

**PRESS INFO: REVIEW POLYCLOSE 2022**Ghent (Belgium), September 2022
 **Jubilee edition of Polyclose brings the industry together again**The industry was finally able to show off innovations and novelties at the 20th European trade fair for window, door, sun protection, façade and entrance technology

**From 31 August until 2 September, the leaders in the world of window, door, sun protection, façade and entrance technology flocked to Flanders Expo in Ghent (Belgium) for the 20th edition of Polyclose. The summer and jubilee edition of the trade fair promised to be special in every way, and it was. Over a three-day period, more than 12,200 industry peers (21% of them from the Netherlands) discovered inspiration and innovations from more than 220 Belgian, Dutch and other European exhibitors, spread over some 28,000 square metres of exhibition space. The fact that the networking and trade fair was able to count on so much interest during the summer months proves that the market continues to develop strongly and that the industry sees it as a must-attend event. A missed opportunity for absent exhibitors!**

Many visitors and exhibitors were visibly delighted to finally have the opportunity to meet again in person and discover and present new products. There was a great deal of enthusiasm and activity on the trade fair floor. New applications were proudly showcased and many live demonstrations for installers organised. Many of the usual exhibitors were present, but a few newcomers also introduced themselves to the market for the first time. Several new players in the field of IT and software, and sun protection registered as participants, among others.

**Since 1991**

True to tradition, Polyclose offered an overview of everything that opens and closes on and in a façade, including gates and fences. Polyclose was first organised in 1991 by founder Guy Martens (as a “trade show for window and door technology”). Since then, the industry and the trade show have evolved significantly, and the construction industry faces many challenges worldwide in terms of sustainability, climate, digitisation, and so on.

*“Thanks to our good market insights, our trade show can respond effectively to changes”,* says Guy Martens. *“Polyclose is growing in step with the market. Indoor and outdoor sun protection – due to the warmer summers – as well as software now make up an important part of the trade fair offering. The industry is set to continue to grow in the future, with new solutions, for example in the areas of sustainability and energy savings. Personal contact within an international network and human trust are essential to this. Polyclose will also have an important role to play as a result.”*

**Design meets technology**

The industry has not been resting on its laurels since the last trade fair in January 2020. Private individuals have increasingly started to invest in home improvement in and around the home, and consumers prefer customised solutions. Generic solutions are now firmly a thing of the past in this market. Fortunately, the possibilities are nearly endless, as demonstrated at Polyclose. The hospitality industry and other companies are also renovating at a great pace, with a growing focus on sustainability, insulation, ventilation, sun protection and access control.

Digitisation of the sector continues to accelerate at a rapid pace. With the latest **software** solutions that were presented at Polyclose, the manufacturer can design, calculate and produce windows, doors and curtain walls for each type and size.

Insulation, fire safety, seamless finishing, new materials and trends... all important aspects in the correct and qualitative installation of **windows and doors**. The trend for ultra-slim design profiles with large glass surfaces continues. This represents a major challenge in terms of assembly, insulation, air and water tightness, and sun protection. **Green façades** are also becoming increasingly popular.
Due to global warming, the **indoor and outdoor sun protection** market is constantly innovating to respond to increasingly demanding consumers. Polyclose 2022 shows that aesthetics go perfectly together with technicality, durability and ease of maintenance.
In line with the development of outdoor living, **patio roofs** are increasingly popular, forming an integral part of the building. There is also a growing focus on beautifully finished **screens** for windows and doors.
In terms of **access technology**, we see an increasing focus on flexibility, in addition to security.

In the past two years, **machine builders** demonstrated their products almost exclusively online through 3D presentations. At Polyclose, visitors had the opportunity to attend live demos of automated, high-tech production lines for frames and solutions for processing profiles for patio roofs, balustrades, curtain walls, and so on.

**Next edition: 17-18-19 January 2024**

After the success of this jubilee edition, the trade fair’s organisation is happy to announce the next edition. The 21st Polyclose will take place on Wednesday 17, Thursday 18 and Friday 19 January 2024 at Flanders Expo in Ghent (Belgium). Most exhibitors have already announced that they will definitely be in attendance. Interested exhibitors can already register at info@polyclose.be.

More information at [www.polyclose.be](http://www.polyclose.be)

**\*\*\* NOT FOR PUBLICATION \*\*\*

Photos:**photos of the 2022 edition can be downloaded from [www.polyclose.be](http://www.polyclose.be)
(via *Press > Visual material*)

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