

Roto Inside

Issue No. 27

Partner and employee information from Roto Window and Door Technology



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Large Fold&Slide systems with easy operation

Roto Patio Fold

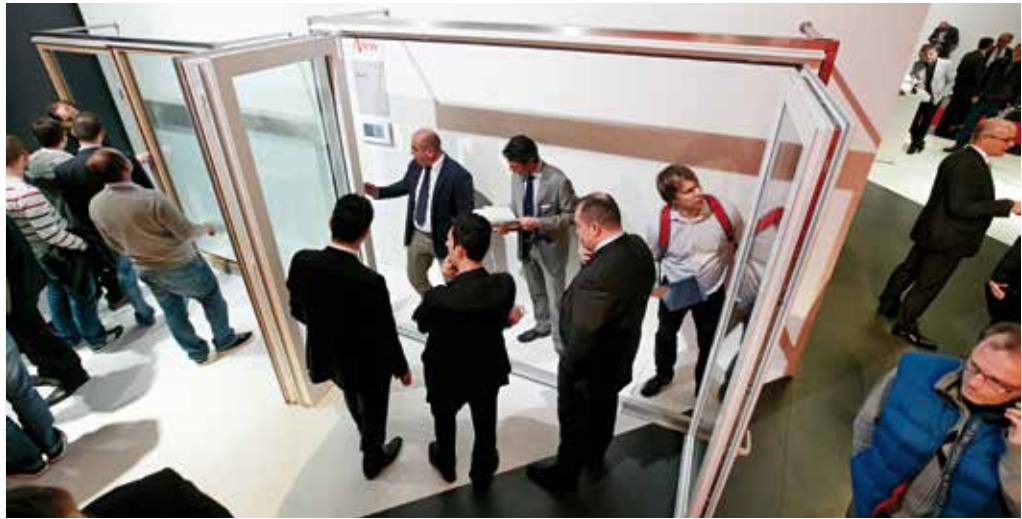
■ **New at Roto** Large floor length Fold&Slide windows and doors are popular everywhere that residential, office, or hospitality spaces open fully onto a terrace or a garden. The modified and expanded hardware product range, Roto Patio Fold, provides access that is as barrier-free as possible for openings of "XXL" size, while at the same time combining a high level of energy efficiency with user convenience.

The new version of Roto Patio Fold presented at fensterbau/frontale has enhanced performance values: a piece of hardware from the range can now carry a sash weight of up to one hundred kilograms. The application range has been extended to a new maximum height of 2,800 mm. This enables the implementation of room height sashes and creates additional freedom in planning. Further, a new enhanced threshold with optimised isothermal efficiency increases the energy efficiency considerably. It also makes a concrete contribution towards barrier-free interior design.

Quiet and robust

The user friendliness and durability of the solutions from the Roto Patio Fold range have been further improved by improved by bogies with smooth running ball bearings and quiet, low maintenance PVC rollers. These even fulfil the requirements of the Permanent Operation Class 4, which prescribes the completion of 15,000 trouble-free cycles in accordance with DIN EN 13126.

The Roto Patio Fold range is suitable for timber, timber/aluminium, aluminium, and PVC profiles as well as for elements that open both inwards and outwards. It has powder-coated hinges without PVC caps and guarantees, thanks to a support-bracket, a safe and robust load transfer, as well as offering high sealing levels. In addition, there are special advantages for manufacturers of Fold&Slide windows and doors: the synergies between the Roto Patio Fold and the Roto Tilt&Turn solutions, as well as the Roto Eifel door sill systems, create opportunities for faster production and more simplified logistics.



Roto Patio Fold, the premium hardware range for large Fold&Slide systems, attracts the attention of many visitors at fensterbau/frontale.



➤ **Find out more about the "Roto Patio Fold" Fold&Slide system – Click for quick information:**

www.roto-frank.com/en/roto-patio-fold

Intuitive aims

Roto Con Orders 'v3'

■ **New at Roto** The Roto Con Orders online hardware configurator continues to convert new fans. This was demonstrated, among other things, at fensterbau/frontale, where the opportunities afforded by the software were presented to the interested audience in a separate consultation lounge. As of June this year, window and door manufacturers and distributors can make use of the benefits of the new version 3.0.

Benefits that Dirk Mertens, Head of Marketing Systems at Roto, summarises in the following way: "Faster, more intuitive, more mobile." If you look at the latest generation of the hardware configurator more closely, you will first notice the changed user interface. It is now much faster and more intuitive to operate. At the same time, the user prompts have been further simplified by even cleaner visuals. "In this way, we ensure optimum operability of Roto Con Orders, on mobile end devices in particular. As in other areas of life, the significance of tablet computers and smartphones in hardware planning and customer consulting is continuing to increase. For this reason, we have developed a responsive web design for the latest version that detects which format of device is being used and adapts automatically to it. The customer can therefore be sure that they see the most convenient version of Roto Con Orders, whether they are in

front of a traditional PC or out and about using a tablet," says Dirk Mertens. Another important innovation: Immediately, it is possible to configure the entire Roto Door product group, with the same level of intuition.

What current users love

The fact that Roto continues to further develop this important tool and invests in the optimisation and acceleration of the planning process, has helped Roto Con Orders become increasingly popular. With this high performance tool, the individual configuration of hardware for all current variations and opening types of window and door can be done quickly and easily. Click with the mouse a few times, enter a couple of numbers, and the parts list is ready, along with a technical illustration of the hardware itemising. If required, the list can then be modified, adapted, or personalised, and then exported into various



Simply configured, even when out and about: thanks to its responsive web design, Roto Con Orders v3 automatically adapts to all end devices. The intuitive and user-friendly operation remains unchanged and unlimited on both tablets and smartphones.

file formats. The client can then use it as their new standard template for future orders.

Interested parties may find out more via Roto field staff or under <http://ftt.roto-frank.com/en/service/hersteller/roto-con-orders>.



➤ **Getting initial experiences via demo access: Roto Con Orders v3 – the tool for professionals**

www.roto-frank.com/en/roto-con-orders

In demand



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

Roto Inside: The 2014 business year will be fondly remembered by many window and door manufacturers. In many countries around the world, redevelopments, investments, and construction are taking place. Does Roto also profit from this?

Dr. Keill: Roto profits from the good developments in many markets and, further, from the choices the company has made over the last few years. With the “close to the customer” philosophy, we have been able to come to life in countries in which Roto has only been active for a few years. We can be very proud of this. All

around the world, window and door manufacturers are looking for very reliable products and a partner capable of delivering on time. In many ways, Roto offers more than other companies, and this is rewarded.

Roto Inside: Reliable products that are installed and “forgotten” are a wonderful thing. But can a single manufacturer really offer a special solution for everyone, for all window types, profile and opening types?

Dr. Keill: Generally speaking, yes, and the greater the experience of the company, the more true it is. Even more importantly, however, is the will to be a driving force when it comes to reliability. Whenever customers express criticism, you must act. And this effort, this involvement, combined with the already achieved, very high reliability of Roto, generates trust.

Roto Inside: And encourages decisions in favour of Roto?

Dr. Keill: Our market research shows that customers decide in favour of Roto because Roto is a leading force in terms of reliability, because the products are, for example, particularly simple in their fabrication and function to reduce cycle times and because Roto achieves above average supply accuracy. Reliability in all respects is precisely what “German made” stands for.

Roto Inside: Reliability – is that the decisive criteria when it comes to purchasing Roto?

Dr. Keill: There are more, but reliability and supply accuracy are always very important in the selection of a hardware manufacturer. We have now reached summer, a time of particularly high production for many window fabricators. Roto must ensure the highest possible readiness for delivery. The group therefore invests in technology every year in order to promote this. Our customers want excellent supply performance; we want excellent supply performance – that makes at least two good reasons to continue investing.

Roto Inside: And when have the people at Roto achieved their goal?

Dr. Keill: When the number of satisfied customers has grown further and the normal, regular measurement of customer satisfaction at Roto shows that we can improve again. Then we can briefly be pleased, and immediately turn our vision to further improvements. After all, improvements are always possible. And this knowledge is the knowledge that pushes us further.

Well estimated
fensterbau competition

■ **Event** “Guess the number of glass blocks” was the competition challenge issued by Roto to visitors at the company's exhibition stand during fensterbau/frontale. The main prize incentive was an iPad. After evaluating the 1,100 submitted cards, we found the best estimator, and thus the winner, came from Finland.

So how many glass blocks were in the box? The transparent container was the “secret” public attraction at fensterbau/frontale. The guesses ranged from 1,200 to 750,000 glass blocks. The correct answer was 8,935 blocks. The closest estimate came from Aki Lindgren, Sales Manager with the Finnish window and door manufacturer Klas1-Yhtiöt Ltd. His estimate was 8,921 blocks. And just a few weeks later he was able to look forward his new iPad.

“This year was the second time I had visited fensterbau in Nuremberg and, of course, I visited our partner Roto. That this year's visit was worth it twice over is particularly enjoyable,” said Aki Lindgren when he received his prize from Roto sales employee Neeme Luik. Klas1 has been making premium windows and doors from timber and timber/aluminium for the northern European market since 1994. “Our customers value the quality and functionality of Klas1 products. Two attributes that also represent the Roto hardware we use.”



The Roto competition at fensterbau/frontale: How many glass blocks were in the box? The transparent container was a public attraction at fensterbau/frontale.



Aki Lindgren guessed right. As a result, the sales manager with the Finnish window and door manufacturer Klas1-Yhtiöt (left in the picture) won a new iPad. Roto sales employee Neeme Luik handed over the main prize.

New door hinge system for PVC doors
Roto Solid S 117 NN

■ **New at Roto** The Roto Solid product range offers a wide choice of high-performance door hinges. With the newly developed Roto Solid S 117 NN we have, for the first time, a hinge made completely from extruded aluminium and designed for PVC doors with a weight of up to 160 kilograms.

The new Roto Solid S 117 NN line unites high convenience and attractive design for heavy PVC doors. The overlap area of this door hinge system ranges from 15.5 to 26.5 mm without underlay and ensures increased flexibility thanks to the overlapping height intervals. Roto Solid S 117 NN is suitable for inward and outward opening doors and is SKG** and CE certified according to DIN EN 1935 in the highest Class 14.

Clear shaping, simple mounting
Thanks to materials capable of anodisation and coating, the new door hinge system Roto Solid S 117 NN is available in a wide variety of colours. The elegant aesthetics are maintained even when adjusted: no gaps and no offset are created. The assembly of the Roto Solid S 117 NN is particularly straightforward. The door hinge can be adjusted using standard tools in a fully installed state. The axle pin can be removed from above, which is particularly advantageous in applications with little space, for example, under low lintels. There are clips to hold the sash hinge cover firmly in place.



The new door hinge system is suitable for inward and outward opening PVC doors and is SKG** and CE certified according to DIN EN 1935 in the highest Class 14.



The new Solid S 117 NN line unites high convenience and attractive design for PVC doors up to 160 kilograms.

Optimised handling

Roto NT lever-operated Espagnolette Plus

■ **New at Roto** With the lever-operated espagnolette Plus presented at fensterbau/frontale, double-sashed windows are, immediately, easier to use, more attractive, and more secure, making this component a valuable addition to the comprehensive Roto NT range.

Roto NT is today the world's largest selling Tilt&Turn hardware range for windows and balcony doors. The constant further development and addition of important components has no doubt contributed towards this. The latest addition to the high performing product range is the lever-operated Espagnolette Plus: "In this new espagnolette for double-sashed windows, the lever is particularly easy and convenient to operate since it opens vertically to the floating mullion. Thanks to the logical direction of motion, handling is optimal and the passive window sash can be very easily opened with very little expenditure of energy", explains Product Manager Christina Giese.

Free views

The rubberised surface of the new lever creates a grip that feels comfortable in the hand, and an integrated

rest function ensures safety when opening and closing. In the open position, the lever of the new Roto NT lever-operated Espagnolette Plus is, is almost flush with the overlap, thanks to the large opening angle of 170°. The benefit: a clear view through the open window and a harmonious and straight-lined window appearance.

The series NT Espagnolette, fitted with a preassembled lifting mishandling device, is available in two versions for central or constant handle positions. It is suitable for timber, PVC, and aluminium profiles with a 16 mm hardware groove, and perfectly coordinated with the other components of the Roto NT range. The new lever-operated Espagnolette Plus is thus suitable for use with all handles of the Roto product range, as well as various tilt and turn espagnolettes with backsets of 8 mm, 15 mm, or larger.



The convenient, better looking way to gear the passive side of double-sashed windows: the new Roto NT lever-operated Espagnolette Plus.

Maximum comfort meets maximum security

Roto Safe E Eneo CC

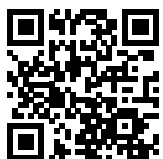
■ **New at Roto** Modern multi-point locking systems like Roto Safe E Eneo CC are a "horror" for burglars and yet still offer maximum convenience: thanks to optimally coordinated system components, uninvited visitors are quite literally bolted out. The new completely automatic Roto E-Tec Drive enables, immediately, even more convenient opening and closing of the door.

Sometimes you don't have any hands free, or you just don't want to mess around turning keys multiple times to lock or unlock your door in the traditional way. At these times, it is good when the door is fitted with Roto Safe E: this electromechanical multi-point locking system closes a door securely, fully-electronically and in a pleasantly quiet way, all without a key. The door is constantly locked and also offers maximum security from the insurance point of view. The locked door can easily be opened from the inside using the door lever handle at any time. Access from outside can be provided in several ways: via an LED-illuminated keypad, individually programmable with a PIN code; a fingerprint scan; a handheld radio transmitter or via a mobile phone using Bluetooth.

The Roto Safe E is suitable for main entrance-doors of apartments, single and multi-family houses, as well as larger buildings, such as hotels or offices. The system is suitable for all current timber, PVC, and aluminium doors and is made up of a high-performance main lock, two secure combination locks, a robust convenient one-piece striker strip, and optionally, the powerful, completely concealed Roto E-Tec Door Drive for maximum convenience. Roto Safe E Eneo CC is thus also recommended for barrier-free living concepts.

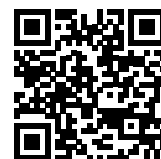


The electromechanical multi-point locking system Roto Safe E Eneo CC and the concealed Roto E-Tec Door Drive hinged door, work together to ensure first class security and convenience.



➤ The product brand Roto NT creates the basis for optimum convenience. Here you will find what makes a window special:

www.roto-frank.com/en/roto-nt



➤ Useful downloads and additional information can be found here:

www.roto-frank.com/en/roto-safe-e

Effective blocking of cold

The floor door gasket Roto Eifel Texel

■ **Door** House front, back and balcony doors are weak points in the building shell as far as energy efficiency is concerned. For high cold, noise, and dust protection, more and more manufacturers are using automatic floor door gaskets such as the Roto Eifel Texel with dual-sided trigger.

This floor door gasket is a perfect solution, thanks to the PVC body, integrated hollow chambers, a silicone gasket profile, and a protruding brush seal in the central-lip. It is suitable for all current sash profiles with 16 mm Euro hardware groove and a 13 axis. The special design makes the Roto Eifel Texel more reliable and durable than traditional trailing gaskets. This is particularly the case when there are large fluctuations in temperature.

Current construction lengths covered

It is DIN left and right usable and is also ift-tested in a door element with the main door threshold Roto Eifel T. Since the Roto Eifel Texel can be shortened at both sides to 125 mm, many application ranges can be covered with just two construction lengths.

No routing work is necessary for installation and the subsequent fine adjustment of the pressure setting can be done even with the door installed. As accessories, Roto offers adapter profiles and compression plates designed to complement the Roto Eifel Texel floor door gasket.



Effective cold, noise, and dust blockers: The floor door gasket Roto Eifel Texel has a noise absorbent PVC body, integrated hollow chambers, a silicone gasket profile, and a protruding brush seal in the central-lip (not shown in the photograph).



Main doors are the energy weak points of the building shell. High thermal insulation is being implemented by more and more manufacturers with the use of automatic floor door gaskets such as Roto Eifel Texel with dual-sided trigger.



➤ Useful downloads and additional information can be found here:

www.roto-frank.com/en/roto-eifel-texel

Hitoshi Takeda in conversation with Roto Inside:

Success factor logistics

■ **Research** For many years, the Japanese specialist Hitoshi Takeda, has been supporting Roto in the optimisation of of the group's own multi-prize winning roof window production sites in Bad Mergentheim in Germany and the Lubartów factory in Poland. Takeda is a recognised expert in slim-line manufacturing processes and structures. Companies around the world have asked him for advice and support over the years. In this issue, Hitoshi Takeda contributes to Roto Inside for the third time as we ask him about logistics.

Roto Inside: **Mr Takeda, we have already spoken about manufacturing in flow and null-error manufacturing. If you agree, we would like to discuss logistics with you today. Why, would you say, is the efficiency of logistics becoming more and more important for companies?**

Takeda: Successful companies concentrate on their competences. The result is a tendency towards a reduction in manufacturing depth. For this reason, the purchasing and provision of individual items and assemblies increases in importance. And the increasing diversity of product ranges of a company has an effect on logistics. In many industries, it is currently the case that having every variation of parts available in the factory is not possible, not least because the cost of capital investment would be too high. For this reason, logistics must provide materials for the manufacturing process in a job-related way. Depending on the product and manufacturing depth, this may be a considerable challenge.

Roto Inside: **What do you mean by provision of materials in a job-related way?**

Takeda: It means that the correct quantity of materials is provided at precisely the time they are needed in the production flow. In this way, inventory and provision space in the factory is reduced. Travel and search times can be saved. In the automobile industry, the provision of materials in a job-related way became standard a long time ago. But other industries have also come a long way in this area. In Roto roof window manufacturing, for example, glass provision is today synchronous with the assembly orders. This has enabled productivity to be increased considerably.

Roto Inside: **For what sort of item does provision in a job-related way make sense?**

Takeda: Provision in a job-related way makes sense for items with high values that take up a lot of space in the production facilities, or that are used with an irregular frequency. Items that are used regularly and which are of a low material value should be stocked with a defined inventory. For such items, KANBAN control is recommended. This means that the purchase or production of items is controlled according to use. This reduces the logistics expenditure.

Roto Inside: **What prerequisites must be created in order to ensure material provision in a job-related way?**

Takeda: An important point is clear order control and fixed rules. Provision of material in a job-related way can only work if the planned order sequence is adhered to. If unplanned changes are made within the factory, the material provision is no longer correct. Another prerequisite is a good delivery service. Production can only be planned safely if you are able to rely on your suppliers. For many companies, the delivery service, along with product quality, is one of the most important decision-making criteria for a supplier.

Roto Inside: **What do you advise your clients? Where is the best place to start to optimise logistics?**

Takeda: At the beginning, you observe the so-called value flow: the flow of materials and information. Then you start observing the end of the process and analyse backwards to the actual flow of goods. In this way, you recognise the requirements and fluctuations that the previous stages are subject to and why, for example, in individual assembly lines. Step by step, you can align all participating lines and processes to meet the tasks. The aim is to achieve the optimum positioning of all parts for employees in assembly and to maintain it. Internal logistics is responsible for this task. At Roto in Bad Mergentheim, barge trains supply the lines with material in 15-minute cycles. Generally speaking, the analysis shows numerous potential for improvement that can easily be exploited. Even the optimisation of material positioning and the consolidation of storage areas can reduce the logistics expenditure perceptibly. In the next stage, the material provision strategy can be determined for individual items. In the implementation, it is recommended to start with individual item groups.



Hitoshi Takeda was born in the Japanese prefecture Akita. After completing a Mechanical Engineering degree at Meiji University in Tokyo, he started working for a large company in the automotive industry. Takeda was employed there for many years in production control, production engineering, supplier handling, and the Promotion Office for the Kaizen process before he became a freelance consultant. Hitoshi Takeda has acted as consultant for leading companies in a variety of different industries in Japan, Korea, and Europe, with a focus on Germany.



The book 'QiP – Qualität im Prozess. Leitfaden zur Qualitätssteigerung in der Produktion' (Quality in Process-Guidelines for Increasing Quality in Production) by Hitoshi Takeda, is published by mi-Wirtschaftsbuch.



➤ **The Roto Lean service focuses on optimising the manufacturing process for windows and doors. Partners of Roto profit from professional consultation and a competence that has grown over the decades:**

www.roto-frank.com/en/roto-lean

Roto and Ferman – the right combination for every project

Project business established in Brazil

■ **Aluminium** Architects, specialist planners and investors influence the innovative designs of aluminium window and façade elements of modern buildings. In Brazil, a three-person team familiar with the Roto and Ferman products have been advising on the appropriate hardware technology for cost-effective and functional solutions since the beginning of the year.

In his function as Market Leader for South America, Jordi Nadal, describes the trio controlled by Ivan Torrents as a “Hybrid Team” that looks after the two brands: “Barely a year after the takeover of Ferman by the Roto group, we are proud to be able to offer our Brazilian customers interesting, tested combinations from both brands as well as perfect service. Things are already working well. For example, our three consultants in Brazil are cooperating with both the AluVision Solution Center for Emerging Markets, based in Spanish Montmeló, and the Object Business Department in Velbert, Germany. We are using the same working structures that have already been established and proven. An example of this is the way aluminium sales specialists on the European continent work with the team in Leinfelden.”

Pioneers for high service quality

The feedback of the Brazilian planners regarding the new consultant trio is extremely optimistic, says Nadal. “It really seems to be that Roto and Ferman are succeeding in bringing a service quality and solution competence that no other hardware manufacturer has yet managed in Brazil.”

Around one hundred companies produce aluminium windows and doors for large projects in Brazil. Roto employees provide them with advice on how to manufacture high quality doors and windows in accordance with the requirements of architects and specialist planners. “The regional Roto and Ferman sales teams are directly involved in training employees at these manufacturing companies, showing them how to fabricate with the hardware.,” informs Jordi Nadal. In his estimation, it is not just the planning phase, but also the installation of windows which ensures optimal transfer of knowledge between everyone participating in the construction.



From left to right , the three Brazilian project consultants for aluminium: Márcia Giberni, Ivan Torrents, and Patricia Stefanini. In conjunction with a group of Brazilian architects and specialist planners, they visited fensterbau/frontale in Nuremberg. Ivan Torrents was sent by the AluVision team in Velbert as Country Manager to Brazil. There, he heads the sales department for Roto and Ferman to which the project consultants belong.

Impressions in the video portal

Visiting Roto at fensterbau/frontale 2014

■ **Event** Do you want to show your colleagues what you experienced in Nuremberg and at Roto? Follow the QR code: it will take you directly to the Roto video portal and the video clips from fensterbau/frontale.



➤ **Here you will find a number of reminders of fensterbau/frontale 2014:**

www.roto-frank.com/en/videos-fensterbaufrontale

On course for growth, with the revo® window

Holzbau Gegg

■ **Timber** Since 2004, the trained glazer and window constructor, Götz Gegg, has been involved in the development, manufacture, and marketing of a window for which he has won numerous innovation and entrepreneurial prizes. "In 2012, we were already making 73 percent of our sales with revo® windows and Lift&Slide doors", he tells Roto Inside. "This is a fantastic development that we had hoped for when we began production in 2006, but we could not be absolutely sure would happen. The fact we have made such progress still pleases us immensely." From the very start, part of the revo® success story was Gegg's long-term partner Roto.

At the end of 2012, the company celebrated the commissioning of its new headquarters with an attractive showroom and new, expanded, window production in Haslach, north of Freiburg in Baden. The production capacities for revo® windows increased by a several times. "Now we are equipped for further growth that we also want to realise with some additional dealers", Götz Gegg said at fensterbau/frontale. "We are now in a position to manufacture 3,000 units a year: revo® windows and traditional timber windows." Gegg already has dealers and installation partners for the 'revo'lutionary windows in the Frankfurt, Rostock, London, and Budapest regions. "And in South Germany, we ensure the proper installation of our windows ourselves." The company is now looking for new partners across the country to consolidate the network.

Timber frames, protected by glass

The special feature of the revo® window: from the outside, only a joint-free glass surface can be seen in the building shell, and the flush glass covered sash and frame of the window disappears completely behind the façade insulation and design. The wood of the frame and sash profile of the revo® window can only be seen inside the house. "At least, this applies to our revo® Classic", clarifies Götz Gegg. "As we developed them, we wanted to create timber windows that were completely protected from the weather conditions and did not need any

maintenance. In this way, we came up with the idea of a complete glass cover on the outside of both frames. We now offer windows with decorative frames made from aluminium or timber that can simply be clipped into place from the outside if the customer does want to display timber outside. If this decorative frame becomes weather damaged, it can be replaced by a new one simply and cost-effectively."

As Götz Gegg started to consider a completely new kind of timber window with his father Adolf in 2004, the two of them were looking primarily for a solution that would withstand rain and sun, heat and cold. "A durable and solid window with timeless beauty and perfect functionality was what we wanted", Götz Gegg remembers the birth of the project along with the many hundreds of hours spent on development and tinkering that led to the first patent registration in 2006. Since then, the entrepreneurial family has not rested on the completed development. They are constantly coming up with new models of the revo® window.

Slim frames, concealed hardware

With just a 90 mm frame plus sash profile, the latest generation of the revo® offers, on average, twenty percent more glazing area than traditional timber windows. "It is therefore very much up-to-date", Götz Gegg states. The windows can be supplied in any timber, since the question

of whether they will withstand the weather no longer plays a role for the purchasers of a revo® window. "Demanding interior architecture profits from the considerably increased material selection", Götz Gegg he says confidently.

As of the middle of 2012, revo® windows are fitted with concealed hardware from the Roto NT Designo range for timber windows The Lift&Slide doors are fitted with hardware from the Roto Patio Life range. As with the prototype, the glass and frame of all revo® windows are glued together. "In 2007, we were some of the first window fabricators in Germany that were making adhesive technology our own, and we were probably the only company to use adhesive technology to develop a completely new kind of window", surmises Götz Gegg, who exhibited at fensterbau/frontale for the fifth time this year. "At this exhibition, we began discussing with potential sales partners. Now we look forward to seeing how the new contacts from Nuremberg will develop. One thing is clear: A revo® window is incomparable and comes from a philosophy with which a sales partner must identify fully in order to pass their enthusiasm on to builders and architects."

The increasing sales figures for revo® windows indicate that this enthusiasm is spreading. The inventor is more than satisfied: "Since the market launch in 2006, the numbers have increased annually and we have no reason to assume that this development will not continue."

A timber window makes a splash

Endless revo®-lution

The flush and glass covered sash profile and frame of a revo® window can be completely insulated. This means that a building shell in which revo® windows have been installed offers excellent thermal insulation to the Passivhausstandard. It is produced in an environmentally friendly and energy-saving way at Fenster Gegg, ensuring an excellent ecological profile of all windows.

A revo® window always meets the security criteria of resistance class RC 3. The hardware is hidden completely behind the wall of the thermal insulation system. Thanks to the flush glass adhesive technology, the noise and thermal insulation values of a revo® window are considerably better than those of a traditional timber window. Since the outer side of the window frame is covered by the masonry, it is optimally protected from climatic influences. This reduces the maintenance and care costs that are usually incurred with timber windows by up to eighty percent. For a visible appreciation of a revo® window, Fenster Gegg offers facing elements made of timber, aluminium, insulation material, or full-glass shells. Large window fronts, and window solutions with facing elements, ensure a modern façade.



In 1874, the great-great-grandfather of Götz Gegg, Fidel Falk – a master of glazing and carpentry, founded a company that still belongs to his descendants today. Twenty employees work at the company headquarters in Haslach.



Among other things, the revo® full glass window was introduced at the Nuremberg specialist exhibition. The frames for this window are covered on the inside and outside by glass. "A very modern version that will excite the proponents of purist architecture", says Götz Gegg.



Modern architecture meets timber windows. From the outside, a revo® window almost looks like an aluminium window. But because it is frame and joint free, it is much easier and faster to clean.



At the end of 2012, the new company building for Fenster Gegg GmbH was put into operation. Here, General Manager Götz Gegg set up a revo® gallery with a consultation centre and exhibition hall alongside the manufacturing plant.



The expansion of the production hall enables Fenster Gegg GmbH to produce more than 3,000 windows a year. In 2012, 73 percent of all delivered windows were from the revo® product family.

Ten years of Tecnoplast

Italian with German ingredients:

■ **PVC** In 2013, the 41 year old entrepreneur, Enzo Cammillini, celebrated the tenth anniversary of the founding of his company, Tecnoplast. But there wasn't much time for celebrations in Gallo di Petriano. "The year began with a daily production of fifty to sixty windows", remembers General Manager Lorenzo Martelli. "By the end of the year, daily production had been successively increased to 150 windows."

This tripling of production capacity within just a year was made possible by the introduction of multiple-shift operations and the corresponding expansion of the workforce, but also thanks to massive investment in machinery technology. "Since Tecnoplast has always paid attention to solid finances, we were able to implement this growth without problems", company founder Enzo Cammillini says happily. In 2008, he had decided to take the risk and progress from a regionally active window fabricator to a country-wide supplier of PVC-windows. This was followed by exciting times with rapid growth and constant challenges.

Sound craftsmanship laid the foundation

In order to put his own considerable experience in sales and POS marketing to use and help his new trading partners, Enzo Cammillini founded his own showroom in nearby Pesaro to display PVC windows and look after builders from the region. This is where innovations, and also marketing with regard to their launch, are tested out in practice. "A partnership is not just the relationship to our suppliers; it is also the contact with our customers. For this reason, we invest in good marketing, but also primarily in innovations and products that create demand. If, for example, Roto introduces a new solution, we are guaranteed to be one of the first window fabricators in Europe to use and present it", emphasises Enzo Cammillini. "We want people to talk about Tecnoplast as a company and its suppliers, but also about our windows, our ideas, and our innovations. This keeps the market in flux and promotes demand."

Keeping the market in motion with innovations

In 2014, Tecnoplast became involved in the wider promotion of the new comfort window

AstaLevaPlus, fitted with Roto NT and the hinge-side K, for innovations from the Geneo profile family and the new three-dimensional timber décor Total Look for windows and interior doors. "Three topics that enabled us to score points with our trading partners. We are sure of this as we know very well what the Italian builders value and what expectations they have for the design of their windows. After all, we are, in the best sense of the words, the Italian window specialists that, however, only work with components from Germany", Lorenzo Martelli describes the self-awareness of the people at Tecnoplast. "The success story of PVC windows began in Germany and the country still provides, in our opinion, the best profiles and hardware. But our suppliers can only be successful in Italy if flexible companies like Tecnoplast employ their products in accordance with the requirements of the national market."

Develop together, market together

The close cooperation with suppliers has always been a constant factor, particularly in view of the growth and diversity of the company, both partners emphasise at the end of the interview. "At least once a fortnight, our Roto contact visits us and we work on new products, on the further optimisation of the processes of manufacture, and on ideas for the sales of windows in Italy, in a concentrated and future-oriented way", Lorenzo Martelli explains. "This makes sense, is fun, and forms the basis for a success story that we intend to continue writing at Tecnoplast."



The company Tecnoplast is regularly visited in Italy at Gallo di Petriano near Pesaro by the members of staff from Roto Italy. Change processes in production and product development are implemented in close cooperation.



Ten years after the founding of the company, the production capacities at Tecnoplast have been tripled in just twelve months. The year 2014 is to be used to consolidate the newly established processes used to achieve this.



Lorenzo Martelli joined Tecnoplast in 2011 and brought with him comprehensive knowledge of the production of PVC-windows. He showed Roto Inside, among other things, the modern training spaces of Tecnoplast and high-quality sales aids such as this sample case.



Enzo Cammillini also underlines the achievement potential of his company at the Italian exhibitions such as the SAIE 3 in Bologna. With his vision of a country-wide successful PVC-window producer, he enthuses his young team. "Our new AstaLevaPlus comfort window is a kind of symbol of the close cooperation between Tecnoplast and Roto. We are the first window fabricators in Italy to use the Roto NT with the hinge-side K."



Company founder Enzo Cammillini is involved in effecting a system change in the Italian window market: "In the last ten years, the Italian market has developed in favour of PVC-windows. This has resulted in manufacturers like Tecnoplast entering the marketing with high-quality systems. We have convinced thanks to quality and service, but also thanks to flexibility and attractive surfaces."



Only forty percent of PVC-windows sold in Italy are white. Italian house owners want timber décor, at least inside the house, as it matches the furnishings and internal doors. With the new three-dimensional timber décor Total Look, Tecnoplast trading partners have a product exclusive to the Italian market this year.



"We train employees of our trade partners very regularly. For this reason, they are able to explain to their customers in detail how we and our suppliers differ from other providers", Lorenzo Martelli states.

'All-in-one-profile' from blyweert aluminium

A revolution for aluminium window construction?

■ **Aluminium** Since May of this year, innovative 'all-in-one profiles' from Belgium were set to revolutionise the work of aluminium window fabricators. Entrepreneur Peter Blyweert initially presented the new design 'b-Quick' brand in Belgium, France, Poland, and the Netherlands. "And any fabricator who is shown our innovative system asks just one additional question: Why has nobody thought of this before?" Roto Inside spoke to Peter Blijweert and the Technical Director of blyweert aluminium, Stefaan De Kegel, on the periphery of fensterbau/frontal.

"Aluminium windows have never been faster, better, and more cost-effective to make than with 'b-Quick'", explains Peter Blijweert: "Window fabricators require twelve operation steps in the classic construction method to produce a highly insulated aluminium profile and prepare it so that the glass can be inserted. We are eliminating all of these operation steps completely. The 'b-Quick' system only needs to be cut to length and combined with a frame."

Trio of competent experts

The expertise of the three partners, Roto, Recticel, and blyweert aluminium, has been combined in a system that already caused quite a sensation at the Belgian trade fair Polyclose in January of this year. "The news there spread like wildfire. For a period of ten years, almost nothing has happened in the industry and now..." Roto makes the completely concealed Roto AL Designo hardware used in a 'b-Quick' profile, Recticel provides an innovative high performance insulating material for thermal break. Blyweert aluminium provides the profile system and coating. "We have thereby intelligently combined currently available technology into

a unique window that is certainly one of the most beautiful and best aluminium windows worldwide, but also one of the cheapest at the same time", states Peter Blijweert happily.

Peak performance in half the production time

The time saved in production, in particular to make the 'Ventà' window, the brand name of the new system, is particularly inexpensive. Peter Blijweert has invited his customers and all other interested parties to judge for themselves: "We have demonstrated working with 'b-Quick' to around 300 customers in France and the Benelux countries during our open days. 46 minutes of production time for one window measuring 100 x 120 cm made by a single fitter. A traditionally made window generally requires twice the time for production. You can be assured that this excites producers operating in countries where they have to use high hourly rate calculations. Increased efficiency, considerably shortened production times, considerably reduced production costs – these are the advantages afforded to window fabricators that work with 'b-Quick'."

A fast and cheap route to top quality

Whilst the innovative 'b-Quick' all-in-one brand profiles cost little more than a commercially available aluminium window profile, fabricators would be able to offer a 'Ventà' window around 45 percent cheaper than a model that is comparable in design and quality, thanks to the fabrication advantages. A 'Ventà' window has a U value of 0.89 W/m²K and a water tightness of 1,500 Pa. "It also has an extra flat and flush sash and frame profile design. With these windows, builders and architects can be inspired, both technically and aesthetically," Peter Blijweert says confidently.

Simply ingenious? Hard to find.

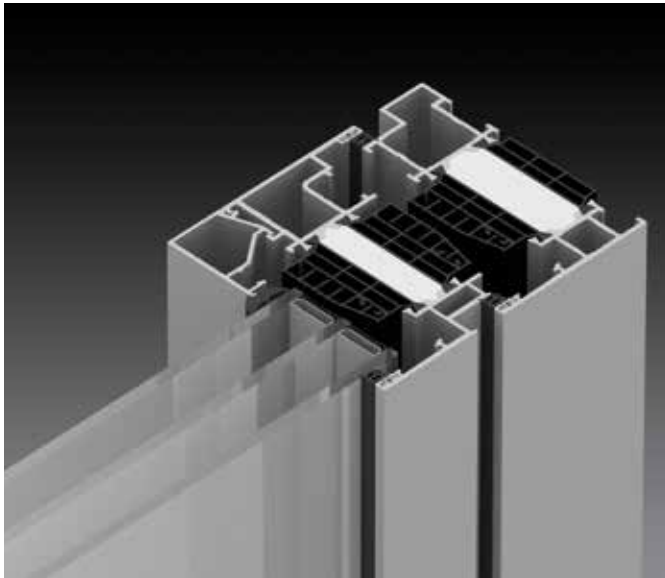
It is clear to see that the entrepreneur feels at home in the world of aluminium façade and window production. He has been in the industry for more than twenty years. "After many successful years in business, I still need to approach the following question in a new way: What does a profile system really have to achieve so that it is possible to construct the perfect window faster and cheaper than previously? I completely disregarded the practices within the industry and behaved like someone who wanted to invent the first window profile in the world and learned: It is easy to invent something complicated but it is very complicated to design something simple that works."

Close to the customer, whether classic or innovative

Today, blyweert aluminium supplies classic aluminium professional profiles to producers in Belgium, the Netherlands, France, Poland, and the UK. The company has their own production plants in all countries. These plants furnish aluminium profiles with a thermal break, lacquered or galvanised. "We deliver up to 200 different colours and surface finishes", Peter Blijweert describes his classic business to which the production and sales of the new 'b-Quick' system will now be added. It was primarily developed for one reason – the entrepreneur's desire for new opportunities and markets. "I admit that I had no desire just to be dealing with the question of why a competitor is able to sell a profile that is identical to mine for a few cents cheaper in a completely saturated market. I wanted to develop and offer something that is unique. Unique from my customers' point of view. I have always admired companies that have disregarded the practices within their industry and found a completely new approach with the mind-set that "everything is possible." We are now one of these companies and that makes me proud."



"During the open days we showed around 300 customers in France and the Benelux countries how to produce with 'b-Quick' and the window fabricators were impressed," reports Peter Blijweert, President of blyweert aluminium NV to Roto Inside on the periphery of the fensterbau/frontale.



Since May of this year, the 'b-Quick profile' is sold in Belgium, France, Poland and the Netherlands.



"I wanted to create something unique that was as simple as it was ingenious. Of course, this requires a great deal of creativity, but also requires a great deal of effort and costs money. We registered 16 patents for the 'b-Quick' system over the development years", recalls Peter Blijweert, adding that "this system is really worth every effort and every investment."



"With 'b-Quick' we create possibly the most attractive and best aluminium windows in the European market. And at a very cost-effective price. We call this window the 'Ventà'. It is created using thermally broken 'b-Quick' profiles, a Recticel insulation and a glass according to customer choice. 'Ventà' is fitted with a concealed lying hardware Roto AL Designo for perfect aesthetics and function," explains Stefaan De Kegel, technical director of blyweert aluminium.



At the Belgian exhibition, Polyclose, in January 2014, the news spread like wildfire: blyweert aluminium wants to revolutionise window production with the all-in-one profile 'b-Quick'.

Sure and certain

Metallbau Pesch

■ **Aluminium** Windows and doors, winter gardens and stairs – Locksmith Achim Pötz and now his son, master metal worker Dennis Pötz, carry out their trade with great passion. Their industrial partners experience and value the two entrepreneurs and the team at Metallbau Pesch as particularly critical partners who have tested many a product innovation in practice until it has been perfected for serial production.

“Metallbau Pesch was founded exactly thirty years ago and I joined the company as master, and then took over step by step from the founder family Pesch,” Achim Pötz uses just a few words to summarise the history of the company that he created. Fifteen employees today produce, with him and his son, building elements for large industrial firms as well as for investors and builders in the region. Despite a first class order situation (“last year we rejected more orders than we accepted”), father and son are interested in a moderate growth. Fluctuation is phenomenon that is almost unknown: “We can see very quickly whether a colleague or trainee suits us and does things correctly. In doing so, training and education do not play a central role, instead we seek those with enthusiasm for our work. Most people who come here, end up staying forever.”

Convincing: Of old make new

Both father and son are interested in building elements that can last for decades. They speak enthusiastically of situations in which they have been able to help real-estate owners find the right replacement parts: “Often our customers have already come round to the idea that they will need new windows or a new door. If we have the required replacement part, or replace the incorrectly designed or low-quality hardware set with a current hardware from Roto and solve the problem, we create a strong loyalty.”

Both believe that when it comes to maintenance and repairs, the time invested in the basics creates a decade-long trusted relationship with the customer. “We want windows and doors to be secure and work well, whether they are old or new. For this reason, our customers trust us, and so do our suppliers.”

Sparring partners in industry

Father and son take time for their customers as well as for their partners in industry. Constructive criticism of existing products and testing of new developments in hardware and profiles recommend the company as a particularly valuable sparring partner. Their system suppliers Akotherm and Roto, in particular, value this fact. Roto Inside therefore met up with two representatives from the two sales organisations on site: Matthias Nagat, head of application technology for Roto AluVision International, and Andreas Braun from Sales Roto Door West. Just like Frank Mindermann, sales manager from Akotherm GmbH, this was not the first time they had sat down with Achim and Dennis Pötz to discuss new product developments or changes in manufacturing.

Convinced: Metallbau Pesch bases on the main door hinges of Roto
This time it was about the introduction of the door hinge system ATB from Roto in the main door production, the implementation of which was carried out within two weeks with the software house Orgadata and has just been completed. “Our profile machining centre is now able to access all data and we look forward to the fast installation and good quality of the main door hinge”, Dennis Pötz concludes positively. He and his father had long discussed the conversion but had implemented it on the basis of the strengths of the offer from Roto.

“We do not incorporate products that we are not sure of. Not even when they come from a long-standing partner”, clarifies Achim Pötz. “But the door hinge systems from Roto simply have many advantages: they are delivered as prefabricated components and are, above all, very easy to adjust. This is what our own fitters and the fitters of the building element dealers that regularly purchase from us say. The pressure on us to change came from these fitters. In addition, these door hinge systems also look very good ...”

Prefabrication saves time
Matthias Nagat is pleased with the positive feedback from his customer: “The colleagues of Roto Door product development discussed long and hard internally whether prefabrication of hinges makes sense for fabricators and how the adjustment can be made so easy that it is almost self-explanatory. The acceptance of the door hinge system by Pesch confirms to us that we chose the right method.”



The company Metallbau Pesch has been based in Hürth near Cologne for thirty years. In 2010, they moved into new headquarters in Winterstraße.



Achim Pötz has been the owner of Metallbau Pesch GmbH for 27 years.



Final meeting for the successful adoption of the fabrication the door hinge system ATB from Roto, in the picture, from the left: Achim and Dennis Pötz with Matthias Nagat and Andreas Braun from Roto.



Finding the right hardware for new and old windows and doors – Metallbau Pesch is frequently the problem solver for house owners and industrial clients, thanks to the well stocked warehouse.



Dennis Pötz will be taking on the leadership of the Metallbau Pesch from his father in the next few years. Even as a schoolchild, he worked in his father's company during the holidays.



Robert Friese, general manager of EUROPVC Africa, improves the supply performance and support for Roto in Johannesburg with the expansion of his storage and logistics capacities.

Short paths to Roto hardware technology

EUROPVC Africa

■ **Dealers** The paths to the Roto hardware range and competent support are considerably shortened for window fabricators in South Africa. The enthusiasm of Robert Friese, general manager of the new Roto trade partner EUROPVC Africa is responsible for this.

EUROPVC Africa is currently setting up a new warehouse in South Africa, more specifically in Johannesburg. “Our aim for 2014 is clearly defined: we will be able to offer window fabricators in South Africa, Namibia, Botswana, Mozambique and Zimbabwe considerably increased supply performance and even faster support thanks to the new storage and logistics capacities”, so says the 38-year old entrepreneur Robert Friese, who brings experience from the construction, timber processing and window manufacturing industries. “In the medium-term, we are increasing the awareness of the Roto brand and its unusually high quality standards with the improved services.”



Close to the customer – thanks to EUROPVC this applies with immediate effect to Roto in South Africa.

Gérard & Peysson puts his hopes in joint market cultivation with Roto

Explanation and information

■ **Dealers** “We must show the builders what a difference a comfort window makes and generate enthusiasm among our regional window fabricators for more and better technology”, says Vincent Gérard, expressing his conviction in a discussion with Roto Inside. He currently manages a third-generation trading house in Échirolles at the foot of the French Alps. His grandfather participated in its founding in 1930.

Around year ago, the 28-year-old entrepreneur decided to collaborate with Roto and to explore new avenues. “Our trading house’s hardware specialists together with Roto sales employees have visited many of our customers and have persistently provided real answers to every question which can arise in connection with the fabrication of Roto hardware”, reports Vincent Gérard. “That was absolutely the right strategy since we are in agreement with Roto: the French window market needs stimulus, primarily in the South.”

More technology for every window

Although the industrial manufacturers of PVC-windows would already use Tilt&Turn hardware and one or another accessory, according to Vincent Gérard, the redevelopment sector remains dominated as before by small manufacturers and craftsmen who offer the traditional timber windows, primarily without contemporary comfort. “We want to show you together with Roto how one can stand out from the competition by focusing on more and better function. That is the one line of attack. At the

same time, we are naturally using the competence of Roto in the aluminium area to also familiarise the aluminium window manufacturers with our high-quality hardware and systems.”

Increasing brand recognition

Explanatory work must also still be carried out for the Roto brand in the South of France. “When we started working together, the majority of our customers knew that Roto made hardware, but not a lot else”, remembers Vincent Gérard. “That Roto is a global player in the best sense of the word with an enormous product line and wealth of experience was not generally known to anybody here.” Southern France has been a pure turn-only window market up to now and a great deal of explanatory work will need to be done solely to convey the benefits of a Tilt&Turn window.

“The quality of a window was previously only discussed with respect to profile and glass. We will now make our contribution to explaining the important role which the hardware also plays for the production of contemporary windows.”



“We stock around 35,000 items at our warehouse in Échirolles. With our vehicle fleet, we guarantee product deliveries within 24 hours between Mâcon in the North and Marseilles in the South and Perpignan in the West and Monaco in the East”, reports Managing Director Vincent Gérard.



Vincent Gérard appreciates his new partner: “I am primarily convinced by Roto’s innovation strength and enormous sales competence. Our customers really had no idea about the size of the company and its achievement potential before we started our joint information campaign.”



The Gérard & Peysson trading house, established in 1930, currently employs more than one hundred employees. More than 4,000 manufacturers entrust it with the sales of their products.

RK Aluminium – a successful start with ambitious aims

Main doors for Europe

■ **Door** After twenty years in international management with a specialist architectural hardware dealer, Robert Karasek was tempted by life as an independent entrepreneur. At the end of 2010 in Bielsko-Biala in Poland, to the west of Krakow, he founded a production and sales company for high-quality main doors made of aluminium. In 2011, the completely new planned and built production facility started operation. In 2013, RK Aluminium had already exported 2,000 doors to seven countries in Europe. “Our competitors are not just the Polish metal workers, but also the established main door manufacturers of Europe”, Robert Karasek describes the positioning of his young company.

“I lived in Germany for many years, did my training as wholesale and retail salesman there in a hardware wholesaler and was internationally active for my German employer for around twenty years”, explains the energetic entrepreneur in conversation with Roto Inside. “I was thus very familiar with the work of window and door manufacturers. And also with the wishes of demanding builders and the dedicated dealers looking after them.” That made it easy for him to develop a company strategy that convinces and to motivate a workforce as well as new sales partners. “From the beginning I said: we want only the best employees, the best materials and suppliers. Each and everyone in our company must be passionate about the work, then we want to convince with one hundred percent performance. This is the only way we will be able to win a spot amongst the premium manufacturers in Europe.”

Only the best materials

Roto is one of Robert Karasek's preferred partners. “Of course, I knew dealers in Poland well from my time at the hardware wholesalers and I knew that we understood each other. In addition, I consider the locks and electronic components of the Roto door product range to be excellent.” Robert Karasek consciously decided in favour of a pure main door manufacturing program, with no production of windows: “My aim was to make something that left space for individuality but that still has much to do with modern technology. And of course something that was still experiencing growing demand on the European renovation market. The production capacities for windows in Europe are currently already sufficient. But I believe the situation is different for high-quality main doors.”

Dynamic sales start

Within just two years, the entrepreneur succeeded in enthusing over one hundred dealers in seven countries for his main doors. He supports them with modern planning software, intelligent prospectuses and, above all, clear pricing and delivery policies: “Triple-glazing, automatic locks, stainless steel handles, 14 colours, all at a standard price. Only electronic components cost extra. This enables quality to be argued convincingly in sales discussions. And: we deliver, freight charge free, within four weeks to the whole of Europe. Dealers know exactly what they are relying on. We have made working with us simple and easy to trace for all partners from the very beginning.”

Enthusiasm for electronic comfort

Robert Karasek wants to convince his partner dealers with a view to the electronics: “We are trying to prove to our sales partners that, today, it is not a complicated thing to set up electronic comfort for house owners. And it is even easier to get customers interested in, for example, a fingerprint opener. That is the future.” You can tell that Robert Karasek is passionate about his work and understands how to pass on his enthusiasm for quality and success. “On the one hand, no matter where in Europe our customers are, we can immediately start supplying them. Combating language barriers and logistical challenges is something my team are well prepared to do. We are ready to start increasing the growth and success of our partners in trade.”



At the fensterbau/frontale, RK Aluminium presented the new model RK 720 Exklusive Piano with the electromechanical multi point locking system Roto Safe Eneo CC and concealed hinge door drive. “The Roto system automatically opens and closes main doors, controlled, for example, with a fingerprint, a PIN code, a push-button switch, the classic radio remote control or even via the Bluetooth function of a smart phone. This is modern and convenient”, states company founder Robert Karasek.



Not only the Nuremberg exhibition team from RK Aluminium are well prepared for new customers from all over Europe. “Our competitors are not just the Polish metal workers, but also the established main door manufacturers of Europe”, says Robert Karasek. “With this knowledge we are investing in a multi-lingual marketing and Europe-wide reliable logistics.”

Correct installation “made easy”

New training videos

■ **New at Roto** Seeing and learning: Roto has just started to release a series of new interactive videos, designed to increase safety by showing the correct way to install hardware during window production. They show, for example, the correct installation process for the use of the aluminium systems Roto AL 300, Roto AL 540 and Roto AL Designo. The videos also provide valuable practical tips.

The new videos are designed for everyone who handles Roto systems for aluminium windows and balcony doors. Fabricators, employees of systems suppliers and distributors can use the videos at www.roto-frank.com free of charge. The individual videos can be found on the detail pages of the relevant product under the “Hardware installation” section.

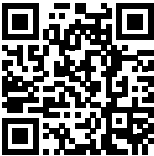
“Everyone knows from their own experience: moving images are simply easier to understand than printed, theoretical installation instructions”, explains Matthias Nagat, head of application technology at International AluVision. “The videos increase the safety of hardware installation and minimise errors. Common errors such as components being positioned incorrectly, the wrong torque setting being applied to screws, the use of screws of insufficient depth and the selection of unsuitable tools will soon, hopefully, be a thing of the past. Another advantage of the films: you also get a sense of the time required to install the products. In addition, the videos can be used for employee and customer training, regardless of time and place. They are also self-explanatory and contain no spoken words, which means they can therefore be used internationally.” What makes the installation videos different to traditional training videos, Matthias Nagat continues, is their interactive nature. You can watch the films from beginning to end or deliberately skip to those specific points where the installation process is still unclear. A linked table of contents makes navigation easy.

Further videos in planning

The production of additional videos is already under way. In the near future, an installation aid for the Roto Patio Lift hardware product range for large Lift&Slide doors will follow. The installation of accessories from the Tilt&Turn segment is also to be filmed. “And I’m sure we will make one or two more videos, as we cover the topics wished for by our customers. True to the Roto motto, close to the customer”, stated Matthias Nagat.



The new videos clearly show how to avoid typical sources of error and how the right tips and tricks will save you valuable time.



➤ **Roto AL 540 – the universal hardware for aluminium windows up to 300 kg: This is how the hinge works.**

www.roto-frank.com/en/roto-al-540-video



➤ **These two interactive installation videos ensure increased safety in hardware installation:**

www.roto-frank.com/en/roto-al-300-video

www.roto-frank.com/en/roto-al-designo-video

Roto welcomes Brazilian window specialists

Visitors from South America

■ **Event** The fensterbau/frontale event is an excellent opportunity for construction professionals from around the world to visit Germany. This year, some important decision-makers in the Brazilian construction industry have used the opportunity to also visit the Roto factories in Leinfelden and Bad Mergentheim before or after the exhibition.

Their visit to Germany was arranged by Roto Management in Brazil who, after the takeover of the Brazilian hardware manufacturer Fermax by the Roto group in 2013, wanted to encourage as many decision-makers in the Brazilian building industry to look closely at Roto and the fensterbau/frontale event offered the perfect opportunity. “We invited some of the leading consultants of the large building companies in Brazil to to fensterbau so they could learn more about new developments and get to know Roto better. They were accompanied by a team of employees from Roto and their familiar contacts from Fermax”, reports Sonia Ramírez, responsible for marketing in South America. “We wanted to combine business with the personal. A visit to the hardware production in Leinfelden and the roof and solar technology production in Bad Mergentheim enabled us to show our

guests what makes Roto special. New contacts were made here which were then deepened at the exhibition stand in Nuremberg against the backdrop of the new product developments and furnished some memorable additional activities. The participants were impressed by both the ‘Roto Oktoberfest’ and the visit to the Porsche Museum. All in all, the trip across the Atlantic was a special experience for all participants.”

And the personal contacts are to be promoted further? “Yes, definitely. Our visit to Germany was the perfect preparation for the Fesqua in autumn. The Fesqua is the most important window and door exhibition in South America. Fermax and Roto will be presenting themselves together in São Paulo from 10th to 13th September”, said Sonia Ramírez.



The group had a full program of visits in Germany: (From left) Mário Newton Leme, José Eduardo Faria, Carlos Lorenzo, Vincenzo Marozzi, Márcia Giberni, Crescencio Pretucci, Márcia Barbosa, André Mehes, Patricia Stefanini, Paulo Duarte, Ivan Torrents, Éder Cordon, Sergio Ciampi, Fernando de Souza, Glaucio Piza, Sonia Ramírez.

Impressions from the Brazilian guests

“When I received the invitation from Fermax to visit the two Roto factories and the fensterbau/frontale, I accepted immediately because I was sure that this would be a unique opportunity to expand the knowledge of window and façade systems that I have gained in 45 years in my career. And I was not disappointed. I didn’t just get to visit two extremely modern production locations. Above all, I was impressed by the perceptible striving for constant further development, both in own processes of manufacture and in the product solutions for the customer. I would like to thank both Fermax and Roto for the experiences and I am sure that the Brazilian window market can only profit from the coming together of these two companies.” – Engineer Mário Newton Leme, general manager of Mário Newton Leme Consultoria de Esquadrias

“A very interesting trip, that will remain in our memories. On the one hand, thanks to the impressive size and organisation of the Roto production locations, on the other, thanks to the warm welcome extended to us by the employees of Roto and Fermax.” – André Mehes of Dinaflex from São Paulo

“I was particularly impressed by the diversity of solutions developed by Roto. Many of these were completely unknown to me although I can well imagine their use in Brazilian building projects. For me, it was one of the most valuable visits to a European company in the construction industry.” – Paulo Duarte, architect and consultant

“The roof windows in Bad Mergentheim left me with the desire to live in a top floor apartment with large window areas. The

NT production in Leinfelden, on the other hand, excited me more with every step and confirmed my trust in Roto products. Anyone who, like us, works with profile and façade manufacturing should, in my opinion, also get to know this product world.” – José Eduardo Faria from the consulting company Arqmate from Tatuapé

“The visit to the fensterbau/frontale was very informative and I returned home with many new impressions and ideas. Alongside the many technical details that excited me, I would also like to thank everyone for the very warm welcome. If there were to be an “Oktoberfest” at the Fesqua in São Paulo, I would be one of their first guests.” – Architect Márcia Barbosa, general manager of MB Serviços de Esquadrias

“We have been working for years with our trusted partners at Fermax. It was a pleasure to finally put a face to the names behind the high-performing Roto. I am sure that we at Fermax and Roto can expect high quality and great development competence in future that will lift the façade and window solutions of Brazilian buildings to a new level.” – Sergio Ciampi, technical manager at system house Selta Metais

“A big thank you to the organisers. From the start, our visit to Germany was full of attention and warmth from our hosts and companions. They created the perfect framework within which we were able to get to know the Roto product world that is new to us and to discuss with those responsible for it.” – Engineer Crescencio Pretucci



From the sunny warmth of Brazil to the cool, but just as sunny, Germany. A group of experienced window planners took the journey to get to know the Roto world better. Figure: © kasto

Quality for the Russian market

SpezRemSroy

■ **PVC** Years full of investment and changes back up SpezRemSroy, one of the leading PVC-window and door manufacturers in Russia and surely one of the largest window fabricators in the world. Founded in 1995 in Ekaterinburg, the company now manufactures at three locations. The factory in the central Russian Kirovo-Chepetsk was taken into operation in 2011, the factory in Tolyatti a year later. Along with the factory in Ekaterinburg that was modernised this year, the works environment achieves a capacity of more than 400,000 window units per year.

Roto Inside spoke with Inna Stetciuk, acting general manager for Marketing, who joined SpezRemSroy in 2002 and now looks after, among other things, the large sales and franchising network of the company. "As of 2007, we are solely a B2B company and supply around 1,000 dealers throughout Russia. Six hundred of these are considered partners since they purchase very regularly from us. We work very closely with these partners in sales and marketing too, partially organised via a franchising network."



Inna Stetciuk, acting general manager for Marketing, joined SpezRemSroy in 2002 and now looks after, among other things, the large sales and franchising network of the company.

Partnerships for best quality

The development and care of the dealer network is, from the point of view of Inna Stetciuk, of key importance to the sustained success of SpezRemSroy. After all, it is the partners in sales that contribute towards the country-wide logistics and are also responsible for regional marketing. "We clearly rely on high-quality windows and doors. And the dealers that sell our products also define themselves as quality providers. The windows of SpezRemSroy are never defined by a cheap price. Accordingly, we do not try to attract new dealers with cheap offers or special prices. We do this, however, with a 5-year guarantee, comprehensive marketing support and regular training courses on offer for their employees."

Most modern production systems at three sites

Training takes place in all three factories and much has been done to these in the last few years. Around 110 people are currently employed at Kirovo-Chepetsk and Tolyatti, and some three hundred employees at company headquarters in Ekaterinburg. There,



The success story of SpezRemSroy began in Ekaterinburg. In conjunction with the factories in Kirovo-Chepetsk and Tolyatti, more than 400,000 window units are produced per year.

at the foot of the Urals, the majority of windows and doors are made, particularly after the latest modernisations. "In Ekaterinburg alone, an average of 300,000 units are produced a year. But all three factories have the same extremely modern systems and production lines. The oldest site in Ekaterinburg was subject to a general and comprehensive modernisation of its processes of manufacture in 2014. We completed the reorganisation only a few weeks ago and are now starting to operate under full load. Take, for example, the integration of a new system for compound glass production. On the spaces that have been freed up, we have set up our own production area for non-standard windows and door shapes. Shortly, we will be taking a profile bending machine of the latest generation into operation there." With the newly built production workshop, the production and storage spaces of SpezRemSroy now add up to around 18,000 square metres.

'TOP brand'

Constant improvements in processes and technology are part of daily life for the workforces in the three factories of SpezRemSroy as well as for the dealers. The so-called 'TOP windows' of SpezRemSroy play an important role in the perception of the company by Russian home owners and investors. "'TOP' refers to the first three letters of the Russian word 'Tioplye Okna Plus' which translates to 'Warm Window Plus'. Under this brand, we offer 15 window versions compiled from various profiles and different glazing types. Each window type has its own strengths, whereby the TOP window 'Winter' has become one of our 'best sellers' thus far. Among other things, because we offer, for the first time, a thermally insulated and energy-efficient window with a price only marginally higher than that of an ordinary window."

The topic of energy saving is increasingly gaining significance with Russian builders, believes Inna Stetciuk, particularly in towns. In countryside areas, the fabric of the buildings themselves are so far from energy efficient that the owners have no need for thermally insulated windows. But that will change over time, the marketing specialist is sure.

Function and design are necessary

Energy saving is not the only future topic, function and design are becoming more and more important to Russian builders. "We are currently developing a new window with the Roto NT Designo. Concealed hinge solutions for windows and balcony doors are increasingly coming into fashion in Russia. Our next plan is to integrate the Roto Patio solution in our sliding doors." Dealers and customers can be sure of one thing: SpezRemSroy will continue to offer high-quality windows for every market trend in future.



In particular when it comes to the marketing of the 'TOP windows', SpezRemSroy and the 600 most enthusiastic dealers of the company work closely together. With comprehensive marketing and information measures, such as a separate brand homepage, maximise their advertising reach.



Around 110 people are currently employed in the SpezRemSroy factories at Kirovo-Chepetsk and Tolyatti, and some three hundred employees at company headquarters in Ekaterinburg.

A meeting of decision-makers

Yapi Turkeybuild Istanbul

■ **Event** After a long absence, Roto Turkey took part in the Yapi Turkeybuild in Istanbul again this May. The exhibition was first held in 1978 and has become one of the most important information exchanges in the country for architects, representatives of public services and contractors, not just those from Turkey.



After a long absence, Roto Turkey took part in the Yapi Turkeybuild in Istanbul again this May.

"The Yapi Turkeybuild has since established a force that draws visitors from the Balkans, the Middle East, North Africa, Russia and countries of the CIS, for example, Belarus and Georgia, and of course from Turkey. There is no better opportunity to come into contact with so many decision-makers in such a short time," Artuğ Özeren, general manager of Roto Turkey, says about the decision to return with an exhibition stand in Istanbul after seven years absence.

Aluminium continues to proceed

Some 120,000 visitors used the opportunity to inform themselves of the latest trends and developments in the construction industry between 6th and 10th May 2014. And Roto had chosen the right company: In Hall 2, amidst large window, door and façade manufacturers, Artuğ Özeren and his team presented the Roto innovations. Today, the Roto NT product brand already has many supporters amongst Turkish window fabricators. Alongside hardware innovations for timber and PVC-windows, Roto systems for aluminium windows and balcony doors have also been demonstrated. "The aluminium sector in the façade and window-fabricating industry is growing faster than the market overall. This trend is helped by the fact that many high-rise blocks are being planned and implemented in Turkey, not just new offices, but also residential and hotel spaces. At the same time, the quality of aluminium systems has improved considerably. Architects are now happy once more to base on aluminium with its diverse design options. And Roto also enables design diversity with innovations like the Roto AL 540 or the Roto Patio Lift as hardware solution for lift and slide doors up to 300 kilograms in weight. Both of these were audience favourites at the exhibition stand during Yapi Turkeybuild in Istanbul."

Twenty years of Németh Kft.

A guarantee for quality in production and installation

■ **PVC** The master carpenter and independent furniture maker Dezső Németh was the first manufacturer of PVC-windows in the Szarvas in south east Hungary in 1993. Why? Because an interesting conversation with a customer haunted him. This man was a private furniture purchaser, but soon after became one of the most important conversation and business partners of the young entrepreneur. Dr. Robert Krisch was also the general manager of Roto in Hungary. “We discussed the opportunities afforded by PVC-window technology and the future of the Hungarian building industry. And in doing so, the idea came, not to continue looking for success in the furniture industry, but in construction carpentry”, remembers the entrepreneur who has been relying on the quality of Roto and Rehau for more than twenty years.

“Business has become more difficult than it was then”, laments Dezső Németh. In particular in the last five years in the economically damaged Hungary almost all that mattered was price. “Cheap standard goods with concealed faults flooded the market and required greater efforts from us, in particular, with regard to sales and marketing.” As a result, Németh Kft. processes all public tenders for construction sites in a vicinity of up to one hundred kilometres.

Investment in communal infrastructure
“After all, fifty percent of our turnover is now no longer made from private builders, but from state and community building projects. We have a good reputation and are also the only PVC-window producers that are based in the region”, the entrepreneur names his trump cards in competition for orders. “Added to this is a very high level

of flexibility, good ability to deliver and installation by our own employees.” This makes his company a preferred supplier to many investors in south east Hungary and in some cases, the only one, says Németh.

“If a school needs to be completely redeveloped during the holidays, then the fact that we can deliver within three weeks and install with our employees within a couple of days plays a major role”, he explains without making a secret of the fact that his heart still beats for demanding work even today. ““We make any window, no matter how demanding. We apply the 16 most popular décors to our profiles ourselves, all because we want to supply all the components for main doors, windows and winter gardens to builders from a single source. Construction carpentry is a creative job when the price isn't the only thing that matters.”

Bad quality damages the industry
Németh is bitter when he sees low quality windows and doors in which the quality problems cannot be seen at first glance. The lower lifespan of such items damages the image of the entire industry. “We have always used high-quality materials and solid industrial partners like Roto. Our products are tested and certified. Despite this, it is not easy to argue with laypersons with regard to the necessary higher price.” Whereas communal authorities and architects have the knowledge of quality differences and prefer perceptibly more quality-orientated manufacturers, private investors are unfortunately driven by a short-term cheaper price. Orders from public authorities are currently ensuring a gentle increase in turnover in the construction industry after the sustained economic and construction crisis between 2008 and 2012. Educational

establishments and buildings in the health service are being redeveloped, partially with the support of the European Union.

Sustainable and cost-aware management
“Of course the communal authorities pay attention to the cost-service relationship of the companies that they commission”, explains Dezső Németh, “but they now also pay attention to whether they are able to rely on suppliers when it comes to maintenance and guarantee services. Good for us, as we have established a spotless reputation with more than twenty years on the market.” Németh Kft. therefore installs all windows themselves because the owner family wants to be able to vouch for the quality. This is as well known in the region as the flexibility of production. “Last year, for example, we contributed towards the redevelopment of a secondary school that had to be completed during the holidays. No problem for us. High manufacturing intensity, experienced employees in production, own fitters. We were able to agree instantly.”

Today Németh Kft. employs twenty people, 15 of them in production. Two engineers support the company founder Dezső Németh and consult with the many regular customers from the region. His wife and daughter handle the accounting and finances. “We are set up like a traditional handiwork company, and successful with it”, says Dezső Németh, “I never wanted to become the biggest window fabricator in Hungary and, in doing so, lose the proximity to customers and architecture.” In future, he hopes to be able to continue to exploit the strengths of his company. “I think, the time is ripe for quality yet again, and I hope that we will be needed in future with our full range of business activities.”

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In 1997, Dezső Németh purchased the premises and production halls of a former shoe factory. In 1993, in one of the halls, he expanded the existing production of PVC-windows. In another hall, he set up a restaurant that is popular in the region, as well as with his suppliers and colleagues from window production.



Dezső Németh is convinced: thanks to the particularly large flexibility of production, his company fared better than others during the Hungarian construction and economic crisis. One basis for this flexibility is the foil machine in which the owners have invested around 130,000 euros. “We supply windows with 16 different surfaces within three weeks of the receipt of the order.”



The 35 year old Nikola Németh has been working in her parent's company for 15 years. She has been partial owner and general manager for 11 years. She, along with the technicians in the team, will be building the future of window production for Németh.



“More than ever is demanded from smaller window fabricators, who place an emphasis on quality and who see themselves as handcrafters and not industrial firms”, says Dezső Németh. “But we profit from our good reputation as reliable partners with convincing, high quality products.”



Roto hardware has been used at Németh Kft. for twenty years. Experience is the reward: “We can almost exclude the possibility of faults in production or installation”, says Dezső Németh.