



Hörmann UK To Go Bigger and Better at FIT Show 2027

Hörmann UK has announced it will be returning to the FIT Show with its largest and most ambitious presence to date, underlining its long-term commitment to the UK domestic door sector. 2027 will see Hörmann UK with double the floor space compared to previous years, located prominently at the entrance of Hall 9, across two adjoining stands, L20 and M30. This expanded footprint will give visitors the opportunity to discover, experience and engage with Hörmann's extensive range of garage and entrance door solutions.

Stand L20 will be dedicated exclusively to Hörmann's front door portfolio, creating a clear and focused environment in which visitors can explore the full breadth of the company's entrance door offering. The stand will showcase the Hörmann Truedor composite range alongside their steel and aluminium entrance doors, allowing visitors to examine design flexibility, construction quality and advanced security features in depth.

The adjoining stand will feature Hörmann's market-leading range of garage doors. The display will represent some of the most popular door types currently specified in the UK market, including sectional and roller doors - demonstrating product functionality, performance and end-user benefits in a practical and accessible way.

Bringing both stands together will be an overarching show theme titled "The Hörmann Home", designed to illustrate how Hörmann's entrance and garage door solutions integrate seamlessly into everyday living environments. In addition, Hörmann is exploring plans for a Wednesday evening networking event, alongside a programme of visitor engagement activities, with further details to be revealed closer to the show.

Wolfgang Gorner, MD at Hörmann UK said, "While preparations are still at an early stage, our plans for FIT Show 2027 signal a bold and confident approach. The 2027 show will see us with increased space, clear product focus and enhanced engagement activities all

designed to deliver maximum value for visitors and reinforce Hörmann's strong position within the sector".

Nickie West, FIT Show Event Director added "Hörmann has been a cornerstone of FIT Show for many years, and their decision to come back in 2027 with a bigger, bolder presence is a huge vote of confidence in both the event and the UK domestic door market. Doubling their footprint at the entrance to Hall 9, with a clear focus on 'The Hörmann Home', will set the tone for visitors from the moment they arrive and underlines exactly what FIT Show is about – showcasing best-in-class innovation, creating meaningful engagement on the stand, and helping brands and their customers do better business together.

"By joining the line-up ahead of the year-out mark, Hörmann will be able to maximise collaborative campaign planning that extends far beyond three impactful days at the NEC. It's about sustained, year-round exposure through segmented email marketing, social amplification, and strategic PR - building serious momentum long before doors open, and showing exactly why early commitment delivers such powerful, measurable ROI for best-in-class brands."

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Issued on behalf of Hörmann UK by Parkgate Communications. For further information contact Sheila Normington on 07990 636398 or email sjnormington@outlook.com.