BaSys satisfied with Summer Edition of Frontale

Building hardware manufacturer enjoys significantly more attention

BaSys – Bartels Systembeschläge, Kalletal/Germany, has clearly committed itself to the Summer Edition of Fensterbau Frontale trade fair in Nuremberg and has not regretted this decision. Although there were about a third fewer visitors than in 2018, the quality of the discussions was very good. As one of the few exhibitors in the building hardware sector, the medium-sized company enjoyed much more attention.

Although the 2022 trade fair double got off to a somewhat slow start on Tuesday, Wednesday and Thursday developed into well-attended main trade fair days. BaSys had deliberately decided to participate in Fensterbau Frontale despite the vacation season, the pandemic and the cancellations of some major exhibitors. „Personal contact is worth its weight in gold“, said Jürgen Bartels.

The managing partner of the family-owned company had lowered his expectations of comparable visitor numbers from 2018 from the outset and was pleased at the end about good contacts, very many constructive discussions and numerous sample orders for the trade fair highlight „Pivota DXS Close 2.0“.

This is a concealed hinge with integrated door closer whose closing mechanism disappears into the door leaf. The trade visitors rated the product as a sensible further development and asked in particular about its suitability for fire protection. BaSys intends to address this in a next step.

In addition, the company attracted great interest for a new, three-dimensionally adjustable panel holder made of solid steel. One trade visitor even commented that he had been waiting almost 30 years for such a product. At Fensterbau Frontale, BaSys demonstrated its surface competence in hinge and strike plate systems and the interaction with lever handles and lock cylinders from other manufacturers with hardware in a uniform color scheme.

From Jürgen Bartels‘ point of view, the trade fair duo Fensterbau Frontale / Holz-Handwerk 2022 has made a successful new start. Despite the general conditions, the event was rounded and positive. As the only German hinge and strike plate manufacturer, BaSys moved more into the focus of attention. The company was pleased with the strong response from the specialized press and was able to meet some promising prospective customers.

Jürgen Bartels had clear words to say about exhibitors from 2018 who came to 2022 only as visitors: „I find it strange when companies that have decided not to participate are surprised that the halls are not full. After all, trade shows only work with exhibitors.“



Caption: A picture from the penultimate day of the trade fair at Fensterbau Frontale 2022. Already on Thursday it was clear for BaSys: The participation was more than worthwhile: Visitors came "non-stop". Photo: BaSys

BaSys

BaSys stands for Bartels Systembeschläge. The family-owned company run by Albert and Jürgen Bartels has been developing, producing and selling an all-embracing range of building hardware since 1995. With its hinge and striking-plate systems, BaSys regards itself as a problem solver for door and frame manufacturers throughout Europe as well as for national and international customers from retail and the trades. In 2001, the company was the first German manufacturer to present a concealed and three-dimensionally adjustable hinge with the "Pivota" product range, initiating a new design trend in the door industry. At company headquarters in Kalletal, East Westphalia, BaSys employs around 100 members of staff.