

Press Information

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Roto: A “push-forward” strategy in Southern Europe / Business region with five countries / Financial crisis still being felt / For the customer, with the latest trends / France: new-building growth only in 2017 / Italy: renovation dominates / Spain: a deep trough / Specific product and service concepts / Promoting alu object business

Performance capacity matters

Venice/Leinfelden-Echterdingen - (rp) The building industry including the window and door sector in the challenging economic environments of Southern Europe has been slow to recover from the drastic decline caused by the financial and real estate crisis. Roto reacted to this “extremely difficult situation” by launching a “push-forward strategy” for products and services, with consistent focus on customer benefit. So far this has had the desired effect, Francesc Gimeno concluded at the 9th International Trade Press Day, organised by Roto. The managing director for the Window and Door Technology Division Southern Europe, he and his team hosted the event in early November 2014 in Venice – an event which attracted some 65 journalists from 16 countries. They were given an overview of this business region: common characteristics shared by countries in the region versus local specificities and how Roto’s concepts and activities respond to the latter.

This business region consists of an area of 1.7 million square kilometres and is home to almost 200 million people, covering France, Italy, Spain, Portugal and Greece. In his presentation, Mr. Gimeno chose the three largest countries for more detailed market analysis.

France in focus

Compared to Italy and Spain, France has weathered the crisis quite well: the volume of new buildings has “only” decreased by 9% since 2009. Forecasts for 2014 estimate the French window market at 10 million units, 56% of which would come from refurbishment and 44% from new build. Only 2017 will bring a discernible increase in new projects. There is a clear preference for certain window materials on the French market: PVC is the number one with 62%; followed by aluminium (23%) and timber (15%).

Mr. Gimeno described the standard window in France: two-sash, 1,000 x 1,000 mm, turn-only, double glazing, 30 – 60 kg sash weight, U value 1.3, low safety level, white. Just like the Italian market, the French market is increasingly feeling the impact of imports from Poland. In 2011 to 2013 alone, these imports increased by 30% to 600,000 units. According to the regional managing director, key trends on the French window market are energy efficiency, automation, design, ventilation and security.

Italian conditions

With an estimated 118,000 new houses to be built in 2014, Italy has seen a slump of more than 50% since 2009. Window sales volumes have dropped to roughly six million units, with refurbishment accounting for two-thirds and new buildings for one-third. New construction business is predicted to pick up again in 2016. The material mix on the Italian market: timber is number one with 43%, followed by aluminium (35%) and PVC (22%).

Mr. Gimeno described the standard window for Italy: Double-sash, 1,000 x 1,200 mm, tilt&turn, double-glazed, 40 – 50kg sash weight, 1.1 U value, simple security features and typically in brown colour. Italian window fabricators are particularly hard-pressed by Polish competition: in just two years, imports have increased by 50% to nearly 460,000 units. Market trends are the same as in France. There

is also a growing demand for larger and heavier elements on the Italian market.

Facts from Spain

Mr. Gimeno opened his presentation on the Spanish market by pointing to the “collapse of new-construction business” in Spain: There has been a slump of 85% since 2009, bringing the sector almost to a complete standstill. Window sales have also seen a sharp decline from 7.9 million (2010) to 3.7 million units. While the renovation sector still amounts to 2.4 million; new build only accounts for just over one million units of total sales volume. According to forecasts, the new construction sector will only begin to recover in 2017. Aluminium dominates the Spanish market (57 %), followed by PVC (35%) and timber (8%).

The standard Spanish window is white, 1,200 x 1,200 mm, weighs 40kg, it is two-sash, tilt&turn, double-glazed, has an outdated U value of 2.4 – 3 and low security standards. Therefore, it is hardly surprising that higher levels of energy efficiency and security are the main trends in Spain – in addition to design, as well as larger and heavier windows.

Measurable success

Taking Italy as an example, Mr. Gimeno explained how Roto is addressing specific market requirements. Based on results from regular customer benefit analyses, over recent years the hardware specialist has come to focus on making sustained improvements in three key purchasing criteria: product reliability, delivery reliability and technical support. Roto’s new, modern infrastructure has helped make this mission a complete success. A new 4,150m² combined warehouse and office building has enabled the region to achieve its objectives. In figures, this means a delivery performance of 98%, an increase of products delivered by 12% and a reduction in working

hours of 13%, Mr. Gimeno explained. In addition, the location now also hosts a showroom for the two Roto divisions, as well as training and customer events.

The product portfolio has been aligned with the latest market trends, Exemplified by the convenience ventilation system “E-Tec Drive” (automation), the fully-concealed hardware programme “NT Designo” (design), a tilt-first solution (safety) and the threshold portfolio “Eifel” (energy efficiency). To round off their new approach, Roto Southern Europe now offers even better and more professional technical support and sales promotion for market partners. This includes the company training centre “Roto Campus”, “Roto Lean” modular consulting services, for process optimisation and production planning, and the online hardware configurator “Roto Con Orders”.

Making projects a reality – nurturing ideas

Roto also increasingly focuses on object business with aluminium windows and doors. This segment is entirely about individual solutions – not just in Italy, but in the entire economic region. Individual solutions require intensive customer support and customer focus. It takes close cooperation between the AluVision Solution Center at the headquarters and on-site sales teams to make this happen. Working together with Italian system suppliers and facade manufacturers, Roto has been able to successfully implement even the most challenging international projects.

Last but not least, Roto nurtures innovative ideas and developments on their way to volume production stage. The latest example is the “W.eco Window”, marking a major technical breakthrough. The key feature is a self-supporting, practically frameless glass pane, offering high transparency and maximum opening surface for windows. Roto Spain supported the product development process with hardware technology know-how. The project won the “Architectural Record” award in December 2013 and has been submitted for the “Red Dot

Awards” 2015. For Mr. Gimeno this clearly signifies the innovative power of a new era in window technology.

Captions

Italy, France and Spain are part of the Southern Europe Business Region. In all these countries standard windows are two-sashed and double-glazed. Apart from that they do not have much in common. There are several country-specific characteristics, for example very high U values in Spain, which translate into very low energy efficiency.

Graphics: Roto

A_bit_of_everything.jpg

With investments in modern infrastructure, Roto has succeeded to sustainably improve its performance regarding the key purchasing criteria in Southern Europe. Delivery performance for example has increased to 98%. The 4,150m² combined warehouse and office building in Italy is also used for seminars and customer workshops.

Photo: Roto

Lager_Italien.jpg

Like everywhere else the cornerstone of Roto’s strategy in the Southern Europe sales area is being close to the customer. This includes for example professional technical support and sales promotion services as presented at the 9th International Trade Press Day in Venice.

Photo: Roto

Customer_Value.jpg

Roto’s product portfolio for the Southern Europe region has been developed to meet country-specific requirements and the latest trends on the window market. The key trends are energy efficiency, design, ventilation, safety & security, larger and heavier elements, and

automation. The convenience ventilation system “E-Tec Drive” combines several of these trends.

Photo: Roto

Automation_E_Tec.jpg

Roto has been increasingly focusing on object business with aluminium windows and doors in Southern Europe. Close cooperation between the AluVision Solution Center at the headquarters and on-site sales teams enables Roto to successfully implement even the most challenging individual projects together with system suppliers and facade manufacturers. The picture shows the “Cornerstone” office building in Barcelona. Roto has outfitted 900 windows with its “AL 540” hardware, which is designed for sash weights up to 130kg.

Photo: Roto

Cornerstone_Barcelona.jpg

For Roto trend competence also means supporting innovative ideas and developments on their way to volume production stage. The latest example: “W.eco Window”, marking a major technical breakthrough. The self-supporting, practically frameless glass pane offers high transparency and maximum opening surface for windows.

Photo: Roto

W.eco_window.jpg

The building industry and thus window and door markets in in the challenging economic environments of Southern Europe have been slow to recover from the drastic decline caused by the financial and real estate crisis. Roto has been reacting to this “extremely difficult situation” by launching a “push-forward strategy” with consistent focus on customer benefit, Francesc Gimeno explained at the 9th International Trade Press Day hosted by the construction supplier at the beginning of November in Venice. According to the Sales Area Manager for Southern Europe, this strategy has proved to be “highly successful”.

Photo: Roto

Francesc_Gimeno.jpg

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