Sendenhorst/ Plock, November 27, 2023

**Ponzio Polska sets off to next levels**

As announced in April this year, Ponzio Polska continues to grow as part of the German Laumann Group. With this alliance, both companies are aiming to further develop existing markets and grow beyond. For this joint strategy, a new brand has now been created.

Ponzio Polska becomes PROCURAL

From 2024, Ponzio Polska will operate under the new brand PROCURAL. The brand name did not come about by chance: It is a combination of the English words "professional", "cure" (meaning solution) and "aluminium". The new brand identity represents the premium solutions for windows and doors, which have been on the market under Ponzio Polska for almost 30 years. The logo lettering is accompanied by a stylistic icon of the letter ”P”, which symbolizes an open window facing the future.

A brand for professional aluminium solutions

Under its new name PROCURAL, the company will remain one of the leading manufacturers of aluminum systems with a steadily growing product range. The Management of Ponzio Polska Sp. z o.o. is confident, that the strong position of the company developed over the last 30 years as well as the recognition of the aluminum systems will only become stronger under the new brand PROCURAL.

As part of the Laumann Group, both companies will profit from synergies in the future. The PROCURAL brand has been developed to strengthen the position in existing markets, but also to access new markets and sales channels. Ponzio Polska will now continue to grow and explore new opportunities worldwide as PROCURAL.

[www.ponzio.pl/de/](http://www.ponzio.pl/de/) | [www.alufest.com](http://www.alufest.com/)



*Image caption*:

Ponzio Polska becomes PROCURAL: The new brand identity has been designed to take the company to the next level as part of the German Laumann Group.

About Ponzio Polska:

Ponzio Polska is a leading manufacturer of aluminium profile systems for the construction industry with a strong presence in Poland and other important European markets. The company employs over 300 people and operates one of the largest warehouses in Poland with four powder coating lines at its main site in Plock. Technically experienced employees work on the development of innovative solutions tailored to the individual needs of the construction industry.

About Laumann Group:

The Laumann Group, a family-owned company group headquartered in Sendenhorst, Germany, is a leading provider of construction-related product solutions and IT services. The Group's expertise covers various industry applications from PVC profiles for windows and doors (such as VEKA and GEALAN), to sheet and façade solutions, to high-quality surface technology and IT consulting. The Laumann Group employs over 7,200 people at more than 50 locations on four continents and generates an annual turnover of approx. 1.9 billion euros.

*445 words, 2.772 characters (incl. headline and image caption)*