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VELUX profits from sponsorship

The European Championship in Poland will be one of the biggest handball events ever.

VELUX benefits greatly from its sponsorship of the Champions League in handball. The leading producer of roof windows is therefore also sponsoring the coming European Championship in Poland between 15th and 31st January.

"Being an official sponsor gives us an opportunity to expose our brand to a global audience. The European Championship is a high-profile sporting event and supports our high-quality products perfectly," says Michael K. Rasmussen, Senior Vice President, Brand and Communication

The European Championship will be broadcast in more than 200 markets and territories. This time, EHF (European Handball Federation) expects a bigger audience than the 900 million viewers who followed the last championship on TV.

"The sponsorship is highly valuable throughout the VELUX Group. We have business in 13 of the 16 countries taking part in the tournament. Handball has a large fan-base across Europe and our visibility during all the matches will make the VELUX top-of-mind," says Michael K. Rasmussen, Senior Vice President, Brand and Communication.

The VELUX Group works globally – with sales and manufacturing operations in more than 40 countries and around 10,000 employees worldwide. The company has 75 years of experience with creating better living environments for people around the world. The product programme includes roof windows and modular skylights, as well as a range of decoration and sun screenings, roller shutters, installation solutions and intelligent home controls.

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About the VELUX Group

For more than 70 years, the VELUX Group has created better living environments for people around the world. Making the most of daylight and fresh air through the roof.

Our product programme includes roof windows and modular skylights as well as a range of decoration and sun screenings, roller shutters, installation solutions and intelligent home controls. These products help to ensure a healthy and sustainable indoor climate. For work and learning. For play and pleasure.

We work globally – with sales and manufacturing operations in more than 40 countries and around 10,000 employees worldwide. The VELUX Group is owned by VKR Holding A/S, a limited company wholly owned by foundations and family.

For more information, visit www.velux.com.

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