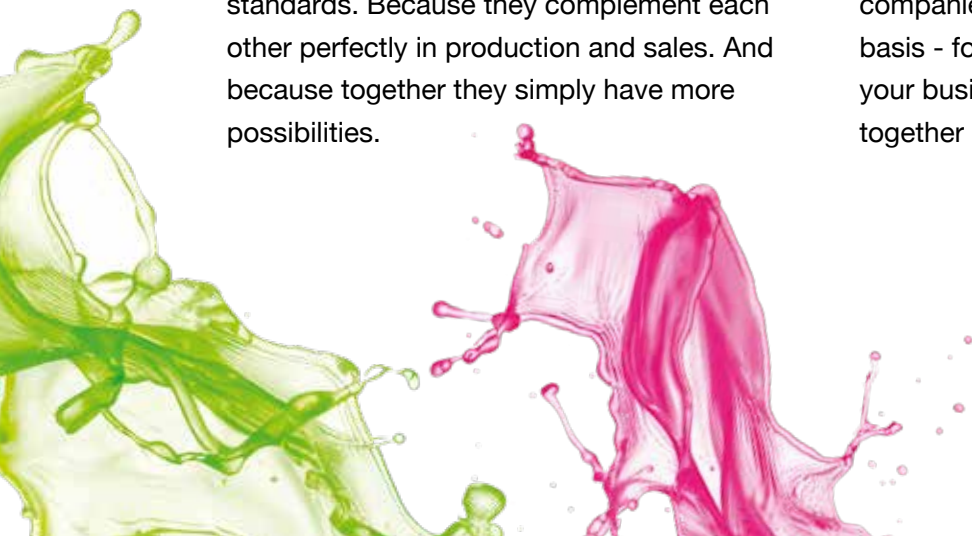
(German proverb)



THE BEGINNING OF A NEW ERA

Everything is in flux. Especially the building materials market. If you want to move the industry, you have to move yourself - forward. Therefore, we have taken the well-deserved retirement of Proline founder Karl-Heinz Fiedler from active business as an opportunity to bring together two companies, **alferpro®** and **Proline Systems**, which are an excellent match. Because they pursue the same goals. Because they have the same quality standards. Because they complement each other perfectly in production and sales. And because together they simply have more possibilities.

The merger has been legally binding since 1 January 2025. There is a lot to do now: product ranges need to be harmonised, logistics merged and new responsibilities defined. Your satisfaction and a smooth process are our top priority. We are open to questions and feedback. During the reorganisation, you will always have a competent contact person at your side who will be happy to help you at any time. By merging the two successful companies, we are creating an even better basis - for you. This way, we ensure that your business stays in flow and that we grow together successfully.





Proline Systems THE SERVICE-ORIENTATED AND DYNAMIC BRAND

In around 30 years of consistent development work, Boppard-based Proline Systems GmbH has grown into an international system provider whose sophisticated profile solutions are now valued by installers, planners and retailers alike: Hardly any other company offers such a wide range - from high-quality profiles for parquet, laminate and tiles to intelligent pedestal support, drainage and sealing systems for outdoor areas. With its sales, customised solutions and proven practical services, Proline makes even the most demanding projects easy. Proline sees itself as a real dynamic brand: tangible services for everyday planning and installation, such as the customised decking configurator, the download database and the YouTube channel with explanatory videos are always there when things get tricky - because only the mix of quality and expertise leads to really good results.



alferpro® PREMIUM PARTNER IN SPECIALISED RETAIL

Since 1972, **alfer® aluminium GmbH** has been producing metal profiles in the southern German **aluvally®**, which have long been valued throughout Europe. With the premium brand **alferpro®**, the Wutöschingen-based company established a specialised trade range for design-oriented complete solutions in 2015, which now comprises 17 product series - with a large selection of perfectly coordinated tile profiles, corner shelves, gradient wedges and shower channels. Lovers of sophisticated bathroom design in particular appreciate the wide range of colours and surfaces on offer, the elegant alferbox built-in niches and sophisticated solutions such as the alferlight LED series. In addition to its strong range for wet areas, **alferpro®** scores highly with its in-house production to the highest standards.

MORE POSSIBILITIES FOR YOU



Larger product range



Improved material availability



Shorter delivery times



Even higher product quality



Easier access to internal sales



Wider range of services



Full innovative power

OUR NEXT STEPS

1. Reorganisation of the sales team with contact persons for both brands
2. Consolidation of both warehouses at the Boppard site
3. Boppard is responsible for internal sales and processing
4. Product range consolidation
5. You will receive a uniform price list with our new complete range

WHAT YOU SHOULD KNOW

Will everything be more expensive now?

No. We keep prices stable thanks to our own production.

Will delivery times change?

Yes, the new logistics centre speeds up many processes.

Will my favourite profiles soon no longer be available?

Unlikely - we will keep all tried and tested products.

Will there be new products?

Yes, we are looking forward to combining the strengths of both companies – for example the outdoor systems from **Proline** and the variety of colours from **alferpro**®.

Will my contact person change?

If your contact person changes, everything remains in the best hands – our qualified team will ensure that you receive all-round support.

What's next?

Both companies complement each other perfectly in terms of product ranges, expertise and values. Something new and even better is being created here. Let's look forward to it together!





HERE FOR YOU. AND **THERE**.

Questions and suggestions about the merger?
Customer hotline: +49 6742 8016-0

Kratzenburger Landstraße 11–15
Industriegebiet Hellerwald
56154 Boppard

E-Mail: info@proline-systems.com

alferpro[®]



www.alferpro.com

PROLINE



www.proline-systems.com