

PM-International AG

Simple. Successful.



PM-International

PM-International Celebrates Europe Day with Open House in Schengen

Schengen, 9th of May 2025

PM-International opened its doors this Friday, 9 May, in celebration of Europe Day 2025. During the whole afternoon, the Open House at the company's International Headquarter in Schengen welcomed around 400 friends, families, neighbours, partners, and guests.

Visitors enjoyed a colourful mix of activities, including guided tours, product tastings, live DJ sets, food and ice cream, wine tastings, and fun for the whole family. Marking Europe Day in Schengen – a symbol of unity and international cooperation – held special meaning. It was a joy for the PM-International team to share their workplace, their values, and their belief in cross-border collaboration.

PM-International is grateful to be part of its local Schengen community and the business landscape in Luxembourg and the Greater Region: "It means a lot to us to open our doors and share what we do with the people around us," said CEO and Founder Rolf Sorg. "Schengen is more than just our business location – it's our home. We're thankful for the opportunities Luxembourg has given to us and we're proud to grow together."

Since opening its International Headquarters in Schengen in 2015, PM-International has continued to grow. The company is continuously investing in expanding its site to make more room for innovation, teamwork, and long-term opportunities in Luxembourg.

About PM-International:

Since 1993, PM-International develops and distributes a premium range of scientifically formulated products for health, fitness and beauty under its FitLine® brand – many of which have a patented technology.

More than 900 million FitLine® products have been sold worldwide. Headquartered in Luxembourg, the family business distributes its products from over 45 subsidiaries on 6 continents.

The exclusive Nutrient Transport Concept (NTC®) represents the company's core competency and over 30 years of experience in product development: it delivers the nutrients when they are needed and where they are needed – to the cellular level, from inside and outside. To guarantee a continuous high product quality, the products are regularly and independently tested by ELAB Analytics GmbH. Via the QR code on the packaging, consumers can directly review information about the analysis. We believe that PM-International is still the only company that offers this level of transparency.

Press contact

PM-International AG - Lea Herz
lea.herz@pm-international.com
+352 33 96 67 944

PM-International AG
15 Waistrooss,
L-5445 Schengen
Luxembourg

PM-International AG

Simple. Successful.



PM-International

More than 1,000 top athletes from over 85 disciplines and 40 nations trust in FitLine products. FitLine is the official supplier of numerous sports organizations and national teams, such as the ATP Tour for men's elite tennis, the German, Austrian, and Canadian Ski Associations (DSV, ÖSV, ACA), the German Cycling Federation (BDR), the German Athletics Association (DLV), the Royal Belgian Handball Federation (URBH), and many others, with some of them for more than 20 years.

Further information can be found under: www.pm-international.com

Press contact

PM-International AG - Lea Herz
lea.herz@pm-international.com
+352 33 96 67 944

PM-International AG
15 Waistrooss,
L-5445 Schengen
Luxembourg