

PRESS RELEASE

## **Huge successes for Trosifol® at "GANA Building Envelope Contractors (BEC) 2017"**

Trosifol® enjoyed many positive outcomes at the "GANA" conference - held at the world-famous 'Caesars Palace' in Las Vegas in early February - with more than 400 attendees watching a new film presented by Trosifol® North America Market Developer, Mark Jacobsen and accompanied by Dave Rinehart and Ron Hull of Trosifol® USA.

Promising discussions took place with architects, designers and planners, relating to upcoming projects in which Trosifol® and SentryGlas® films could be used; and talks with national and international glassmakers and processors also yielded constructive ideas and very positive potential.

Many product examples were available for viewing, not only on the Trosifol® stand, but also on other company's stands, where Trosifol® products were seen on tabletops and in presentations.

A special highlight was a fashion show featuring costumes made with Trosifol® and SentryGlas® films. The show, which had already attracted a lot of attention at the "glasstec 2016" trade fair in Düsseldorf, saw three models presenting clothes and suits designed by two German designers (Andrea Uebel and Claus Stump).

The show was so extraordinary that the largest and most important specialist magazines for the American glazing market explicitly presented it in a TV reportage; and tweeted immediately after the conference.

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March 21, 2017

This text comprises 1,405 characters / 210 words. You can also download the text from the Internet at:

[www.trosifol.com](http://www.trosifol.com)

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