

Armen Industrie, France

# A strong start with Roto Solid B | 150 R



From customer request to solution

## Evidently better

■ **Door** For six years, Marc Phlippoteau has led the Roto sales organisation in France. Roto Inside spoke with him about what fabricators expect from door hinges in the Roto Door range.

**Roto Inside:** Mr Phlippoteau, what trends do your customers face in the market for main doors?

**Marc Phlippoteau:** In France, design has played an increasingly important role in recent history. And that means design right down to the smallest detail. The company Armen Industrie, for example, identified this early on and called on us. Together, we established the requirements for a modern butt hinge and then developed the product concept for Roto Solid B | 150 R to series production. The result is a product that is aesthetically pleasing, as it does not interrupt the line layout of modern main doors. At the same time, Roto Solid B | 150 R is such a high-quality product that it can reliably support high loads in the long term, without requiring maintenance.

**Roto Inside:** How would you describe the relationship between Armen Industrie and Roto?

**Marc Phlippoteau:** As a real partnership with a very lively exchange of ideas and information. Armen Industrie takes an active interest in what is happening at Roto. Even as the initial thoughts on relaunching Roto Solid B were being discussed, the company was keen to get involved. And while Roto was still preparing for the start of production, Armen Industrie began not only identifying the potential improvements that the Roto Solid B | 150 R would offer its own customers, but also to schedule the market launch. When the conversion to Roto Solid B | 150 R was implemented at Armen Industrie in May, the company's customers were already very well-prepared.

**Roto Inside:** What was the key message from Armen Industrie to its customers?

**Marc Phlippoteau:** The main focus was that, from the fitter's point of view, the new Roto Solid B | 150 R offers the perfect combination: identical installation and adjustment procedures but with improved aesthetics. In addition, the design, capable of supporting sash weights of up to 120 kg, increases the range of possible applications, thereby offering a wider choice for the end customer. The customer can select larger formats and heavier design elements without affecting the hardware configuration, which would otherwise result in additional work for Armen Industrie in the manufacture of the door. We are delighted that our partner's customers immediately grasped the strengths of the new door hinge and that Armen Industrie's commitment to adopting the Roto Solid B | 150 R so quickly is being rewarded.

| Retailers are attracting demanding customers in Northern and Eastern France for windows and doors from Armen Industrie.

■ **Door** A perfectly formed butt hinge – this is the request with which the French building element manufacturer Armen Industrie approached Roto in 2017. Since the beginning of May, the company has been manufacturing “a door hinge that meets all our expectations” thanks to the Roto Solid B | 150 R, reports Pascal Beyou, CEO of Armen Industrie.

Armen Industrie was the first manufacturer to convert to the new generation of door hinges from its long-term partner, Roto. “It’s not unusual for us to be the first to adopt the new product from a supplier,” explains Beyou, “because impressing our customers with innovations is important to us. Striving for innovation has practically been part of our DNA since the company was founded in 2005.” Close cooperation with Roto, among other partners, is therefore a matter of course.

### A focus on ease of installation

In 2016, Armen Industrie was awarded the “Crisalide Numérique” prize in the “Industry of the Future” category for its exceptionally modern systems engineering. The CEO explains: “Efficiency in production is a key issue for us as we want to grow and have built up a promising customer base in Northern and Eastern France. We therefore expected the relaunched Roto Solid B door hinge to be at least as easy to install as the previous product generation. We had always been satisfied with the Roto butt hinge in technical terms, but, of course, there is always room for improvement.”



| Roto Solid B | 150 R with white finish for Armen Industrie. When already installed, the sash can be adjusted in three dimensions entirely without offsetting the hinge.

### One hundred per cent Breton

The Armen Industrie headquarters are located in Brittany in the department of Guiclan, in the small municipality of Nord Finistère between Morlaix and Landivisiau. Since 2013, the company has also been committed to developing the image of the region. “We are part of an initiative that aims to promote the image of Brittany as a centre of innovation and creativity,” reports Beyou. “By focusing on quality, reliability and professionalism, we are strengthening the image of the region, as these are considered typically Breton characteristics. And by emphasising the fact that we are a Breton company, our customers will associate these characteristics with us.”

### Good design – durable technology

Armen Industrie manufactures maintenance-free, highly thermally insulating main doors made of durable PVC, available in three design lines and many colours. Beyou is convinced that “Roto Solid B is an excellent fit for all models. The fact that this hinge is designed to support sash weights of up to 120 kg benefits us. Now, we are able to produce doors in larger formats, with various handles and design ele-



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ments, without any additional work or added costs. Another factor that is significant for us is that, with the introduction of the new butt hinge, there are no technical changes for our customers! The only difference is an even better-looking result.” Armen Industrie believes that there are currently no other hardware manufacturers offering a comparable butt hinge.

**“With Roto Solid B, there are no technical changes for our customers! The only difference is an even better-looking result.”**

### Committed partners

Armen Industrie manufactures customer-specific PVC and aluminium windows and doors. The company relies on a network of professional retailers, primarily in Paris and the northern and western parts of the country, who provide their customers with a complete service of consultation, measuring and installation. “By placing high expectations on the professionalism of our sales partners, we protect the image of our brand in the mind of the end customer.” Armen Industrie produced approximately 34,000 windows and doors in 2019. And further growth is planned for 2020. “When choosing our suppliers, we therefore prefer to rely on companies who share our values. After all, to develop the products with which we want to grow in future, we can only work alongside partners who can meet our requirements with high technical expertise,” stresses Beyou.



| Marc Phlippoteau, Country Manager, France



➔ **Overview of the Roto Door product range**

[www.roto-frank.com/en/main-entrance-apartment-doors](http://www.roto-frank.com/en/main-entrance-apartment-doors)