

# Roto Inside

Issue No. 35

## Roto window and door technology partner information



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### Roto Aluvision demonstrates "Individuality in its Diversity" at BAU 2017

## Positive feedback for sliding solutions and Roto Object Business

■ **Event** glass and aluminium are now just as important for architecture throughout the world as brushes and paint are for painting. Facade manufacturers are realising some bold designs, using glass and frames to create ever-new, fascinating forms and views. That is why there is an increasing number of architects, facade designers and aluminium window fabricators around the world contacting consultants in the Roto Aluvision business division to discuss their ideas. That was obvious at BAU 2017, which this year enjoyed magnificent attendance figures with over 250,000 visitors.

"The comprehensive product portfolio that the Roto Aluvision division is actively promoting worldwide is clearly having a positive effect, and here we are only showing a small part of it, with a focus on sliding models", said a delighted managing director, Jordi Nadal in the light of the massive crowds and international guests at the Roto stand in Hall C1. One team of specialists in particular attracted a great deal of positive feedback, which in the opinion of the experienced sales manager indicated excellent prospects: "The standard range makes us a sought-after consulting partner, but trend-setting architecture often needs more than just good products. That's why I am pleased that in the past three years we were also able to invest in the worldwide development of Roto Object Business with its comprehensive services for aluminium component manufacturers. We offer a unique service which makes us a very attractive partner"

#### Open to creativity

The aim of Roto Object Business is to develop individual solutions based on aluminium window and door fabricators' product ranges. These solutions are always in demand whenever the facade design or the tenants' and builders' utilisation ideas involve imposing exceptional requirements on the building elements. Roto Object Business has once again significantly advanced the worldwide success of the Roto Aluvision business division, says Nadal. "The interplay of colleagues from both teams reminds us a bit of that of a powerful engine with a modern turbo."

#### From the idea to the finished product

Roto Object Business supports a project from the product idea through the prototyping and testing to the production start of element manufacture. Frequently, this collaboration between designers, clients, window fabricators and hardware specialists extends over several months to the benefit of everyone. Quite often, solutions emerge here and provide the Roto aluminium window and door product range with sustainable strength because a new standard arises from the customised solution.



Well-prepared and with an interestingly designed exhibition stand, the large Roto Aluvision business division sales organisation was looking forward to welcoming aluminium window fabricators from all over the world during the BAU 2017. "Individuality in its diversity", as seen at the Roto stand in Hall C1, also attracted a huge number of the over 250,000 German and foreign visitors counted by the trade fair company.

#### "The world slides."

A good example of this reciprocal enhancement between Roto Aluvision and Roto Object Business is seen in the Roto patio range, says Nadal. It is assigned all of the hardware that is needed for sliding, fold & slide, lift & slide, as well as parallel and tilt & slide solutions. "The world slides", says the native Spaniard who has been with Roto for the past 12 years, "and we are always developing new sliding systems all over the world to meet the needs of varying climates and customer requirements – even for aluminium frame material."



The market launch of this aluminium frame material innovation is imminent: The new "Roto Patio Alversa" universal hardware enables the production of parallel sliding solutions with tilt ventilation and added security. The "Roto Patio Alversa | PS Air Com" system, which was well-regarded in Munich, is particularly easy to operate.

## In demand



A discussion with Chairman of the Roto Frank AG Board of Directors, **Dr Eckhard Keill**

**Roto Inside: Dr Keill, at the BAU trade fair in Munich, which attracted thousands of visitors in January, it was obvious that Roto has been devoting a lot of attention in recent years to the sliding system product segment ...**

**Dr Keill:** Yes, that's right. In Munich our presentation's product engineering emphasis was on product ranges with which aluminium window fabricators are able to meet the varying requirements and demands that customers are placing on sliding systems. A few months ago we first

launched the Roto Patio Alversa range, the latest innovation in this very important product segment which is experiencing rapid market growth in almost all countries. It had already been shown in Munich, and was examined very carefully by the exhibition visitors.

**Roto Inside: When you look back at the new sliding system products over the past four years, it is noticeable that the intervals between these introductions are getting shorter. Is this popular with the window fabricators? Constant innovations can be a burden on day-to-day production ...**

**Dr Keill:** That applies particularly if these innovations are not ready when they are introduced, as is usual in the computer and mobile phone sectors, therefore requiring the processing of one update after another. Or when one product completely replaces another. But that is prevented by the Roto modular design philosophy and our approach to development quality.

None of the Roto patio systems introduced in the past few years has replaced another. In fact, we have continued to expand the existing offer, precisely because the requirements that our customers have to meet vary so much from country to country and from order to order. In addition, there are the Roto Patio Alversa parallel and tilt & slide innovations, which allow manufacturers to achieve a unique market position with new functionality features that are only available from Roto. So up to now, we have not had a complaint from a single customer about too many or too frequently launched innovations. Incidentally, in future the speed at which Roto is driving forward important developments is likely to increase even further.

**Roto Inside: Why are you so sure? As we all know, many things can go wrong in the course of a development process ...**

**Dr Keill:** That is a function of process management, and that is precisely what Roto has

been addressing recently. As you have seen for yourself, there is now one innovation process at Roto that is clearly stable, considering the speed and number of new products, in the sliding segment, for example. In autumn this year a very extensive development project will be completed in another market segment. Even this is right on schedule, despite it being a very extensive range.

**Roto Inside: Is it for sliding systems again?**

**Dr Keill:** No. It is not for sliding systems and not for doors, for which Roto has also launched many ideally matched solutions in recent years.

**Roto Inside: That obviously suggests it probably involves tilt & turn solutions ...**

**Dr Keill:** That is the obvious suggestion. My suggestion is: wait and see.

## Training at Roto

### Young talent wanted: Information day on 22 June 2017

**■ Event A company's strengths lie in the strengths of its people. That is something very well understood at Roto. We are investing a lot in training around the world, so that in future we will also be able to welcome as much individual talent as possible from within our own ranks. For example, in June 2017 as in every year, many school students will once again be our guests in Leinfelden to find out about the various training opportunities at Roto.**

Once a year, young people have the opportunity of getting a taste of the work at Roto. As part of the major training event: "Young talent wanted", school students are able to find out about starting their career either on a combined degree and vocational training course, or through the traditional training route at Roto. Industrial/ IT clerk, industrial mechanic, wholesale and foreign trade clerk or bachelor degrees in various specialist subjects – the Roto locations in Germany and Austria alone offer enormous opportunities to pursue a career according to your personal interests and talents.

It is an opportunity taken last year by 93 trainees – 37 of them on a combined degree and vocational training course, known in Germany as the "dual study" system. And each and every one of them is needed as Erika Dittmann-Frank, Training Manager at the Leinfelden site confirms. As Dittmann-Frank says, "There is only one effective remedy for the much-discussed skill shortage:

Training! And it should be as well-qualified and multilayered as possible. So the training event on 22 June this year is not only a chance for our guests to get to know the Roto company better –

it is also a great opportunity for us to convince these talented young people to come and strengthen and enrich Roto's worldwide team of employees."



Young talent wanted: Industrial/IT clerk, industrial mechanic, wholesale and foreign trade clerk or bachelor degrees in various specialist subjects – the Roto locations in Germany and Austria alone offer enormous opportunities to pursue a career according to your personal interests and talents.

## 20 years of quality "Made in Lövő"

### Roto employees celebrate a proud anniversary

**■ Event On 9 September 2016 the 600 Roto employees in Lövő had good reason to celebrate: on the occasion of 20th anniversary of the founding of their plant they could look back on an extraordinarily successful story. Director Ernő Kocsis had invited both current and former employees and their families to celebrate the milestone birthday of a company with deep roots in the surrounding region.**

Statistics like these deserve attention: In the twenty years' history of the plant at Lövő components have been manufactured for about 260 million windows and doors. The continual development of the site is reflected in its size: A plant that occupied 15,000 square metres in 1996 when production began, has now grown to 30,000 square metres.

"The figures are one thing, the faces behind this success are something else," explains Ernő Kocsis. "Quite a few colleagues are also celebrating their own personal 20th

Roto anniversary. Hundreds of families in the surrounding area have close connections with the history of the plant. Often several members

of a family work here at the same time; father and son, brother and sister. That creates a feeling of togetherness and an atmosphere of trust

that provides us with the best possible preparation for the challenges of the next 20 years.



Achieving joint success, celebrating joint success: On 9 September 2016 colleagues, former employees and their families celebrated the 20th anniversary of the Roto plant in Lövő, Hungary.

## Roto Patio Alversa

# Successful start of production in the Lővő plant

■ **New at Roto** The components of the Roto Patio Alversa parallel and tilt & slide system have been produced in Lővő, Hungary since October 2016. “We are proud to have developed and erected an assembly line in a short time with which our colleagues have achieved a zero-defect assembly”, explains Plant Manager Ernő Kocsis in conversation with Roto Inside. “The whole line with currently ten stations has been equipped with the latest technology for unusually wide-ranging quality monitoring.”

Long before the development of the new assembly line, possible sources of error were thought through in every single stage of production, no matter how small, for example, of a bogie with almost 50 separate components. “Very experienced Roto employees work on this line with the latest computer and measurement technology that monitors the production process”, explains Barna Várhelyi, Head of Production Technology and Plant Engineering. “The screwing and pressing tools, for example, only work when a camera has photographed the newly arrived workpiece and the acceptance has been checked by the system. About 50 parts are needed to assemble a single bogie, none of which may be incorrectly installed or fixed.”

### Uncompromising for best quality

The Roto Patio Alversa assembly line is controlled by SAP data. A workpiece’s product code is scanned at every station, so that a design drawing of the version to be manufactured appears on the workplace screen with all its individual components and assembly steps. The setting of the screwing and pressing tools is carried out automatically after the code has been scanned. The system blocks the use of a wrong tool or installation part. “So we practically achieve a tenfold quality control – the status of the assembly is checked by modern measuring devices at each station on the line”, explains Barna Várhelyi. “Thanks to the individual stations being equipped with a variety of tools, the different Roto Patio Alversa system versions can usually be produced in rapid alternation without the need for refitting. As Barna Várhelyi went on to say: “This gives us maximum flexibility, which has a positive effect on delivery times, because our customers don’t have to wait until enough orders have come together that use the identical component.” A particular challenge for the new Roto Patio Alversa parallel and tilt & slide system’s assembly line was the common handling on the same line of long parts like scissor-sliders and complex but compact parts like bogies. “But our toolmakers here have developed and built

their own very good, and above all, ergonomic workplace equipment solutions.”

### Securely packed, yet easy to remove

A carton making machine of its own, capable of producing cardboard boxes to fit the rails’ length, was also specially procured in Lővő for the Roto Patio Alversa range. This ensures that all of a system’s components are safely stowed and cannot damage each other during shipment. All cardboard boxes are fitted with a pull strip. “The fabricator can see immediately from which side of the box he can easily get to the goods and so, when using a box cutter to open the carton, he doesn’t run the risk of damaging the hardware component surface”, commented Balázs Csenteri.

Along with ten other colleagues, he is a member of an interdisciplinary team that was assembled to set up Roto Patio Alversa production in Lővő. Every day the responsible plant and process engineers, as well as procurement, quality assurance and purchasing division colleagues meet with machine setters and the project manager, Balázs Csenteri, to discuss ways of improving and accelerating the processes. “We are convinced that it is this close coordination of all operating divisions that has made us so successful here in Lővő”, emphasises Ernő Kocsis. “We therefore also live this aspect of our corporate culture, particularly when an important project like the new Roto Patio Alversa assembly and packaging plant has to be successfully implemented. Roto in Lővő – that is a factory where the staff work together with a lot of passion and a clear goal in mind. We want to be the most modern, efficient and safest hardware production plant in Europe. And in my judgement every day we are coming a step nearer to fulfilling this goal. The workforce competence here in Lővő and also the plant’s performance capacity have grown enormously through the Roto Patio Alversa line setup”, says a delighted Ernő Kocsis. “The on-site manufacturing intensity has never been greater.”



Since 15 November 2016, the Roto plant in Lővő has been producing and supplying modular Roto Patio Alversa product range components for the efficient and flexible manufacture of extremely easy-to-use parallel and tilt & slide solutions with various ventilation functions.



Every day plant and process engineers, as well as procurement, quality assurance and purchasing division colleagues meet with machine setters and the project manager, Balázs Csenteri (right of picture). “We are convinced that it is this close coordination of all operating divisions that has made us so successful here in Lővő”, emphasises Managing Director, Ernő Kocsis (not shown in this picture).



Because not all assembly stations can be timed synchronously, the specialist staff look after two fast stations simultaneously or one slower one. All employees are adept at working anywhere on the entire line. A comprehensive final inspection is carried out before the bogies are packed into a custom fit cardboard box.



Line 81 in Lővő is where bogies and scissor-sliders are made for the Roto Patio Alversa parallel and tilt & slide system. About 400 standard items have to be mastered in assembly and order picking. About 300 separate order-specific parts are assembled for each consignment.



The assembly line works with the latest screwing and pressing technology for a wide range of applications. The forming pressure is set automatically after the product code has been scanned. A press stroke measuring system then checks whether a frame-hinge pin has been pressed as required.



The dimensionally accurate packaging for the 72 different rail sets is made on a newly acquired carton stamping machine. These comprise the roller tracks and six further parts of a Roto Patio Alversa sliding system in various lengths and colours.

## Promoting childproof windows

# Russian window fabricators benefit from Roto advertising material

■ **New at Roto 60 per cent of all families in Russia live with their children in an apartment building with more than seven storeys – unfortunately, often with fatal consequences. Every single day of the year, an average of 300 children in the country fall out of a window that is unsecured or inadequately secured against unintentional opening. So in 2016, Roto and other well-known window fabricators started an initiative to inform clients and investors about the possibility of installing and retrofitting windows with childproof hardware technology.**

In doing so, the industry was taking on an important social task, in the view of Pavel Nazarov, General Manager of Steklandiya, a Roto trading partner in Kyschtym, in the Chelyabinsk region. "The Roto hardware technology needed to prevent children from opening windows has been available for many years and has absolutely proved its worth. But there are still far too few manufacturers who know it is possible at little additional cost to produce childproof windows that could save their customers unnecessary grief."

### Support for Roto partners

Bimax, one of the largest fabricators of Roto hardware in Russia is leading the way in an exemplary manner. The company is going

on to the offensive by using the Roto advertising material on the subject of childproof windows for an awareness campaign. Bimax has recently sent out posters and leaflets to its 400 sales offices in Yekaterinburg and the Ural region. Their unequivocal message is: "Protect what's most important".

In 2016 Roto intensively and in great detail publicised the subject of childproof windows. Editorial articles, advertising campaigns in magazines and popular internet portals such as "Det Mail.Ru" attracted a great deal of attention throughout the year. They not only raised awareness of the problem but also about its solution.



Raising awareness through all channels: The importance of childproof windows has been raised in magazines and popular internet portals, among other things. Many editorial teams support the Roto awareness campaign.

The same applied to some other high-profile campaigns and events; so for example, Roto participated in "Design-Subbotnik", an established event in Moscow. Roto invited parents and children to an activity area where they could have fun getting to know how to open window systems with tilt-first hardware. So with the support of professional artists, the children were able to paint their "Dream view from the window" while many parents wanted to talk to the Roto experts who were present. "One thing is certain: the subject of childproof windows is too important, not to continue with the campaign," emphasised Elena Ivnikitskaya, Roto's Head of Communication in Russia.



Children and parents were invited to the Moscow "Design-Subbotnik" festival site to take part in fun activities as a way of getting to know the tilt-first window hardware systems' mode of operation. Many parents wanted to talk to the Roto experts in attendance.

## New Roto AL opening restrictor

# IFT Rosenheim issues a test certificate in accordance with DIN EN 13126-5, application 5/1

■ **New at Roto Uncontrolled opening window sashes can result in costly damage. Installing an opening restrictor provides corrective action: It protects furniture, wall coverings and plaster, as well as the window sash itself. The Roto AL and Roto AL Designo hardware ranges for aluminium windows already have many opening restrictors for different standards and requirements. A new addition to these is the opening restrictor 2.1, which reliably prevents the sash from opening beyond 90° and at the same time gently brakes the sash's movement in the rotary motion stop position. This version's braking force is preset and optimally matched to both hardware ranges' hinge-side components.**

"Consumers find the new 2.1 opening restrictor-equipped window sash operating experience particularly agreeable," explains Julian Pöss, Aluvision Product Manager at Roto. "We therefore recommend it to window fabricators who want to make a name for themselves with substantial and durable aluminium windows. It reliably prevents damage to the window and jamb, and the recommended 'rapid ventilation'

in well-insulated buildings poses no risk," Pöss says. Not least the high-quality anodised housing's appearance suggests it would be advisable to fit all commercial showroom windows with the new 2.1 opening restrictor and to provide proactive advice on this convenience component.

### With test certificate according to DIN EN 13126-5 application 5/1.

In order to meet investors' and designers' requirements, the 2.1 opening restrictor was also subjected to component testing by IFT Rosenheim. It therefore has a test certificate in accordance with DIN EN 13126-5 application 5/1 and is classified as a "limiting restrictor". By factory-fitting this opening restrictor it is possible to restrict a sash's opening width to a customer-specified angle up to a maximum of 90°. The braking force does not have to be set manually. This saves time during assembly, reduces maintenance requirements and ensures optimal window function and durability. The 2.1 opening restrictor has been tested according to DIN EN 1670 in corrosion class 5 and is characterised by high durability and particularly flexible range of applications.



The Roto AL and Roto AL Designo hardware ranges have opening restrictors for different standards and requirements: Version 1 with brake and stop, Version 2 with a lockable stop function and Version 3 lockable, but with a by-passable and automatic self-locking stop function. Version 4 is the recently introduced 2.1 opening restrictor, which reliably prevents the sash from opening beyond 90° and at the same time gently brakes the sash's movement in the rotary motion stop position.



Window sashes that have been fitted with an opening restrictor provide increased safety and convenience in any kind of building.



This 2.1 opening restrictor's braking force is preset and optimally matched to both hardware ranges' hinge-side components. It has a test certificate in accordance with DIN EN 13126-5 application 5/1 and is classified as a "limiting restrictor".



➤ Further information can be found on the Roto homepage under:

[www.roto-frank.com/en/roto-al/comfort](http://www.roto-frank.com/en/roto-al/comfort)

## Fenstertechnik brand, Germany

# Always one step ahead with Roto

■ **PVC** ■ **Aluminium** Different and better than the others – this the principle used by entrepreneur Stefan Brand to select not only the products and partners, but also projects and goals, for his investments. That is why at Fenstertechnik brand the sliding systems' production facility is converting to the new Roto Patio Alversa universal hardware. At the end of last year, Thuringia-factory made front doors fitted with the new Roto Safe C Tandeo automatic lock passed the RC 2 tests and thus the last hurdle before their successful sales launch. Speaking of sales: Also at the end of the year in 2016, Fenstertechnik brand opened a window and door showroom in Borcheln near Paderborn, Westphalia that is impossible to miss even from a distance. These are just three projects that underline what is most important to the 50-year-old entrepreneur: "We want to be always forging ahead. That's why we pick up on trends and new technologies at a very early stage, like those coming from our partner Roto."

In 2016 Fenstertechnik brand GmbH achieved a turnover of approximately 25.5 million euros with building element dealers throughout Germany and a turnover of approximately 5.3 million euros with its own window and door dealership in the Paderborn region. Stefan Brand has no doubts that: "The fact that we have our own organisation and showroom in my old home town where we advise end users is ideal for our cooperation with our trading partners." "It means we find out at first hand which window and door versions that we produce sell particularly well and which arguments are the most persuasive."

### Leaders in technology

Both Fenstertechnik brand and Roto are firmly focused on meeting customer requirements for flawless technology and corresponding design, as well as maximum reliability in delivery and installation. "That's why we are a good fit," emphasises the company founder. The biggest challenge this year is to secure a reasonable portion of the flourishing market. As he sees it, the only basis for achieving this is through his own company's clear market positioning. "For example, we have decided to strengthen what customers might describe as typical German qualities: safety, stability, reliability."

### Well-connected

It goes without saying that Fenstertechnik brand GmbH had also been one of the first to take part in the Roto Quadro Safe campaign, and along with business partners, used the additional opportunities to gain building owners and refurbishers as new customers. Through the use of bonding technology and appropriate Roto hardware components, the company can offer increased building installation security and intrusion protection elements. "Our customers appreciate that, and that

leads to growth – hence the investment in factory buildings and warehouses," summarises Stefan Brand, concisely but tellingly.

### Successful start

In November 2014, having analysed the offers of different hardware manufacturers, Stefan Brand took a far-reaching decision: "We saw that Roto is developing into a one-stop-shop that can supply everything that we have in mind. Actually, it is even more than that, because Roto breaks new ground and is often decisively one step ahead." Today all essential hardware components in the PVC and aluminium element manufacture already come from Roto and each new product from their partner is tested by the

Fenstertechnik brand GmbH's product development department in a spirit of goodwill.

"We are prepared to concentrate on a few suppliers, provided commitment and products are right. In this respect, Roto convinced us twice over: This partner always performs and in the past two years since the changeover they have exceeded our expectations." Therefore today Stefan Brand relies on all offers from the Roto Group. "Whether it's process optimisation hand-in-hand with Roto Lean, or product testing in the accredited Roto International Technology Centre – all that helps us to be quicker and better than the others," emphasises the entrepreneur.



The production of Fenstertechnik brand GmbH in Creuzburg-Ifta, Thuringia has continued to steadily and successfully grow and rejuvenate itself since the company was founded in 1996. In November 2014 the decision was taken to enter a wide-ranging cooperation with Roto. Fenstertechnik brand GmbH was one of the first users of the new Roto Patio Alversa universal parallel and tilt & slide system hardware.



Consistent and passionate: Since November 2014 when entrepreneur Stefan Brand (2nd from left) decided on a partnership with Roto, a large team at Roto has finally earned his confidence through a great deal of commitment on their part. The picture shows (from left to right) Roto employees Peter Aulnering (Regional Sales), Matthias Bellstedt (Lean Manager) and Jörg Sündermann (Sales Director for North Germany).



Fenstertechnik brand GmbH runs its own building element dealer business in the founder's home town, for which a new showroom has recently opened right next to the A33 autobahn. "It is clear our business partners benefit from the experience we have here in selling to end users," explains Stefan Brand. Among their offers are house entrance doors with safety class RC 2 and the new Roto Safe C | Tandeo mechanical-automatic door lock.

swisswindows AG, Switzerland

## A 25-year partnership with Roto

■ **Roto Lean** “Prices are continuing to fall, also in Switzerland. The market is extremely competitive and on top of that, foreign suppliers are increasing pressure on swisswindows fabricators.” That is how Adrian Schlumpf, COO of swisswindows AG, summarises the situation in the alpine republic. He is responsible for production and engineering at this company that emerged in 2009 from the firms Dörig, Herzog and Kufag, and which is now a one-stop-shop supplying both timber and PVC windows as well as hybrid timber/aluminium and PVC/aluminium windows. However, through continual investment in productivity, swisswindows is proactively responding to this increased competition – with a clear concept and in cooperation with Roto.

Based in the canton of St. Gallen, the company produces “In Switzerland, for Switzerland” from three plants or branches with approximately 250 employees. All window types are distributed exclusively by us in Switzerland directly with installation or via specialist partners. As Adrian Schlumpf explains: “Through a finely tuned service package of engineering, production, sales, installation and warranty we are able to serve contractors, institutional investors, housing associations and architects both efficiently and securely.” Schlumpf is certain of one thing: “The massively increasing complexity in the market with the trends to full-height windows, sash weights up to 300 kg, large-format front panels and demanding facades can only be convincingly mastered with quality and innovatively through direct contact between clients, designers and swisswindows.”

### 25 years of interaction for sustainable success

swisswindows has also sought direct contact to Roto since cooperation began in 1991 – the visible results of which have included joint developments like the rapid introduction of new systems including most recently, the Roto Patio PS parallel sliding system and the Roto E-Tec electronic window drive-unit. swisswindows makes extensive use of Roto ITC (the authorised test centre) in Leinfelden-Echterdingen e.g. for intrusion certificates and driving rain and air tightness testing. Tests are also carried out in the ITC in accordance with the regulations of the Gütegemeinschaft Schlösser und Beschläge [Quality Association for Locks and Hardware] – Directive TBDK: The fixing of load-bearing components of turn-only and tilt & turn hardware. Schlumpf confirms that the accredited institute’s test reports are valuable instruments for marketing activity and customer care.

The COO regularly exchanges ideas with the production experts at Roto. On several

occasions advice packs from the Roto Lean programme have been introduced. For example, in the timber window factory in Müllheim, in the Canton of Thurgau, it has been (and is still) necessary to optimise the manufacturing process, in order on a sustainable basis to secure the gratifying developments in the composite timber/aluminium business. After a detailed review of operations focussing on wood machining, gluing and finishing, a concept was produced for the areas: priming of the bars, intermediate sanding and gluing, including the layout, workplace design and work distribution that led to a measurable increase in productivity. With the modules “F – Production in flow” and “P – Project support and production planning”, two of the total of six Roto Lean modules were employed. The need to plan and implement the projects while maintaining the day-to-day business at full load, and partly in two-shift operation, Schlumpf rates as being “particularly demanding” “But because at Roto, just as at swisswindows, there is a great deal of expertise to be found, you could say that our discussions result in very convincing concepts. At the same time, the chemistry between all participants was very good, which of course also had a positive effect on project outcomes. Roto performs – that is something we’ve known for 25 years.”

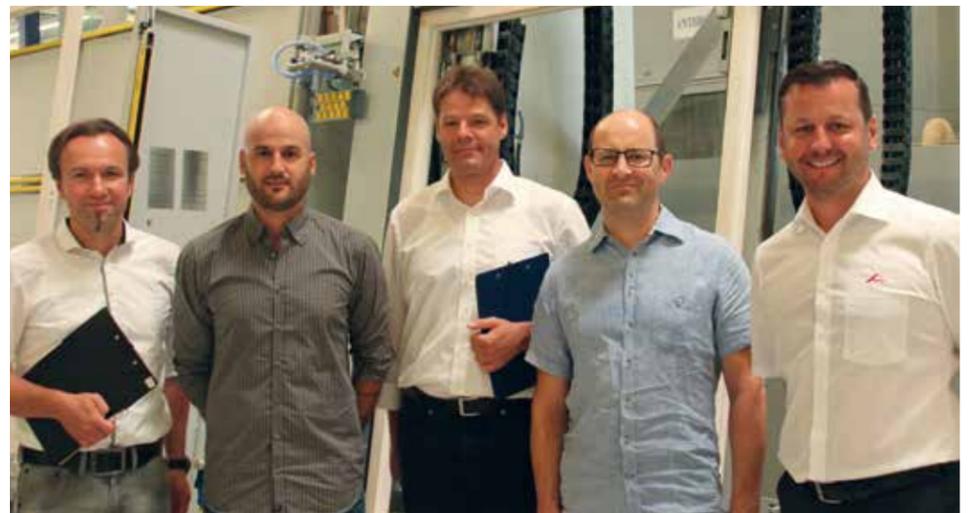
### For more efficiency and forward-looking quality

Adrian Schlumpf is convinced that the previous sub-projects probably led to increased efficiency and further increases in quality: a halving of cycle time, a sustained quality improvement and a significant reduction of staff deployment, around work with the frame press, for example. The opportunities thus created in one place to integrate “saved” employees in downstream processes, has resulted in an overall higher output of windows. According to Schlumpf, planning is now taking place for the joint implementation of further sub-projects during ongoing operations.



### Autarkic energy Windows from swisswindows for an innovative multi-family house

An energy-autarkic, multi-family house in Brütten near Zurich that was inaugurated in June 2016 and contains nine apartments is an environmental and economic showcase project to which swisswindows contributed the timber windows from their Madera range. The windows are fitted with special triple glazing with a  $U_g$  value of 0.6 and a transmission value (g) of 62 per cent. The large windows with slim frame profiles allows the transmission of a great deal of solar heat into the apartments’ interior, where thanks to the highly insulated windows, it is stored with a prolonged effect. This is another project where the windows make a significant contribution to the optimal passive use of solar energy.



A competent team: (from left to right) Nikolaus Gruler, Roto Lean Manager, Sergio Belda, Plant Manager swisswindows Müllheim, Andreas Eberts, Head of Roto Lean Management, Roland Sax, Head of Plant & Logistics swisswindows and Roger Möschler, Managing Director, Roto Switzerland.



swisswindows has been cooperating with Roto for 25 years. Pictured: automatic installation of the Roto NT hardware.



The Roto Lean modules “F – Production in flow” and “P – Project support and production planning” have been used in the swisswindows AG Müllheim plant – with success, as the project partners emphasise.



The introduction of the frame press led to a halving of the cycle time, a further sustainable quality improvement and a substantial reduction in staff deployment.

## Optimism at VETECO

### Into the future with full order books

■ **Event** Industrial trade fairs are a good indicator of a country's current economic status and also of its future prospects. Trade fairs like VETECO that took place in Madrid in October 2016 clearly showed that after years of a severe crisis in the construction industry and the economy as a whole, there are grounds for optimism in Spain even in the window industry. Roto Inside clung to the heels of Francesc Gimeno, Commercial Manager of Roto Southern Europe, and eavesdropped on some window fabricators' reports about the fair's success and their expectations for the 2017 financial year.

With more than 260 exhibitors, VETECO 2016 outstripped its predecessor event even in the variety of subjects and presentations. In 2014 only 158 exhibitors went to Madrid. "These two figures are positive evidence of economic growth in Spain in general, and in the construction and window sector in particular," explains Gimeno. "We are coming out of a prolonged, truly difficult phase. As many manufacturers' order books slowly began to fill up again in 2014, at first many of them were sceptical, and acted extremely cautiously. But by now there is certainty that we have passed the low point of the economic downturn. All the important indicators point to growth and the VETECO exhibitors' expectations were also correspondingly high."

#### Accesorios Alu y PVC S.L., Madrid

One of them is the Madrid trading company Accesorios Alu y PVC. While he was at VETECO, Managing Director Ruperto Fraile Chico confirmed Gimeno's statements. "There really is a noticeable mood of optimism that is based on good numbers and developments. This is our third time as an exhibitor at VETECO, and of course we are also presenting many Roto systems. What really pleasantly surprised me was the curiosity of many visitors, their enthusiasm for technology and innovation. So for example, the Roto E-Tec Drive and the Roto Eneo CC electromagnetic multi-point lock with Smart Home Control attracted great interest. There were also many questions about the new Roto Patio Alversa universal hardware. To judge from the advance orders that were placed during the trade fair, this new development is almost sure to become one of the top sellers in 2017," Chico says.

#### INDALSU S.A., Caldas de Reis

For the aluminium window fabricator INDALSU in Galicia, this year's VETECO was a premiere. Proprietor Gerardo Manuel Fernández Susavila was impressed by the quality of the discussions and the interest shown by the visitors. "Most of the visitors came to our stand extremely well prepared. Specific solutions



Gerardo Manuel Fernández Susavila, proprietor of the INDALSU company, was delighted by the lively interest in aluminium windows with Roto NT tilt & turn hardware.

were being sought for specific projects, which they were able to find with us. We have, for example, provided a lot of in-depth advice about newly developed door systems in which we have installed the Roto E-Tec Drive. Otherwise, the main focus of interest was our aluminium window systems with Roto NT solutions. Here we were able to initiate some very exciting projects for 2017 during the fair."

#### Extrugasa S.A., Valga

Francisco Quintá and his employees are "old hands" as far as VETECO is concerned. The managing director of Extrugasa, an aluminium specialist also based in Galicia –Roto Inside ran a detailed feature about the company in Issue 34 –has been a regular guest in the exhibition halls of Madrid since 1994. "We have set ourselves ambitious growth targets for 2017, and at VETECO we have as it were, "fired the starting pistol" in the race for them. The discussions we have had here will significantly determine our success in the coming financial year. What's all the more gratifying is the really positive response generated here by the initial presentation of our XS-150 TH (Inowa) sliding door series. Thanks to the fully concealed Roto Patio Inowa, we can now convince precisely those clients who in addition to a high degree of ease of operation also want an elegant design."



Satisfaction with VETECO: (From left to right) Francesc Gimeno, Commercial Director, Roto Southern Europe; Jose Luis Ramiro Herrera, Managing Director Accesorios Alu y PVC; Ruperto Fraile Chico, Co-owner Accesorios Alu y PVC; Hilario del Castillo, Technical Director, Accesorios Alu y PVC; and José Manuel Rebollo Fides, Co-owner Accesorios Alu y PVC.



Jens Busse, Roto Director for Customers and Markets West (pictured left), and Francesc Gimeno (centre) took advantage of VETECO to present Francisco Quintá, Managing Director of Extrugasa, with a certificate for the development of the new Inowa sliding door range. This makes Extrugasa the first Spanish fabricator to offer a system that is unrivalled in terms of air tightness, thermal insulation, sound insulation and ease of operation.

## YAWAL, Poland

### 25 years with one another, for one another

■ **Event** The YAWAL Group is one of the most important Central and Eastern European facade, window and thermally broken aluminium door profile system vendors. Roto has accompanied the exciting and successful journey of the company's founder Edmund Mzyk for many years, and so Barbara Ahlers, Managing Director of Roto Poland and her team from Warsaw were particularly pleased to be invited to the 25th YAWAL Group anniversary celebration.

Around 200 customers, suppliers, business partners and friends of the company accepted an invitation from Edmund Mzyk and Magdalena Jagiello, Managing Director of YAWAL to come to Zakopane – a popular holiday destination at the foot of the High Tatra – and join in toasting a quarter century of company history. Even in their welcoming speeches, Magdalena Jagiello and the Financial Director, Justyna Raczko illustrated with a few impressive figures, how rapidly YAWAL has developed over the years. "A quarter of a century YAWAL represents the 24 countries we supply today, the

48,506 tonnes of aluminium systems we have sold, 417 major suppliers and several thousand small suppliers, 1,222 employees and a total of over 3,300 customers at home and abroad. Behind these figures there are enormous joint efforts and successes, for which I would like to sincerely thank all those present," declared Magdalena Jagiello, who herself joined YAWAL in 2015.



Magdalena Jagiello, Managing Director YAWAL and company founder, Edmund Mzyk at the cake-cutting ceremony at the YAWAL group 25th anniversary celebration. The celebrations with 200 guests were held in Zakopane, at the foot of the High Tatra.

Agena Yapı, Turkey

## A passion for quality windows

■ **PVC** You can sense it immediately: This is an entrepreneur who lives completely for his company, and without him the company is almost inconceivable. Yusuf Baylan, managing director of the Turkish window fabricator Agena Yapı, loves his work and avoids wasting time by pursuing his hobbies right on the factory premises. After completing training at the advanced technical college, the then eighteen-year-old Yusuf Baylan began his career in the window industry, to which he has remained faithful ever since. Now 45, he has seen many changes along the way. He always knew how to proactively guide the fortunes of the Agena Yapı company.

Fruit trees grow behind the sales offices of Agena Yapı in Izmir; in the entrance area there is a room with an aviary full of colourful budgerigars. "Since going on my own, I spend a vast amount of time in the company. Then I thought to myself: If I don't have any spare time anyway to pursue my hobbies, then I'll have to bring my hobbies – gardening and bird watching – into the company. When friends or business partners come to visit me, actually there's nothing nicer than sitting together eating fruit from our garden and discussing current projects in a relaxed atmosphere", the entrepreneur told us with a gleam in his eye.

### The leap into independence

Up until 2011 Yusuf Baylan had worked for a manufacturer of PVC windows in Istanbul. "But for many reasons, I was growing increasingly dissatisfied. Among other things, the projects that we were producing and delivering for were getting bigger and bigger. It meant that the interpersonal quality of contacts with business partners suffered. But thanks to the fact that I had about 20 years' experience in the industry, I discovered a region where today I can once again enjoy my work." According to Baylan's observations at the time, it was particularly in the Turkish Aegean where there was a lack of manufacturers of high quality PVC windows. As in many other countries, over the years a competition based on price rather than quality had broken out, although that ran counter to the wishes of many clients. "Anyone who was building in Istanbul or Izmir at the end of the 1990s first asked about the quality and durability of building components and products. And while there were a few good window fabricators to be found in Istanbul, many customers in Izmir looked in vain for regionally-produced quality windows. Then a period began in which for many people the price couldn't be cheap enough. I am determined to fight against this development with Agena Yapı", affirms Yusuf Baylan.

### Reward for a tough struggle

It is a battle that he is evidently winning, as can be confirmed by a visit to Izmir. The company currently employs 27 people, mostly in production. Currently, 500 tonnes of PVC profiles per

year are processed here. Agena Yapı now sells its windows and balcony doors through qualified dealers at about 125 locations in Turkey. "All trading partners have their own showrooms and installation teams. For larger construction projects we also supply our products direct to contractors. Because we don't want to argue over price, but let the quality of our products speak for itself, we invest in marketing and distribution, so that the product quality is recognised, understood and passed on."

### Satisfied customers guaranteed

According to Yusuf Baylan, "among the top sellers in the Turkish Aegean and adjoining regions are parallel sliding systems, followed by tilt & slide systems, turn only and tilt & turn windows. And in the view of this quality-conscious entrepreneur, in order to manufacture these to a convincing quality level there is simply no alternative to his current hardware partner, Roto: "I have known Roto since 1994 and have closely followed the commitment of this company to energy efficiency, operating comfort and safety. When for example, I offer one of our parallel sliding systems to a customer; I know that Roto Patio S will provide enduring, safe, ease of operation. And I know that the customer will be satisfied with our windows and its installed components for many years." Yusuf Baylan loves his products and is confident of their quality and of the performance of his employees, who are completely rooted in the region. "Don't get me wrong: We like supplying Istanbul and it's something we do a lot, at the moment, for example, we're supplying a large residential building project with over 90 buildings. But we enjoy our life here on the Aegean and nothing is going to change that," Yusuf Baylan says.

And what does the future hold for the Turkish window market and Agena Yapı? "We live in uncertain times. Syria and Iraq are not far away and their development has an influence on Turkey and her industry. Regardless of the political situation, whether at the international or local level, our goal remains to deliver good quality and to satisfy all customers – and in doing so, ourselves. This is what I have been working on with Roto over the decades and I intend to continue working on it."



Yusuf Baylan even spends most of his leisure time in his company Agena Yapı, which he founded in 2011. He even planted his own fruit trees on the factory premises, so that he can tend them in the lunch break.



Agena Yapı boss Yusuf Baylan has valued the cooperation with Roto since 1994. The 45-year-old went out on his own also with the goal of cultivating personal contacts with his customers and suppliers.



Yusuf Baylan in conversation with Artuğ Özeren, Managing Director of Roto Turkey, who like the committed window fabricator, talks about the considerable uncertainty in relation to the further development of the market and Turkish industry.



The team from Agena Yapı feels closely connected to the region. In Izmir the 27 employees of the company produce and sell PVC windows for demanding customers.

## Fesqua 2016 in São Paulo

# Much better than expected

■ **Event** In autumn 2016 window and door fabricators in South America met in São Paulo at the Fesqua trade fair, in order to prepare for the 2017 financial year. The talk was of comparatively cautious expectations, because the economic and political situation remains challenging, in Brazil for example. It was then all the more gratifying when the expectations of many exhibitors were substantially exceeded.

Before Fesqua opened, even Raquel Kneidl, who organised and supported the trade fair appearance of Roto and Fermax in São Paulo, was not sure what to expect regarding the mood of the exhibitors. "Before the trade fair opened, many of our customers and partners were anything but optimistic. But at the same time we knew from previous trade fairs in São Paulo that, there are an above average number of decision-makers among the visitors. So as she explained to Roto Inside, "if there is any chance of an economic upturn and the possibility of winning exciting projects for the coming financial year, then it will definitely be at Fesqua."

### Sapa Aluminium Brasil

And she was proved to have been right, as confirmed by some of the reports from Roto and Fermax partners after the show. So for example, Sapa Aluminium Brasil, a subsidiary of the world's largest suppliers of extruded aluminium profiles and systems with 23,000 employees, was quite satisfied. The team led by Rodrigo Santos, Technical Development Coordinator at Sapa, was delighted with the lively interest shown by visitors. "We have presented three new products: Integrada Elegance 300, a window with roller shutters and concealed hinge-side and new large-format fold & slide systems based on Roto Patio Fold premium hardware. Already on the first day of the exhibition we were able to record concrete enquiries for the coming year relating to all the latest developments," reported Rodrigo Santos. Since 2015 there has

been intensive cooperation between Sapa and Roto or respectively Fermax. So today, especially the three residential construction systems from Sapa – Eco-Prime, Elegance and Luna – are fitted with Roto hardware. "All hardware parts and components in our newly developed fold & slide systems come from Roto, so that also in 2017 we can be certain of looking forward to exciting cooperation and joint success with Roto."

### Tera Metais

The days of the trade show went equally well for the Brazilian profile manufacturer Tera Metais, who principally used its appearance in São Paulo to present the latest products from its AURA system. This system consists of seven different window ranges, all of which are of high quality and fitted with Roto hardware. "Especially in the current recessionary phase we wanted to send a clear signal at Fesqua and make our contribution to the economic recovery. And look what happened: After four days of the trade show, we took more definite orders than expected, new major projects have already started and we were able to win some important new customers. Perhaps that's what characterises a successful trade fair: that even in particularly difficult times, it provides encouragement and injects new momentum for the future," explains Michael Eidinger, Director of Marketing and Distribution of AURA systems at Tera Metais.

### Vicom

However, it is also conceivable that especially providers of high-quality systems like Sapa and Tera Metais benefit in a particular way from trade fairs and notice the signs of an economic upturn earlier than others. The experience of Antonio Ramos, Director of Vicom, would appear to support this thesis. "Now with the passage of time, I would rate Fesqua very positively. In any event, the order situation afterwards has exceeded our

expectations. Along with Roto und Fermax, in São Paulo we presented the new 'Infinite Line S.32' lift & slide system and Roto Patio Fold for the 'Infinite Line S.47'. According to Antonio Ramos, "both of these were a resounding success, as a glance in the order books clearly confirms."

Vicom, based in the São Paulo area, emerged in 2010 from the Viametal Group and since then it has adhered to a strict quality policy. Since the company was founded, a key component of this has been the "Infinite" product line, which was designed for all opening types in accordance with the European standard. "The close and successful cooperation of Vicom and Roto/Fermax is also evident in the new 'Infinite S.32 line', which we presented on the Roto/Fermax stand and which is fitted with the Roto Patio Lift lift & slide system for 80 kg heavy sashes."

### Global and local know-how also helps in difficult times

After the trade fair, Chris Dimou, Roto General Manager for The Americas was also able to fully endorse the thoroughly positive conclusion of the three Fermax partners. "Once again, Fesqua had shown itself to be a reliable motor for the window and door industry. The impetus radiating from it not only helps companies like Sapa Aluminium Brasil, Tera Metais and Vicom Metais, but it also helps us in the further establishment of the Roto and Fermax brands. In that I see the three named companies as good examples of how Roto's global product portfolio optimally combines with Fermax's Brazilian market expertise and can be exploited to develop high-performance solutions for local construction projects. According to Chris Dimou, "in my view, with these synergies in product development as well as in consultancy and services we are well-equipped to be successful, even in difficult market conditions"



Proof of successful cooperation On the Roto/Fermax stand Vicom presented the new "Infinite S.32" line, a lift & slide solution with Roto Patio Lift for 80 kg heavy sashes.



A full house at Sapa Aluminium Brasil: Hardware parts and components in the manufacturer's new fold & slide systems come from Roto.



Satisfaction with Fesqua 2016: (From left to right) Pier Vincenzo Marozzi, Roto/Fermax Head of Product Manufacturing & Product Innovation Brazil; Chris Dimou, Roto General Manager, The Americas; Ivan Torrents, Roto Manager of Solution Center Emerging Markets Aluision; Antonio Ramos, Director of Vicom.



Brazilian aluminium profile manufacturer Tera Metais looking forward to exciting trade show days. (From left to right) Michael H. Eidinger, Director Marketing and Distribution AURA systems at Tera Metais; Nivaldo Mantuan Junior, Comercial Director; Nivaldo Mantuan, Board of Directors Chairman Tera Metais.

Ferno, Poland

## New production plants to an accuracy of 0.01 mm

■ **Timber** The Ferno company has already been a topic in Roto Inside a few years ago. In the meantime, the Polish timber window professionals have been very busy, as Roto Inside was permitted to find out during a visit to Lubartów. So for example, in autumn 2016 they moved into a new production building, as Ewa Kawalkowska, who has been the managing director for the last few years, tells us.

Lubartów, south-east of the Polish capital, Warsaw, is surrounded by beautiful, mainly wooded countryside. Some of the high-quality raw material for the timber windows and timber-aluminium hybrid windows comes from Lasy Kozlowieckie, the local woodland area. Today the company has an annual production of about 15,000 elements, about 70 per cent of which are large-format sliding and tilt & turn solutions. Most of their production is still intended for the Polish market. Thanks to their timeless design and high quality, the windows are equally in demand from private clients and large building companies. "While we still deliver some elements to Germany, Russia, Belgium, France and Scandinavia, the Ferno name is a brand that is predominantly known in Poland. About 80 per cent of the windows we produce go into new-build projects, and 20 per cent into refurbishments," explains Ewa Kawalkowska.

**More precise, faster, more**

In the new production building erected in 2016, there is also an innovative timber impregnation machine for which Ferno now owns the worldwide patent. As Ewa Kawalkowska tells us, "some time ago we had also invested in new machining centres. On our production lines profiles are machined to an accuracy of 0.01 mm and with rapid cycle times – so in the past few months we have been able to increase our production capacity by about 35 per cent."

The Roto Poland technical experts, who have been in close contact with the Ferno management since the company was

founded, were also involved in the early stage planning of this plant to ensure that the start-up went as smoothly as possible. Together with the suppliers of the machinery, tools and software, they laid the groundwork for a production process that is state-of-the-art.

Managing Director Ewa Kawalkowska thinks that the investments in a new production building and modern plant have been more than worthwhile, even though her attention has long moved on to the next projects: "At the moment we are once again working on a patent application for another in-house innovation. But we are also working intensively to increase our market share in the conservatory segment. So 2017 will also have plenty of challenges for us. It's not going to be boring! Roto Inside is welcome at any time to come by and find out about the new developments at Ferno."



In autumn 2016 Ferno opened a new production building in Lubartów. Today the company has an annual production of about 15,000 elements, about 70 per cent of which are large-format sliding and tilt & turn solutions.



Most of the Ferno production output is still intended for the Polish market. Thanks to their timeless design and high quality, the windows are equally in demand from private clients and large building companies.



Modern production, traditional raw material Some of the raw material for the Ferno high quality timber and timber-aluminium hybrid windows comes from the local forest, Lasy Kozlowieckie.

Deventer Profielen B.V., Netherlands

## A quality leader in demand

■ **New from Roto** As from 1 January 2016 Deventer Profielen B.V. is part of the Roto Group. Founded in 1986, within 30 years the company grew to become market and quality leader in the Dutch timber window market for sealing profiles made from thermoplastic elastomers (TPEs). Roto Inside visited the team of highly sought-after specialists in Breda to discuss new opportunities for marketing TPE seals in the Netherlands and export markets.

"A window fabricator will call us when he realises he needs particularly high performance and durable seals to implement his idea for an advanced timber or even aluminium window," explains Jeroen Mols, a process engineer who joined Deventer in 2007 and is now responsible for product development and production in Breda. "Especially those fabricators who monitor the causes of complaints or increased maintenance, sooner or later start asking questions about the material and quality of the seal. Then



Reynaers N.V., the internationally operating company from Duffel in Belgium, were looking for weldable TPE seals for their new MasterLine 8 product range that would provide the greatest possible contribution to lasting tightness and hence to the thermal insulation of an aluminium window. "We aim to offer our customers profile systems that can enable them to achieve a market position based on performance," emphasises Eddy de Meyer, who is responsible for strategic purchasing at Reynaers. "For the new system we looked for materials that were of good quality and easy to process. We chose this material because TPE seals are easy to weld."



"We produce seals for almost every application in window sashes and frames. We supply many window fabricators with bespoke, pre-assembled, welded seals," added sales manager Kees Verweel. Sixteen members of staff work in a specially equipped workshop for this production in a double-shift operation.

they almost always come across Deventer Profielen B.V.," added Sales Manager Kees Verweel, who two years ago came to join the sealing specialists from one of Deventer's largest customers. That is what happened last year even at Reynaers, the prestigious aluminium system manufacturer. "Reynaers is perhaps the first of very many aluminium system manufacturers who, like their colleagues in timber window production, will soon be relying on TPE seals," says Verweel, looking to the future.

#### Quality requires experience

Reynaers N.V., the internationally operating company from Duffel in Belgium, were initially looking for weldable TPE seals for their MasterLine 8 product range, that would provide the greatest possible contribution to lasting tightness and hence to the thermal insulation of an aluminium window. "We aim to offer our customers profile systems that can enable them to achieve a market position based on performance," emphasises Eddy de

Meyer, who is responsible for strategic purchasing at Reynaers. "For the new system we looked for materials that were of good quality and easy to process. We chose this material because TPE seals are easy to weld."

During the discussions with the specialists from Deventer, which took place both at Reynaers and at the Deventer factory in Breda, Reynaers soon felt they were in good hands. "With seals it's all about the complex geometries that are sensitive to tolerances and the maximum reliability of the raw material mixture in the extruder," says Eddy de Meyer, explaining his company's view of the matter. Reynaers therefore wanted to work with a supplier that operated with particular care. "At Deventer in Breda people work with passion and on their own initiative focussing on fulfilling our requirements. They are very flexible in Breda and always available for us. We like that and want to broaden this good working relationship." The new MasterLine 8 profile system

processors are also being trained by Reynaers to use the Deventer welding machine. According to de Meyer, "The perfect system for good quality aluminium windows at an affordable price from a fully automated production was created –not least due to the cooperation between Reynaers and Deventer."

#### Even more persuasive as part of the Roto Group

As Kees Verweel remembers, the takeover of Deventer Profielen B.V. by Roto happened right in the middle of negotiations between Deventer and Reynaers. "Roto is perceived by Reynaers, as by many other customers, to be a very professional, calculable company with a long-term orientation. The window fabricators who already work with Deventer and Roto basically felt that the takeover had confirmed that they had chosen the right partners. Those who work with other window fabricators' hardware were pleased that we didn't try to persuade them to change suppliers."



The right aluminium profile for every style With the new MasterLine 8 product range Reynaers is expanding its portfolio with profiles for modern, minimalist facade design. Deventer Profielen B.V. supplied all the required seals.

Dr Eckhard Keill, Chairman of the Roto Frank AG Board of Directors, accounts for Deventer's very high market share among Dutch timber window fabricators by pointing to the strong performance of the company: "There are very many well-known window fabricators among Deventer's customers in the Netherlands, Belgium, the UK, Ireland, Australia and Canada who maintain close contact with Deventer and doubtlessly also with their other suppliers. To that extent Roto would also be a good fit for them, because it is well-known that customer proximity matters a lot to us. But we live in a market economy, and quite right too. Performance counts and nothing else."

Door seals account for 20 per cent of the Deventer Profielen B.V. turnover; 80 percent comes from windows seals. Among Dutch window fabricators the company has a market share of more than 80 per cent. In France it is about 6 percent, somewhat more in the UK and Ireland.

#### Much support for international expansion

Kees Verweel has no doubts about Deventer's future prospects: "Deventer will benefit enormously from the Roto Group expertise, when it comes to systematically and successfully developing new markets. While in the past we have been able to achieve good growth in Belgium, France, the UK, Ireland and overseas, the growth was always to some extent the result of window fabricators actively searching for new seals. Because the fact remains that anyone who asks us usually receives such a convincing answer that a few months later they actually do become our customer. Time and again I notice how the enthusiasm of the people here on site rubs off on you. I am certain we can grow even faster, if we have more distribution capacity in the markets."

#### Customised seals

Dr Keill affirmed that Roto's marketing organisation would be trained to answer the fundamental questions from window and door fabricators about the quality and processing of Deventer seals. "We have come to know the Deventer plants as genuine assets and want them to become as much a success story as we were able to achieve years ago, after the takeover of Gluske BKV. Today Roto can provide the window and door fabricator with everything that he needs in addition to profiles and glass, to produce a modern building element. We see ourselves as "system developers" in the best sense of the word, and try to create smart, secure, and forward-looking total solutions for our customers."



Staff training is a part of everyday life in the Deventer Profielen B.V. production area in Breda. "Whenever experienced colleagues and new employees have a free slot, they arrange a briefing or training session," reports production manager, Jeroen Mols. "In this way we ensure that everyone can work at nearly every workplace in production on a rolling basis, but also that every individual feels responsible for the whole." A total of 48 employees work for Deventer Profielen B.V. in Breda.



In order to be able to supply seals for every application, Deventer Profielen B.V. extrude both from foamed TPE and TPV, and to a limited extent, also from PVC. Production manager, Jeroen Mols (pictured left) explains to the Chairman of the Roto Frank AG Board of Directors, Dr Eckhard Keill, how quality control is set up during the extrusion. Production quality is controlled where the seal is formed, but also where it is packed.

**Bosem & Electric Plus, Romania**

**Set and reach new goals together**

■ **PVC** ■ **Aluminium** Well-run franchise networks can help to continuously develop the economic success and strengths of both franchisor and franchisee. Setting joint goals drives a continuous professional approach, which ultimately benefits an entire industry and its customers. **Adrian Gârmacea, Managing Director of the Romanian company Electric Plus, is absolutely convinced of this. Roto Inside first reported on his plans in November 2014. He has since used the BARRIER network to promote sales of high-quality PVC windows in the country. And this is something that franchisees also like, says Romeo Terpez, Manager of Bosem SRL.**

Bosem SRL has been a franchise partner from the very beginning. "Prior to 2014, we already had a very good and regular business relationship with Electric Plus", remembers Terpez. "The joint successes up to that point made me want to strengthen and consolidate this cooperation, particularly for the long term. So when Adrian Gârmacea came along with his idea of a franchise I jumped at it. If I remember correctly, we were among the first BARRIER network franchisees."

Bosem SRL was founded by the Terpez family in 2003 and originally concentrated on the sale of glass products. After a short period of time, the mirror and glass product range was joined by timber windows, then aluminium windows with double glazing and finally, and logically, also high-quality PVC windows and doors. With the establishment of an in-house installation team, Bosem ultimately developed into a window and door specialist and became the first point

of contact for local building professionals. "Our customers include both large building companies as well as commercial and private builders. Our primary focus from the start was on good, reliable service and intensive customer support. We now have a large number of regular customers who know that they can rely on us, even for large projects with tight schedules", concludes Romeo Terpez.

**Brand awareness is convincing in sales**

Reliability – this is something that the Bosem manager is also looking for from his suppliers. That is why he is so satisfied with Electric Plus, he explains. According to Terpez, it is firstly the BARRIER brand, which is already firmly established in Romania and parts of eastern Europe that makes active selling relatively simple, because word about the quality of the windows and doors has already spread among building owners. And secondly, the partner Electric Plus and its BARRIER Academy, also established in

2014, contributes to the continuous further qualification of in-house employees. "The training sessions are held by specialists and our employees benefit from their knowledge immediately. The offer includes technical seminars 'on the product' as well as sales training programmes, which perfectly complement the marketing activities, in which BARRIER takes a very active supporting role, such as in our showroom."

**Roto and BARRIER – an impressive team**

From the perspective of the window professional, Romeo Terpez, there is yet another "detail" that points to a long-term cooperation with Electric Plus: "Even when I was working in window production myself, I always worked with Roto hardware. In the local window industry this brand justifiably stands for quality and durability, including in the minds of our professional customers. So the Roto components in the BARRIER elements are another genuine selling point for us."

And what has Bosem set as its next objectives as an active and successful franchise partner?

"Our focus has now shifted more towards exports. More specifically, we are, for example, currently preparing for the opening of a Bosem showroom in Italy," says Romeo Terpez.

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Home of the BARRIER brand: the Electric Plus headquarters in Bacău, Romania.



Qualified employees can provide information on the various BARRIER systems in the showroom of the trading partner Bosem.



Romeo Terpez, Manager of Bosem SRL, relies on the franchise system of the BARRIER brand.

**Rapid development**

A lot has happened at Electric Plus and BARRIER since the last meeting with Roto Inside. Managing Director Adrian Gârmacea gave the editorial team a brief overview of his company's activities in the past two years.

**Adrian Gârmacea:** Since we last spoke, we have experienced exponential development in all business areas, which among other things, has also had an effect on our production plants. For instance, in 2016 we were able to commission a new production facility for insulating glass as well as open a line specifically for residential entrance and apartment doors as well as an in-house production facility for roller shutters. In the past two years we have invested a total of around 12 million Euros.

**Roto Inside: How has the BARRIER product portfolio changed?**

**Adrian Gârmacea:** This has also developed quickly and continues to do so. For instance, only a few months ago we launched the new Barrier 80+. It's an aluminium-coated PVC window

with a profile width of just 80 mm and outstanding thermal insulation and sound reduction performance values. And our in-house insulating glass manufacturing facility now also opens up a range of other opportunities in product development and marketing.

**Roto Inside: How has the BARRIER network developed?**

**Adrian Gârmacea:** Extremely positively and precisely at the speed that we expected. For us, it has always been about quality rather than quantity. We have clear ideas of the requirements that a future partner must satisfy in order to become part of our network. In return, our partners receive the full support of our strong 600-member team.

**Roto Inside: What qualities do potential franchise partners need to have?**

**Adrian Gârmacea:** In addition to a number of economic indicators, we primarily look at the corporate management

skills of the people running the business. For example, we look at the extent to which a company is willing and able to take on and train new employees. In my opinion, only healthy and flexible companies in which management is fully committed to developing the business contribute to the development of the network as a whole. And that is the whole point: to become stronger together and generate new opportunities for every individual.



Adrian Gârmacea is the general manager of Electric Plus and BARRIER.