

ProVia, USA

Growth with RotoFasco



The defining feature of outward opening windows equipped with X-Drive hardware is that they are operated via crank handle. This hardware technology is not only currently the second most commonly used opening type in North America, but also the market segment displaying the strongest growth. Photo: ProVia

X-Drive locking



■ **Timber | PVC** The collaboration between ProVia and Fasco began in 2007. When the Canadian hardware manufacturer became part of the Roto Group in 2012, the product developers at ProVia in Sugarcreek, Ohio, used this as an opportunity to consider Roto hardware solutions.

"Of course we were familiar with the German brand Roto and its good reputation before then," recalls Troy Page, Director of Purchasing at ProVia. "But up until 2012, there had simply been no personal contact. When this changed, we soon realised that this collaboration could result in opportunities for our product and company development." In particular the X-Drive hardware produced by Roto Frank of America in Chester quickly became one of ProVia's most important components and one that is used in large quantities.



X-Drive crank handle

The Aspect Patio Door sliding system from ProVia features the RotoFasco Secura 9300 handle and a unique bolt style RotoFasco 2 point mortise lock. Photo: ProVia

"The X-Drive product range for the very highest quality."

It's not for nothing that ProVia was awarded the "Energy Star Award" by the readers of the "Remodeling Magazine". "Homeowners who simply want something out of the ordinary come to us," reports Page. "Higher product quality but also better service, diligence and dedication." And that doesn't just concern the building element itself. ProVia received extremely positive feedback, for example, when special transport boxes were introduced which offer the best protection for a window or door during transportation from the factory to the construction site.

Roto hardware for all product lines

ProVia now uses hardware from Roto's European factories in addition to the X-Drive range and components from RotoFasco Canada for Sliding and Side-Hung windows. "You will now find hardware technology from Roto in all four product lines of our window range – ecoLite™,

Aspect™, Endure™ and Aeris™." Firstly the outstanding, consistently high product quality and, secondly, the impressive focus on customers at Roto Frank of America are responsible for this. "In 2020, there were many changes at ProVia that took just as much effort to adapt to as the consequences of the pandemic," reports Page. "Roto recognised this and supported us in many ways. Consistently and with a clear outlook for the future."

Traditional handicraft

ProVia firstly established an excellent reputation for itself as a supplier of tailored and traditionally crafted timber windows and doors for renovations. To be able to expand the services for homeowners, in 2009 and 2011 founder and owner Bill Mullet acquired companies who produced facade panelling and metal roofs that are also required for renovating many homes in the USA. Nowadays around 500 members of staff work in ProVia's five factories.

Expansion of capacity

After the turn of the millennium, ProVia began expanding the production of main doors and

sliding systems made from PVC, fibreglass and steel and introduced increased automation of PVC window production. Page describes this development as follows:

"Traditional handicraft and modern technology have been closely connected since then."

To this date, the aim has been to transfer the quality philosophy, which has been a feature of the work undertaken in ProVia's timber window production for decades, into modern, automated production. "Fasco and Roto understood this and were committed to supporting us on this journey."

ProVia has undergone constant change since the company was founded by brothers Bill and Andrew Mullet in 1977. The headquarters, established in 1984, were renovated and expanded in 1993, 2001, 2005 and once again in 2012/2013. ProVia now delivers to customers in 23 states of the USA. "Diligence in production, a passion for details and real customer service, as well as „care for all those who work at ProVia, are key pillars of our company philosophy," explains Page. "We take values such as integrity, humility, respect and compassion extremely seriously, as well as a focus on striving for good solutions and forward-looking, sustainable business activities."

Time for design and quality

To date, what is important to ProVia is not rendering manual work unnecessary through the use of machines but rather integrating technology which enables employees to usefully invest their expertise in design and quality assurance. The quality of the components and machining operations is monitored at various points in the production process. In addition to being examined for visible defects, each element is tested for proper operation before being packaged for transport.

The purchasing staff also take their responsibility for quality extremely seriously. "On a regular basis, we closely examine the quality provided by a supplier. In doing so, we are very exacting, but still fair and transparent. We agree what has to be ensured with every supplier." ProVia and Roto are similar in this respect too: "Like our partner Roto, we consider the goal-focused collaboration with suppliers as an important pillar in the work we do for our customers."

www.provia.com



Troy Page,
Director of Purchasing,
ProVia



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