

# Roto Inside

Edition # 26

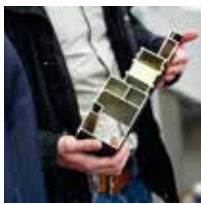
Partner and employee information of the Roto Window and Door Technology Division



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The newly developed corner and stay bearing is the core element of the new concealed hinge side Roto AL Designo for sash weights up to 180 kg.

## Concealed hinge side for sashes up to 180 kg Roto AL Designo

■ **New at Roto** The experts at Roto Object Service Centre OSC can confirm a trend: the demand for concealed hardware solutions is constantly increasing, even for sash weights in excess of 150 kg. A trend that Roto contributes to with a newly developed hinge side.

The new Roto AL Designo hinge side for sashes up to 180 kg in weight is an advancement of the tried and tested hardware solution for sash weights up to 150 kg. The new hinge side is offered as an alternative by OSC when sash weights or dimensions exceed the allowable application diagrams of the 150 kg hinge side.

“With the Roto AL Designo, Roto offers the highest-performing concealed hinge side for the Eurokammer system currently available on the market. With this product, the opening methods turn-and-tilt, as well as turn, are possible,” explains Julian Pöss, the executive product manager. “As with the version for sashes up to 150 kg, the hinge side can be completely clamped, and is therefore very quick and simple to install. Stability is provided by additional load transfer which must always be installed. Just like the arrested, damped, turn restrictor and the well known, modular constructed central locking system from the Roto AL 540.”

The new concealed hinge side is a hardware item individually calculated and approved by OSC whilst taking into consideration the profile system and the object-specific dimensions used by the window manufacturer.



➤ Find out more about the Roto AL Designo.

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

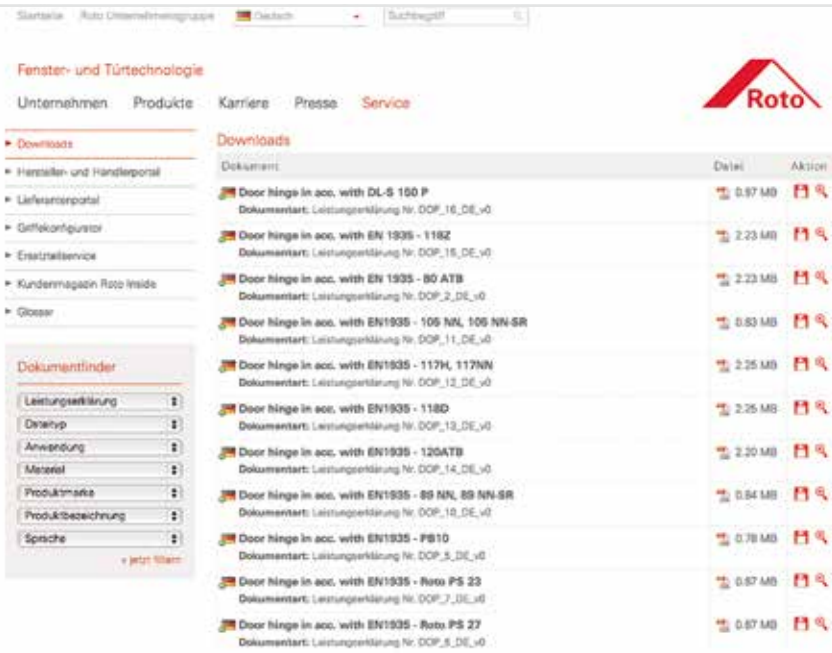
Available in the Roto Download Centre in 24 languages

## Performance declarations according to the Construction Products Regulation

■ **New category at Roto** Since 1 July 2013, the so-called Construction Products Regulation has been in effect in the European Union. This EU regulation requires performance declarations for those construction products that must comply with a harmonised European standard. This standard defines the requirements for products that will be used in escape and rescue routes, or in rooms with higher requirements for fire and smoke protection. Roto has therefore made performance declarations available as downloads for all Roto emergency exit and panic locking systems, as well as all door hinges for emergency exit and panic doors. With just a click, a door manufacturer is able to download the declaration in all 24 EU languages.

Manufacturers that incorporate Roto components in their escape doors may use these performance declarations for these components as the basis for the performance declaration for the overall system. The performance declarations for the following can be found in the Roto Download Centre:

- Roto panic locking system in accordance with DIN EN 1125
- Roto emergency exit locking system in accordance with DIN EN 179
- Roto door hinges for use in emergency exits and panic doors (hinges certified in accordance with DIN EN 1935).



Roto performance declarations are available for download in 24 different languages.



➤ Performance declarations for all Roto emergency exit and panic locking systems, as well as door hinges for emergency exit and panic doors available for download:

[www.roto-frank.com/leistungserklaerung](http://www.roto-frank.com/leistungserklaerung)

In demand



An interview with the CEO of Roto Frank AG,  
**Dr. Eckhard Keill**

**Roto Inside:** This year at the fensterbau/frontale trade fair, the Roto exhibition stand seemed as if the whole world had made it their home . . .

**Dr. Keill:** . . . and that is one of the things that makes a visit to Roto something special. Our sales companies prepare the trip to Nuremberg for many different visitors, look after them personally, and help them distinguish between new developments that are important to their particular company. In addition, it seems we’ve been particularly successful in inspiring this year.

**Roto Inside:** The discussions at the exhibition stand frequently revolved around special trends.

**Dr. Keill:** Systematically observing social trends and trends in architecture has come quite naturally to Roto for many years. More and more of our customers are interested in this type of research and the product development that builds on it. Therefore, we made it clear at fensterbau/frontale this year which of the Roto systems meet the ever-increasing demands for barrier-free convenience or meet the trend in filigree design seen in architecture. This has led to some interesting conversations.

**Roto Inside:** An additional exhibition stand was set up to serve guests from Asia in particular. Was there any special reason for this?

**Dr. Keill:** Roto has now been active in Asia for 20 years. With great success. Particularly in China, very close and lively market-specific customer relationships have emerged, as well as the discussion of many internationally relevant topics. We wanted to offer plenty of space and a platform for discussions such as these this year.

**Roto Inside:** For example, how many customers did Roto China bring with them to Nuremberg?

**Dr. Keill:** Our colleague’s accompanied 150 guests from China alone, all of whom embarked on the long journey just to be here in Nuremberg. Even there, customers are talking about barrier-free or energy-efficient construction methods, even if the number of construction projects in which the specially developed products are used are considerably smaller than the percentage in Europe.

**Roto Inside:** So you consider the results of the trade fair to be positive?

**Dr. Keill:** Like the entire team and the majority of our visitors, I am very happy with what Roto has made of fensterbau/frontale 2014. We made good use of the opportunities that we saw. Today, the aim of a trade fair is no longer merely the presentation of a collection of products. From Roto’s perspective, it is to obtain a shared overview with all visitors, of the future of the industry. Close to the customer is and remains Roto’s credo. And I think in Nuremberg we were once again able to live up to the promises made to window and door producers around the world.

A handle on everything – now available in eight languages

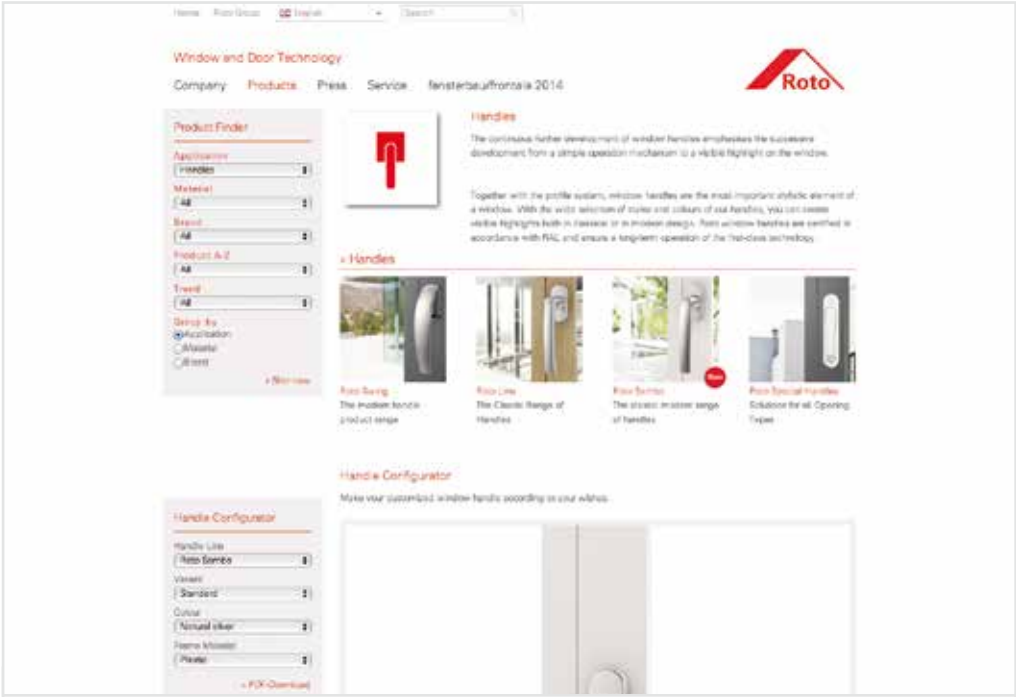
Handle configurator

■ **New at Roto** Find the perfect handle for each individual interior design, with just a few clicks. This is precisely what the Roto handle configurator offers to consulting window fabricators and their customers. The online service has already been extremely successful in the German and English versions and is now available in French, Hungarian, Polish, Dutch, Spanish and Rumanian.

The online service first premiered last autumn at [www.roto-frank.com/de/griffekonfigurator](http://www.roto-frank.com/de/griffekonfigurator) with the introduction of the new Roto Samba handle range. Only four details are needed in order to instantly display the appropriate option on a screen or a smartphone. After selecting the desired handle range, for example Roto Samba, the available designs (lockable, push-to-open, etc.), handle colour and material of the window frame can be chosen.

Small but clever

“With the introduction of Roto Samba we have very accurately met the design expectations of builders in Europe. The sales figures to date tell a very clear story,” says Roto Marketing Manager Udo Pauly. “The ability of quickly and simply viewing your own window handles in advance on-screen has certainly contributed towards the wide acceptance of the new handle range. It was obvious to us that we needed to make the handle configurator available in other languages for use as a small, but very clever, consultation tool.”



Just four clicks away from your desired design element: the successful Roto handle configurator is currently available in eight languages. Configuration in additional languages is already in progress.



➤ **An appealing online service: the Roto handle configurator**  
[www.roto-frank.com/en/griffekonfigurator](http://www.roto-frank.com/en/griffekonfigurator)

Roto instructors offer assistance in training courses

Josko.Akademie

■ **PVC** ■ **Wood** ■ **Aluminium** With their own Josko.Akademie, the Austrian window and door manufacturer Josko is investing in their most important capital: the knowledge and expertise of their employees and that of the more than 100 partner companies. For several months, Roto instructors have been supporting Academy Director Franz Braid’s Josko training team.

Franz Braid has deliberately chosen to use a combination of internal and external trainers: “We have divided our training into five segments: Junior, Expert, Professional, Management and Partner. In addition to job-specific training content, personal strengths are always encouraged, such as conflict and time management, leading discussions, or presentation techniques. One thing is certain: the more diverse the team of instructors, the more sustainable the success of the training.”

Fun with consultation, success in sales

Roto instructors have been part of the training team at the academy since autumn of last year. Franz Kick, Key Account Manager at Roto, and Maik Schiwy, both experts of Roto Lean Management, first appeared in a training session on “Josko.Expert Sales” in October 2013. As the name suggests, the training offered, which is made up of four modules, concentrates on customer consulting and sales. “The Expert Sales course is designed for colleagues and partners who have a high level of technical understanding and who enjoy customer-oriented service. We expand their product-specific knowledge and train them in techniques for operating in presales, sales, and aftersales. In addition, processes in project sales and installation and service are discussed and practised. The aim is to provide the processes and abilities required for a sound and satisfactory customer consultation,” explains Franz Braid.

To be continued

The “Josko.Expert Sales” training course is taught over 11 weeks. Franz Kick, who is already looking forward to the continuation of his involvement as a Josko trainer, remembers: “For us on the one hand, we are trying to bring our technical hardware know-how closer to the participants. On the other hand, my colleague Maik Schiwy could discuss experiences in regards to the organisation of personal and business processes with the prospective sales experts.” He considers the cooperation with the Josko.Akademie to be a real win-win situation. Franz Kick continues: “We make our knowledge and expertise available and, in return, we get valuable feedback and ideas about Roto products and services from highly motivated seminar participants.”

Volker Fitschen, the Market Manager for Central Europe is also pleased with the successful collaboration: “When we send out our trainers, we are living the Roto motto ‘Close to the customer’. At the same time, we help ensure that Roto is not only one step ahead of the rest, but that our customers are, too. The training collaboration with Josko is a particularly good example of how we can – and want – to create a partnership with our customers.”



Getting involved in the training for “Josko. Expert Sales” (from the left): Maik Schiwy, Roto Lean Management expert, Franz Braid, head of the Josko.Akademie, and Franz Kick, Key Account Manager at Roto.



The Josko.Akademie in Ried – an investment in expertise.



swisswindows equips the logistics site

## Windows for Gucci

■ **PVC** ■ **Aluminium** swisswindows AG is one of the leading window and door system manufacturers in Switzerland. For the newly built logistics centre for fashion label Gucci in San Antonio in Ticino, the company supplied their innovative “classico alu” window for the first time to a major commercial property.

For Adolf Müller, General Manager of swisswindows, the Gucci “Centro logistico” was an extraordinary construction site. “It is an enormous complex of buildings. We made some 2,400 square metres of window area for our ‘classico alu’ by double-glazing it. We needed to observe guidelines in regard to thermal insulation, for light and burglary protection.” Guidelines that the Swiss window experts were easily able to meet with the new “classico alu”.

The PVC profiles of these windows have an external aluminium cladding which can be supplied in all RAL or NCS colours. Gucci decided in favour of moss green for the exterior colour. The very slim profiles of the “classico alu” guarantee maximum light. “The sashes and dummy mullion sash profiles made especially for us enable a glass ratio of up to 77 per cent. The use of double-glazing allowed the ‘classico alu’ to achieve certification according to the very strict ‘Minergie-P’ criteria for energy efficiency. This combination of sun protection and thermally insulated glass ensures a comfortable indoor climate both in summer and in winter,” says Adolf Müller. As proof of the required RC2 security standards, the window fitted with NT K3/100 hardware was tested at the Roto International Technology Centre in Leinfelden.



The elegant commercial property with the Ticino Alps as a backdrop was built by CSC Bauunternehmung AG from Lugano using the drafts of architects Itten+Brechbühl from Berne, Charles De Ry from Lugano, and Christian Rivola from Cadenazzo.



Not only functional, but also aesthetically pleasing: swisswindows AG from Mörschwil delivered 750 “classico alu” series windows to the new Gucci Centro logistico in San Antonio in Ticino, which is equivalent to 2,400 square metres of window area.

Hitoshi Takeda in an interview with Roto Inside:

## Manufacturing without mistakes?

■ **Research** For many years, Japanese specialist Hitoshi Takeda has supported Roto in optimising the Group’s own multiple award-winning residential skylight production in Bad Mergentheim in Germany and Lubartow in Poland. Takeda is a recognised specialist when it comes to streamlined manufacturing processes and structures. Companies around the world have asked him for advice and support over the years. In this issue of Roto Inside, Takeda spoke about how a company can become the best possible partner for its customers through consistently avoiding mistakes.

**Roto Inside:** Mr Takeda, Roto offers window manufacturers a consultation on the subject of zero-fault production. The focus is on improving the quality of manufacturing. What do you mean by quality?

**Takeda:** Today, the term quality is used in many ways and has changed over time. Quality is not only defined by benefits and functionality, but also by the ways in which a product appeals to the senses. Even the brand image of a company has an influence on the perceived quality. Companies that involve zero-fault production must therefore trigger the next stage of permanent improvement of all other processes in the company. “Zero-fault” should also be the aim when addressing customers, order entry, in production, delivery and in all development processes, even in capturing the customer’s wishes. But no matter what determines the quality of a product, one thing is certain: the quality or the practical use of products or services are, ultimately, evaluated by the customer, not by the seller or manufacturer.

**Roto Inside:** In many companies regular measures are taken to improve quality. Even so, the quality level stagnates after a certain time in almost every company. In your opinion, what are the reasons for this?

**Takeda:** In many productions, activities for improving quality are only put into practice when the level of quality of the finished product, or the customer feedback with regard to certain processes, is considered problematic. Take, for example, the initial start of a new product. Additional testing considerably improves the quality at the beginning of the process, but this becomes stuck at a certain level after time and then no longer changes. In order

to constantly improve the quality in manufacturing processes, it is not enough to ensure quality by means of final testing. The reasons for blatant weaknesses or damage must always be eliminated at every stage of production. Only then is it possible to create durable “quality”.

**Roto Inside:** In your opinion, how should production be set up and organised in order to produce quality?

**Takeda:** In order to produce quality, it is not enough for a product in production to be completed step-by-step and then checked and reworked at the end of the process. It is indeed necessary to control every stage in the process with the paramount production of good parts, and then only flawless products should be permitted to pass on to the next stage of the process. To do this, flaws must be recorded and timely measures implemented in order to correct them.

**Roto Inside:** How is this kind of implementation carried out in practice?

**Takeda:** It is helpful, for example, to establish a quality table. Faulty parts are removed from the production process and collected in this table. A team analyses the flaws and takes measures to prevent them from occurring again. It is important to integrate employees from multiple manufacturing stages since flaws usually show up at multiple production stages. The implementation of the agreed measures is monitored, for example, by production management on a weekly basis. This is already consistently implemented in Roto skylight production. The quality improvements made speak for themselves. And the Roto Lean Team already supports other window manufacturers in the implementation of first-class quality management.

**Roto Inside:** What should be considered when implementing any measures?

**Takeda:** In addition to rapid implementation of measures, it is important to test them for effectiveness, otherwise all suggestions for improvement are in vain and the motivation of employees will drop. When implementing measures, you should not be deterred by any additional problems. My motto is always: “First improve the process at one point, observe and analyse, and then consider how to solve the next problem.”



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.



Hitoshi Takeda was born in the Japanese prefecture of 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, manufacturing and processing, as well as a supplier in the “Promotion Office” for the Kaizen process before he became a freelance consultant. Hitoshi Takeda has assisted leading companies as a consultant for a variety of different industries in Japan, Korea and Europe, with an emphasis on Germany.



Common Fensterbau GmbH

New windows for Maulbronn Monastery

■ **Timber** In 1147, the Cistercian monks started to build a monastery amongst the gentle rolling hills of Stromberg in the north of what is now the German state Baden-Württemberg. After the Reformation, Duke Christoph von Württemberg had a Protestant school set up here in 1556. Alongside many other young men, this school was attended by a number of people who later went on to become famous, such as Johannes Kepler, Friedrich Hölderlin and Hermann Hesse. In 1993, Maulbronn Monastery was declared a World Heritage Site by UNESCO since it is considered the most well-preserved medieval monastery in Europe.

When, in the 1960s, historic timber windows in various parts of the monastery buildings needed to be repaired, the company Common Fensterbau, which had just been founded in Maulbronn, received their first orders from the monument conservation society. Company founder Manfred Common began to expand further into the development of solutions and details for buildings under such protection. “My father loved working on the gentle restoration of the historic windows,” reports Bodo Common, who runs the company today. “He could have taken over the sawmill and carpentry shop from my grandfather, but he was more fascinated by the restoration work and window construction. As a result, he became even more specialised and passed that passion on to me.” In 2005, Bodo Common converted his father’s Personengesellschaft (partnership) into a GmbH (limited liability company) that required a variety of different skills from him. “We have a real niche in the market. Anyone wanting to run Common Fensterbau needs to have a love of windows that speak of history. But, of course, they must also be in possession of all the tricks of the trade necessary to run a window-fabricating company that lives on both restoration and the sale of high-quality timber windows,” Bodo Common describes the profile for the job he has held for the last 25 years.

All-rounders are necessary

His 1,500-square-metre workshop is home to 12 employees and has everything a restoration expert needs to do the job. “The demand for real restoration work fluctuates wildly and, for this reason, specialist employees also build modern timber windows and doors when necessary.” At the same time, the range of tasks to be carried out during restoration is a very broad one. Sometimes the protected windows only need a weather profile strip replaced, sometimes it is the glass that needs replacing, and sometimes the window simply needs to be made accessible. “In the case of the Maulbronn

Monastery, however, the task was to build new windows based on the historic template, windows that function like modern ones and offer a high amount of modern insulation.”

Old and new in perfect harmony

Bodo Common deems that the best protection in times of crisis in the building industry are the competences that he and his team have gathered over the years. “There are very few companies that are able to offer what we do from a single source: the repair of historic windows, the reproduction of suitable windows as supplements and, if need be, the construction of highly modern windows for a property extension, for example. In Baden-Württemberg there are, maybe, 20 window manufacturers working on the reproduction of historic windows, but at the most ten of them are capable of restoring windows that can and should be maintained.” In the meantime, many preservationists have proactively recommended his company because Common restores and enhances according to their expectations. “The builder receives from us a complete offer for the restoration, redevelopment and reproduction which can be used to apply for grants from the state. Unfortunately for us, this process brings a certain economic risk since we never know in advance how many hours will need to be invested to restore a window.”

Solid work for sustainable protection

In order to ensure that his customers will not get any unpleasant surprises in the future, Bodo Common focuses on thorough craftsmanship and the right tools. “We tell the customer precisely how we wish to proceed in order to ensure that the old window, which is a testimony of our history, is preserved as successfully as possible for future generations. The majority of customers follow our recommendations. For reliable functionality, we ensure that all reproductions and, sometimes even restored windows, are fitted with Roto hardware. This surprises many customers who can hardly believe that modern technology can be accommodated in a replica in the style of the 17th century. Of course, it remains invisible while ensuring RC2 security. My father relied on Roto from the very beginning and we really do make use of all the products that the Roto range has to offer.”

Modern living in historical settings

The 40 windows made for the “Evangelische Seminar” at Maulbronn were made from sustainably grown pinewood. Some of these triple-glazed windows have up to 16 inner and outer sashes. “Since the historic preservation and the construction and asset management for the state of Baden-Württemberg insist that there will be no visible pivot rest, modern, fully concealed Roto NT Designno tilt and turn hardware was used and special hinges were made. The locks, as well as the staggered backset espagnolette and 8 mm backset espagnolette, are those of the NT product brand,” explains Bodo



The small town of Maulbronn is located between Stuttgart and Karlsruhe and its origins lie in the foundation of a Cistercian monastery in the 12th century. Here, the fourth generation of the Common family now works with timber, turning it into windows and doors.



Maulbronn Monastery is the best-preserved medieval complex north of the Alps. Even today, the buildings, vineyards and lakes in the region tell the story of the life and work of the Cistercian monks. More information can be found at [www.kloster-maulbronn.de](http://www.kloster-maulbronn.de).

Common. For long-lasting surface protection of the profiles, a spray paint in an NCS colour tone is used. “Luckily, the state conservation expert did not specify manual brush strokes.”

But the entrepreneur is pleased with the results of his work, primarily for another reason: “With our energy-efficient timber windows, we are helping Maulbronn Monastery make modern learning and working possible, in rooms that have been used for this purpose since the 16th century. Anyone with a sense of history will know how much joy that is.”



Like his father in the 1960s, Bodo Common is involved in the restoration of historic windows. “After over 40 years in monument conservation, we know precisely how much or how little effort will go into the process, depending on the form of restoration the customer chooses.”



The storage facilities for hardware and handles at Common is well-stocked. “To ensure reliable functionality, the company uses Roto hardware in all reproductions and sometimes even includes them in restored windows.”



Common supplied triple-glazed coupled windows to the monastery in 2013.



Bodo Common prefers to use thermal methods on historic wooden windows to remove paint and varnish from hundreds of years of surface treatments. “This takes time, but gives us a sustainably good starting point for the new surface finish.”



Diquigiovanni S.r.l.

## A service specialist that sells windows

■ **PVC** For Lino Diquigiovanni, aluminium was the material of choice when he founded his manufacturing operation for windows and doors in the Italian town of Castelvetro, located northeast of Verona. The fact that the company named after him is considered to be a quality provider of PVC solutions in Italy today, goes back to a decision made by the founder in the mid-1990s.

Lino Diquigiovanni and his then partner Giuseppe Faggion wanted to know: What opportunities did the Italian construction and window industries have to offer? Which new technical developments pose potential? How will the specific requirements of residential and commercial builders develop? The results of the market survey carried out on behalf of the company led to a complete transformation: in 1996, the first two production lines for the manufacturing of PVC profiles began. Today, the company has four fully automated PVC lines and produces around 50,000 window units annually.

### Solution-oriented

The second decisive turning point was in 2009 when the two entrepreneurs decided to transfer their business shares to a holding company from Milan, a move designed to enable further growth of the company. "At this point in time, I changed careers and came almost as an outsider to Diquigiovanni," says General Manager Paolo Tosti. Tosti studied mechanical engineering and had been working for the previous 15 years in the automotive industry. "I have to admit, the subject of windows and doors was new to me. What characterised my training and myself, both then and now, is a consistent orientation solution. And this type of thinking suits the day-to-day business in the building elements industry."

Today's motto, or as Paolo Tosti calls it, the mantra, of Diquigiovanni S.r.l. is hardly surprising: "We are a service provider that sells windows and doors." So, the customer comes first followed by the right product? "Exactly," nods the General Manager. "Thanks to our modern equipment and our highly trained staff, we are able to – put bluntly – fill any 'hole' in the shell of a building with an appropriate and high-quality solution. Our customers can receive individual custom-made windows or turnkey equipment for entire building projects. And this applies to single-family houses as well as to commercial properties, schools or care facilities."

### Combating "cheap" with quality

At present, the company has 85 employees, with around 55 of those in production. More than 50 sales consultants and eight independent installation teams employed by Diquigiovanni support the employees. All of them well qualified to ensure that the high-quality standards of the company are fulfilled not just in terms of the products, but also in terms of customer care and on-site work. A quality philosophy that, according to Paolo Tosti, should be far more widespread. "The Italian window market has evolved in a troubling direction. Many small producers and providers from countries in which comparably low hourly rates are paid, underbid each other. Many of them work with tricks and



Diquigiovanni has been producing high-quality PVC windows and doors since 1996.

questionable quality that will, in the mid-term, damage the entire industry. With our clearly communicated commitment to high quality we are attempting to counteract this trend. In doing so, we rely on Roto, as the brand is considered a quality guarantee for hardware. We have been working together very successfully since 1996.

### Breaking into new markets

Paolo Tosti predicts a stagnant revenue growth in the coming business years, and for this reason Diquigiovanni is devoting intensive efforts to developing new markets. For some time now customers in West Africa have been looked after by a subsidiary in Ghana. Paolo Tosti also aims to establish his team and sales structures with considerable entrepreneurial efforts in Russia and Algeria.



General Manager Paolo Tosti joined Diquigiovanni in 2009 as a "window newcomer".

## Swift service for small companies

## Roto Web-based shop for Great Britain

■ **New at Roto** In spring 2013, the Roto Web shop went live in Great Britain "as a new service designed to support our business partners in the country," Ferry van Wezel, Marketing Manager Western Europe, clarified in discussion. Since then, the Web shop has, as planned, established itself as a practical purchasing tool for small companies and also usefully supports dealer involvement.

The products sold over the Internet tend to be quite standard and require little to no explanation, and account for only a small proportion of the regular Roto product range in Great Britain. These include, for example, simple window handles, door accessories, or glazing blocks. In addition, the Web shop offers the option of ordering replacement parts that processors can determine and define for themselves via a simple query form. "The new online offering is designed for small one or two-person businesses that handle the production, maintenance or repair of individual windows," said Ferry van Wezel. "Generally the ordered products currently take five or six days before they are received by the recipient."

### Positive feedback following the test phase

The Web shop was not actively advertised during the test phase in 2013. But that is set to change this year. "We would like to gradually increase the level of awareness with the new offering. Thus, we are drawing attention to the Web shop via social media and our online newsletter. In addition, the trade press is helping us to inform those for whom we developed the service for."

And what do the British specialised dealers say about this new "sales channel"? "We held many discussions with our partners during the planning phase. They have been no reservations, quite the contrary, in fact. Many of them see the advantages of the new service. On the one hand, products are sold that do not appear in the dealer's product range or only appear to a limited extent. On the other hand, all of our communications always refer to the product ranges as well as the consultation services provided by our business partners. If small quantities of standard products can be ordered directly, the pressure is taken off dealers who are then able to concentrate on more complex orders."



Positive feedback: small British companies are able to meet their demands in an online shop which the Roto Western Europe sales company developed in 2013 to relieve the pressure on dealers in Great Britain. It can be found at [www.roto-webshop.com](http://www.roto-webshop.com).

## RC3 with Roto Safe C

## Roto ITC reviews on behalf of customers

■ **PVC** Modern multi-point locking door systems such as the Roto Safe C make an important contribution towards the safety and protection of building residents and their property. The conformity of the main entrance doors with the European testing standards for burglary protection has been tested and verified, among other things, by the International Technology Centre, Roto ITC in Leinfelden.

In the sales order, for example, a single-sashed main entrance door made from Trocal PVC profiles with an aluminium shell on the outer side was tested. The 1,110 mm x 2,200 mm door was equipped with the Roto Safe C by the manufacturer. The experts at Roto ITC tested the burglar-resistant properties of the door in accordance with DIN EN 1627-1630:2011 in resistance class RC3. The simulation imitated a five-minute attack from a perpetrator attempting to break open a locked and bolted component using two screwdrivers and a crowbar.

The positive conclusion of the auditors in the classification report was "The sample meets the requirements of burglar-resistant windows, doors and closures of resistance class RC3." The Roto Safe C is also

considered a success in that the main lock and the additional locking points are cylinder-operated and locked with just one key. Thanks to the combination lock from the power wedge and bolt, every main door closes reliably and permanently.



### Combination locking

A combination locking system from the door product group ensures equal safety, efficiency and convenience. The operating principle: upon locking, a 9 mm power wedge pulls first, followed by the bolt. This results in a greater gasket-compression that ensures "extreme" impermeability and thus prevents warping of the door. Even a slightly distorted door will still close reliably thanks to this combination lock.



➤ Find out about the options: International Technology Centre – Roto ITC in Leinfelden.

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





The classic modern range of handles: the Roto Samba window handle made its debut at an international exhibition in Nuremberg. In 2013, it was introduced onto the worldwide market.



New: Roto AL Designo is the concealed aesthetic hardware for aluminium windows weighing up to 150 kg. In Nuremberg, a Turn-Only/Tilt&Turn window was shown, with the new sash stay 390 for a minimum sash width of 390–500 mm.



Design trend: the fully concealed lying Roto NT Designo and the new lever-operated espagnolette Roto NT Plus, installed in a triple-sash window without fixed mullion. This design is already popular in countries such as Italy and Switzerland.



Udo Pauly, Marketing Manager of the Roto division for window and door technology, is gearing up to research trends. He considers the Roto exhibition presentation to have been a success. Thanks to comprehensive information on how Roto responds to trends, many visitors were able to gather interesting ideas for their own development work.

Roto sets trends at fensterbau/frontale:

An inspiring partner

■ **Event** Which lifestyle and construction trends will influence the functionality and construction of windows in the future? This is a question that the Roto Group is constantly and intensively investigating. In 2013, a workshop for window manufacturers with developers, marketing and sales experts from Roto discussed factors that will influence the design of future windows. The results of the workshop were made available to as many window and door manufacturers as possible during the year, which ultimately led to a new structure of the Roto trade fair presentation during fensterbau/frontale.

“Today, Roto can safely say they know more than others about relevant future trends,” Udo Pauly, Marketing Manager at Roto, is confident. “And with the trade fair in Nuremberg, we have had an opportunity to share the results of our systematic trend research with as many customers as possible.”

Four major trends and their implementation

The presentation focused on four trends that will, according to Roto’s point of view, shape the everyday life of the industry: the trend towards increased comfort, the trend towards more energy-efficient construction, the architectural trend in favour of more filigree design, and the trend towards ever-faster processes throughout the entire value chain. “By clearly establishing

what characterises these trends, and how Roto is set to live up to these trends by way of their own development work with new products and services, we have given many of the visitors interesting ideas for working in their business,” Udo Pauly summarises the combined feedback of the Roto staff.

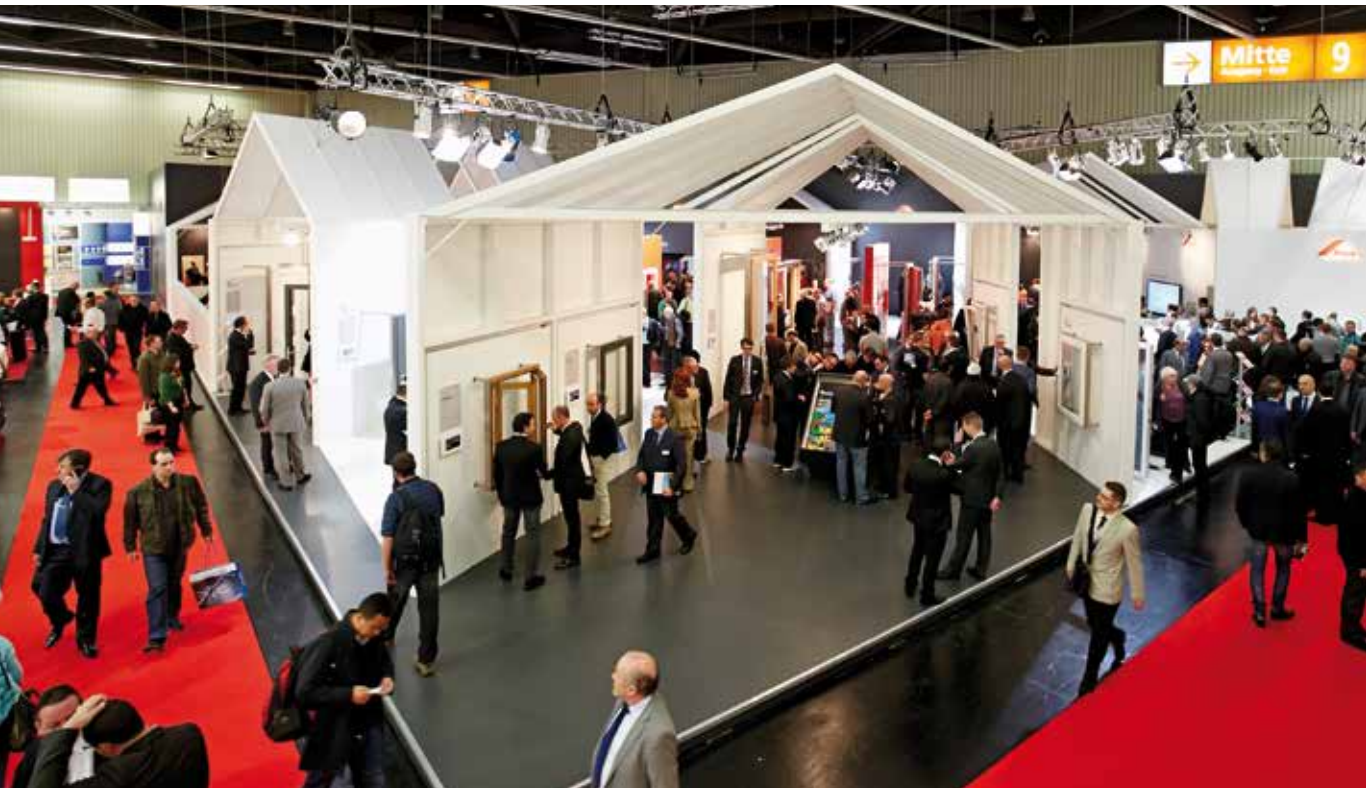
All exhibition visitors and their sales representatives experienced a thorough “trend-oriented” visit. Those exhibits that were systematically controlled, for example, were answered in Roto’s design trend. “We want to be a future-oriented partner for window and door manufacturers. This is how our motto ‘close to the customer’ is understood. Always there, but also always wide-awake and alert with a view towards the future,” Pauly further explained in an interview with Roto Inside. “For us, systematically working with the knowledge of relevant trends has long guided our actions. It has a direct influence on the development of product systems and service offerings. And because we have had great success with this, we also want to support our customers when they decide to have the same systematic and trend-oriented business.”

Keeping an eye on the market

Does a defined trend actually demand a specific product? “Generally speaking, multiple trends will influence a specific product development. Take, for example, energy efficiency. That is, of course, always a current factor. Our customers will, in the future, be offering more and more energy-saving windows to construction projects and, for this reason, Roto must fit systems to the



“Guess the number of glazing blocks! The most accurate guess wins an iPad.” Over 5,000 exhibition visitors accepted the invitation and are now waiting to strike it lucky!



Like a village with nine houses, the Roto exhibition stand this year extended across both sides of the main aisle in Hall 1. This set-up afforded much more space to guests and for conversation. A complete success? Roto wants to know precisely, and so they employed a market research agency to find out what information visitors to the stand found particularly interesting and how they evaluated Roto’s new launch in Nuremberg.





Speed trend: Roto customers profit from the Roto Lean service. Consultations on every important topic related to window and door manufacturing help you to produce more efficiently, better and faster. On the basis of optimised manufacturing processes, sales can be increased measurably.



Comfort trend: the handle of the Roto “comfort window” is mounted horizontally at the bottom of the window. This makes it easy to reach even when you’re sitting down. It is also longer than a standard handle, which means that its lever arm is larger. This way, even larger and heavier windows are effortless to operate. The integrated positive control automatically moves the window into tilt mode, saving effort as a result.



Energy-efficiency trend: Here, the cold remains outside the door – a main door equipped with the Roto Eifel 90 T door sill, the Roto Eifel Texel floor door gasket, the door hinges from Roto Solid S, and a Door Safe C door lock with two combination locks, all of which assist in closing the door tightly and securely.

corresponding density profile and heavy glass systems. That extends throughout all of the product ranges. However, the trend on barrier-free comfort draws out special product ideas designed to make life easier for the users of doors and windows. Roto has, for some time, been providing their partners very successful products, for example in the E-Tec Drive and Patio product range.

#### Always faster, always more efficient

For years, Roto has kept in mind the trend towards the cooperation of better meshing and faster processes. Two years ago, visitors to Roto’s exhibition stand found space and time to, for example, inform themselves about the Roto Con Orders hardware configuration tool, or to initiate collaboration with the consultants from the Roto Lean Team. Udo Pauly is convinced of the importance of this offer: “It is clear to us: Roto must remain a leader when it comes to service for window and door manufacturers. For this reason, we are dedicating the majority of our development capacity around the world towards the trend of streamlined processing in the industry. This highly benefits all Roto customers, as was confirmed at fensterbau/frontale 2014.”



Roto invests in research into architectural trends, in the behaviour of the user, and in the cooperation of market partners in the building elements industry. The four key trends on which the Roto presentation focused were: convenience, energy efficiency, design and speed. The exhibits showed Roto developments that could be used by window manufacturers to prepare optimally for future trends.



New: Roto Patio Fold is a premium hardware for large Fold&Slide systems and can now be used for single sashes with weights of up to 100 kg and heights of up to 2,800 mm. A new barrier-free, enhanced threshold, with optimised isothermal efficiency, increases energy efficiency considerably. The ball bearing, smooth running bogie with quiet and, simultaneously, low maintenance rollers ensure ease of operation and durability. The “Patio Fold” range is suitable for timber, timber/aluminium and PVC profiles.



Where is the market heading and what hardware technology will be needed by the window and door manufacturers of tomorrow? Roto discussed design studies on important development trends with selected guests in the “House of Ideas”. Close to the customer – this also applies to Roto product development.



Warstat GmbH designs with Roto

# Expansion of customer service with AluVision

■ **Aluminium** “After graduation, when I found out how creative an aluminium window manufacturer technician can be in façade and window design, it was clear to me that was what I wanted to do. And with my own company. When I was 26, I supervised the window design for the then tallest skyscraper in the country, for Deutsche Bank in Frankfurt. I was fascinated.” Entrepreneur Klaus Warstat fondly looks back on his early years in window and façade element manufacturing.

And he made his plans come true. Forty years ago, he founded a company that initially produced aluminium windows for private builders and acted as sub-contractor for smaller specialist orders for construction projects belonging to his previous employer. Then, as the more cost-effective PVC windows started to gain ground in construction, Klaus Warstat systematically expanded his contacts in the project business. For his services, he is able today to fall back on around 500 stock profiles and a great deal of experience in the manufacturing of individual profiles on behalf of customers. Warstat GmbH is considered by many architects and investors to be one of the top names for fully preassembled façade elements today.

**With experience for sustainable construction**

“Our customers believe that our experience in façade manufacturing and in profile construction, as well as our involvement in certified sustainable construction, sets us apart from many competitors,” reports Achim Bissinger, Operations Assistant, and you can hear the pride in his voice when he speaks of Klaus Warstat’s lifework. It is also clearly evident that he is fully prepared to increasingly take on responsibility in the company. With considerable effort, he and his colleagues in the technical department work on the implementation of drafts that ambitious architects query at Warstat GmbH.

“Today, our customers enthusiastically demand high-quality, sustainably produced and, at the same time, aesthetic sophisticated solutions for windows and glazing. No one project is like the next,” explains Achim Bissinger. “Accordingly, we now need to involve our industrial partners in the draft phase.”

**Competence in manufacturing and installation**

Some 85 employees work for Warstat GmbH at the headquarters in Diez and as field representatives. “Forty colleagues work in Diez in sheet metal processing, and in element manufacturing and cutting. The press-flanked profiles come from selected German companies, are foam-filled, cut to size, and pressed to the frames,” summarises Achim Bissinger. “In all departments, we have colleagues that have been working for Warstat for many years or even decades. Errors in production or installation occur very rarely.”



Forty years ago, Klaus Warstat founded a company that is considered by many architects and investors to be one of the top names in fully preassembled façade elements today.



**Modern living and working in Katharinenquartier**

In Hamburg’s old town, the HOCHTIEF project development built the district known as Katharinenquartier in 2012 and 2013.

Warstat GmbH supplied and installed completely new façade elements with double-glazed, turn-only sashes, integrated sun screening behind a safety glass pane, and glass fall prevention. The Roto concealed lying hardware ensures a permanently safe opening of the 1 x 3 m sashes that weigh up to 150 kg. The Object Service Centre “Roto OSC” in Leinfelden was, after successful static testing, able to issue a special approval for the hardware used. Ift Rosenheim confirmed the façade element has an excellent U value, giving the client an excellent price-performance ratio.

Roughly twenty Warstat fitters at construction sites around Germany ensure that installation is carried out with the same level of care as is taken at the factory. And here the same thing applies: practice makes perfect. If Roto hardware is fitted turn, or tilt-and-turn, sash as in the Katharinenquartier in Hamburg, then the chief fitter requests training from a Roto technician in order to ensure that the sash is set perfectly. “Roto is not a supplier, Roto is a service,” emphasises Achim Bissinger. “And we appreciate it.”

**New quality for an established cooperation**

Klaus Warstat began collaborating with Roto more than 40 years ago. “Back then, you got away with using standard hardware even in project business,” he remembers. “Today, the aesthetic and energy demands of planners, along with larger sashes and



**Working for aluminium façade and window fabricators**

Stefano Gianfreda has been at home in the Roto world since his training as Industrial Manager. He has been part of the AluVision team of specialists since 2007. In the newly created position of Sales Manager for Object Business AluVision, he optimises the interface between window manufacturers like Warstat and the service units at Roto. “Together, we develop individual hardware solutions for projects like the Katharinenquartier. I monitor the testing at OSC and ensure that technical questions are answered quickly and fully. With my help, aluminium window manufacturers are able to complete their proposals even faster than before. Often, we are able to develop solutions that competitors are unable to offer.”

weights, force us to individually select the appropriate hardware technology for virtually every construction with Roto, to test it, and to even develop new items.” Accordingly, the entrepreneur welcomes Roto’s decision to invest in the human resource capacity and service for aluminium fabricators.

Stefano Gianfreda, who holds the newly created position of Roto Sales Manager for Object Business, nods in agreement: “I can now take the necessary time to work together with, for example, a company like Warstat, to determine precisely the right hardware solution necessary in order to win the contract. In conjunction with the Object Service Centre ‘Roto OSC’, we are able to quickly and flexibly find the ideal solution.”



Many hundreds of façade elements are produced annually at each of the Warstat element construction workplaces.



Warstat Operations Assistant, Achim Bissinger, discusses window design for a new job with Stefano Gianfreda, Roto Sales Manager Object Business.



## Modern window comfort for Iran Hooramco

■ **PVC** After completing their mechanical engineering studies, five young Iranians started searching for an interesting proposition. “We wanted to open our own factory, making products that as many people as possible in Iran could benefit from,” says Reza Kazemi, one of the five friends and now the CEO at Hooramco, which was founded on 28 October 2008 in Tehran.

“At the time we had no money and no experience to offer, only a lot of enthusiasm and optimism,” laughs Reza Kazemi. “Therefore, we initially started trading in PVC windows. This enabled us to get to know the market and the products available and to get the necessary capital together in order to set up our own production facilities. We were also driven by a desire to prove what a team of young people in Iran were capable of and what we would be able to implement on the basis of a good education. And I believe we are not the only ones who are extremely satisfied with our method of proof.”

### Increasing energy costs drive demand

Around 60 employees work at the modern Hooramco production facilities just outside

the gates of Tehran, producing windows and entrance doors made of PVC that are generally fitted with double glazing. “In Iran, energy costs are also rising and homeowners are increasingly interested in ways to save with a better insulated building shell.”

### Roto – the suitable system for every window

Today, the majority of Hooramco’s windows and entrance doors are fitted with Roto hardware technology. “From the very beginning, we only wanted to use Roto because we prefer high-quality technology and also prefer to obtain all solutions for each window type from one source. Whether it be a sliding window, or a tilt-and-turn window, whether it opens inwards or outwards, Roto offers us the right solution and our trading partner Satian provides first-class service.” In 2008, Hooramco became a customer of the hardware dealer Satian, which was founded in Tehran in 2007 by Alireza Sedghinsab. Twenty-two employees service around 800 Iranian window manufacturers.

### A great need for consultation on-site

Fifteen staff members are employed at the central administration offices of Hooramco in a business centre in Tehran, and 120 more are employed in sales offices throughout the country. “There is a considerable need for modern windows in Iran. According to estimates by the Iranian Ministry for Industry, Mining and Trade,

the windows in only ten per cent of all buildings meet the desired technical standard. At the same time, some 1.5 million new apartments are required per year to ensure that the next generation has sufficient space to establish their families. Therefore, the chances for very good development by Hooramco are perfect.”

### Advancing into the group of leading companies

In five years at the latest, if things go according to plans laid by the company founders, Hooramco intends to be one of the five largest window manufacturers in Iran. According to Reza Kazemi, what makes the company successful is both the quality of the products and the transparent pricing and sales strategy. “Our customers consider us a completely serious and reliable partner. Delivery reliability, after-sales service – there are a whole range of characteristics with which we are able to differentiate ourselves positively above the market average.” From the point of view of Reza Kazemi, this will soon be a good reason for customers outside of Iran to work with Hooramco. “In the domestic market, we have established a stable service and a qualitatively convincing production. This sets the foundation for our own export department. We now intend to found one and will attempt to locate customers in neighbouring countries.”



### Expertise of window manufacturers in Iran

Elham Shekarriz, responsible for marketing and sales in Iran, and Arash Tandorost, technical consultant, have been working together for Roto on the Iran window market for many years. More than 3,000 manufacturers in the country produce PVC windows. Nevertheless, every year, modern windows replace only around 1 to 3 per cent of the 83 million metal windows that are still usual components in existing buildings. “But this rate will and must increase, since energy costs are steadily rising in Iran as well,” explains Elham Shekarriz. At the same time, new construction in the country exploded in 2013 by 37.7 per cent compared to the previous year. Seventy per cent of Iranians live in their own property.



After finishing their mechanical engineering studies, five young Iranians founded the company Hooramco in Tehran on 28 October 2008. Four of them are pictured here (from left): Jalal Shahrabani, Reza Kazemi, Zeinolabedin Ahmadi and Mohammad Reza Parsamagham.



Around 60 employees work at the modern Hooramco production facilities just outside the gates of Tehran, producing windows and entrance doors made of PVC that are generally fitted with double glazing.

## An informative day at Jolux Windows Anniversary celebration at Sint-Pieters-Leeuw

■ **Event** In 2002, 42-year-old Chris Plantefève founded one of the first PVC window production companies in Belgium, in the small town of Sint-Pieters-Leeuw near Brussels. Additionally, in 2012, he began production of aluminium components. However, Chris Plantefève has been running his own company since 1988. The 25th anniversary of the company’s establishment was celebrated with employees and customers on 29 August 2013. He spoke to Roto Inside about a significant day in all the halls and rooms of his company.

“We have intentionally shown what makes us what we are today,” explained Chris Plantefève and goes on to explain why: “Our customers are very interested in the technological progress of our products. For this reason, we organised guided tours through all of our production areas and presented our latest innovations.” A few months after the anniversary celebration, owner Chris Plantefève considers the following to be particularly valuable: “On that day, many customers gained insights to supportive arguments in our favour, along with ways in which they can differentiate between the windows of the competition and high-quality Jolux windows in a sales pitch. During the anniversary celebration, we succeeded in praising the past, as well as inciting the desire for future achievements. I am very proud of that.”



Chris Plantefève manufactures PVC windows in the small town of Sint-Pieters-Leeuw near Brussels.

### A company with substance

He should certainly be proud of the continuous growth of Jolux Windows. Today, in Sint-Pieters-Leeuw, around 11,000 windows and 1,500 doors are produced annually, using PVC in a variety of designs and colours. Aluminium production turned out a total of 1,000 windows and 200 doors in 2013 alone. Chris Plantefève has been working with Roto for fifteen years in all production areas. “Over so many years, we have not once regretted choosing Roto,” says Johan Eeckhout, Technical Manager at Jolux. “The service has always been great and today we don’t even



Chris Plantefève was pleased to show off his modern production facilities to guests during the course of the anniversary celebration.

start working on a new project until we have spoken with Roto.” Roto Customer Consultant Karel Vanderweeën is also satisfied with the long-running partnership. “The management at Jolux knows how to ensure a quality-oriented, sustainable company development. New developments at Roto are always of interest to Sint-Pieters-Leeuw and they are usually used within a short period of time, like the recent Roto NT for aluminium windows.



Perfect windows for all living spaces

The Vetrex showroom concept

■ **PVC** Around 50 Polish window and door dealers have decided, within two years, to take on an unusual showroom concept developed by the window fabricator Vetrex. They will be sustainably supported by Vetrex in the implementation and use of the concept. Equipped with the necessary know-how for consultation in the new showroom, it is easy to convey that every living area has different and specific requirements regarding windows. Requirements that Vetrex also lives up to by using the technology of Roto hardware. Roto Inside spoke about the concept with Sales Manager Krzysztof Michalak at the Rokitki production plant near Danzig.

“Our sales partners show as many windows and doors in their salesrooms as possible in order to enable customers to see the functionality at first glance and to imagine their use in their new house,” Krzysztof Michalak explains the concept developed for the showrooms. “The majority of builders visit a number of dealers before they choose what to buy. Our product presentation makes a particular impression in this important phase since each product can be touched and the functionality can be experienced.”

Measurable success

This theory is confirmed by the sales figures of those who have already implemented the Vetrex showroom concept. “Since the first dealer started working with a corporate design showroom two years ago, we have been able to precisely track the development and extent of turnover compared to the previous five years,” emphasises Krzysztof Michalak. In addition to the window and balcony-door examples in original size, Vetrex also provides partners with profile cross sections of every series, as well as samples of the 44 available profile décors and colours. The design of the showroom, from reception to the children’s play area, follows the corporate design of the manufacturer.

A collaborative business card

“From our point of view, every showroom of a sales partner is also a business card representing our company. Therefore, we strive to work with our partners to ensure completeness of the product presentation and an attractive interior design,” confirms Krzysztof Michalak.

The professionalism and quality of the consultation is just as important as the successful showroom. “Even with the best product presentation you cannot ensure turnover if the sales staff do not have good knowledge of the products and of customer service. That is why we offer, along with Roto, our sales partners training resources in order to convey relevant technical knowledge.”

Today, builders pay considerable attention to product characteristics and accessories that, for example, increase the security or ease of operation of windows and doors, says Michalak. “Builders, in particular those building high quality, are interested in the details and in innovative installation techniques. A good consultant should be prepared for this. After all, the buyers of premium windows may want to explain to their friends precisely why they chose the best quality and how to recognise it.”



Krzysztof Michalak, Sales Manager at Vetrex, is convinced that the showroom is not only the business card of the dealer but also of the manufacturer. He therefore relies on a professionally developed corporate design for the showrooms of his partners.



Easy to open, easy to slide, barrier-free thresholds: the Vetrex sales partners use original size window and door samples as concise examples. Here, the customer can test and see what constitutes a high-quality window.



The buyer of a specifically designed Vetrex window experiences the benefits of a modern living room in the showroom of the dealer.

The growing market in North Africa

Horizons Fenêtres in Tunisia

■ **PVC** In 2003, the Jied brothers founded a small but choice production company for PVC windows and doors in Tunisia. Builders, and in particular those that place value on more exclusive levels of comfort in their residential and office buildings, have since become the loyal customers of Horizons Fenêtres. Since 2013, the company has been using Roto hardware.

“Some 80 per cent of the windows we make are incorporated into upscale single-family houses. In recent years we have been able to establish ourselves in Tunisia with a good reputation as a quality provider. This is a strategy that we intend to employ over the next few years in additional countries in Africa,” reports General Manager Mustapha Jied, who completed a Masters in Economics in Paris before founding Horizons Fenêtres with his brothers.

Official figures regarding the Tunisian window market are not easy to find, but Mustapha Jied is now considered one of the “old-timers” in the industry and knows his market well. “Sliding doors and windows are particularly popular with Tunisian builders. If I were to guess, I would say that 70 per cent of the windows installed in Tunisia are based on aluminium systems. With our PVC

solutions, we are swimming against the current, so to speak.” Each year, the nine-person team at Horizons Fenêtres makes between 800 and 1,100 windows. Mustapha Jied discovered Roto hardware at the BAU 2013 trade fair. He was quickly convinced of the performance capabilities: “Roto product systems, for example tilt-and-turn, are a perfect fit with our quality philosophy.”

Step by step with the interests of the customer

When you think of Tunisia, the political and economic revolutions of recent years come to mind. What effect did the events of the “Arab Spring” have on Jied as an entrepreneur? “Things were built in the past, and things are being built now, for this reason our products are in demand just as much as before. But in Tunisia, it is difficult to form a business plan or to set up a specific strategy, for example, for the next five years. We tend to think in shorter time periods. At the moment, we are about to open our first showroom in Tunis. In both the short and the long term, we want to take the ‘plunge’ into neighbouring markets. So we develop gradually. It is important to us, in all we do, to keep the wishes of our customers in mind at all times.”



PVC windows with Roto hardware technology for new construction and renovation projects are made by the small Horizons Fenêtres team in Tunis.



Around 80 per cent of the windows made by Horizons Fenêtres are installed in upscale buildings. In recent years, the company from Tunisia has been able to establish a good reputation as a quality provider.



## Renovations under one roof

# Fehér Ablak – the origins of the Fehér Group

■ **PVC** Half an hour southwest of Budapest, the company Fehér Ablak Kft., founded in 1995, and its 85 employees, produced more than 26,000 modern PVC windows and doors last year. One of its best customers is Fehérep Kft., a sister company founded in 1998, which is involved in the energy redevelopment of buildings, among other things. Since 1995, Jenő Sipos, Miklós Kalinics and Ferenc Pásztori, founding board members of the successful window manufacturer, have created an enterprise group that has turned into one of the most successful general contractors for new construction and redevelopment in the Hungarian market.

Since 2011, for example, Fehérep Kft. has been working in the XI quarter of Budapest on the energy-saving renovation of a residential project with eight four-storey residential buildings. Six of these buildings have since been completely modernised on behalf of their respective homeowners association. The windows have been replaced, and all the houses have been fitted with modern heating technology and a well-insulated building shell. The solar modules on the roofs produce half of the hot water for all residents. "In these houses, we have been able to reduce resident energy costs by about 48 per cent by means of renovation," says Péter Sipos, Managing Director of Fehér Ablak Kft., two years after completing construction and a precise evaluation of the heating costs. "And Roto NT hardware ensures minimal maintenance requirements for perfect functionality of the windows."

## Sophisticated concepts for renovation

Péter Sipos considers that part of the product range that was developed for the renovation of existing buildings to be primarily responsible for the continuous growth of Fehér Ablak: "Very early on, we started thinking through the implementation of state restoration objectives. Therefore, the Fehér Group now has efficient, sophisticated construction concepts, proper windows, façade systems and considerable heating technical knowledge as is required for renovation. Whether it be the renovation of a 12-storey residential complex for more than 100 families or the renovation of a school."

## Long-term growth objectives

Fehérep Kft., with its 40 employees, is now considered to be a recognised general contractor specialising in the renovation and construction of buildings. Their engineers and technicians lead construction and renovation projects in every price range and size. "We are involved in both new construction and the renovation of public buildings such as schools, nurseries, sports facilities and other community centres," reports Péter Sipos. "Above all, façade insulation has become a high turnover field of operation for Fehérep. Specially trained employees, good logistics, a professional purchasing team and our own frameworks ensure that we are able to offer attractive prices and work flexibly. The Fehér Group is the only company in Hungary that is able to offer complete renovation of a building from a single source."

## Constant investment in construction from a single source

In order to further improve the performance, the shareholders of the Fehér Group recently decided in favour of the founding of the Fehér Ajtó Kft. company which is dedicated to the manufacturing of special doors for contract business, as well as for a separate metalworking company. The Group companies made a

consolidated turnover of a total of 18 million euros in 2013. "In the next ten to 15 years, around 2.3 million residential units will be energy-renovated in Hungary, so we expect our company to continue with its good business developments. And this is why we are constantly investing. The grants for the renovation of a further 380,000 apartments in Hungary have already been approved, and it will take around six years until these apartments are renovated." In addition, the Hungarian government is looking for a model that will create financial incentives for single-family homeowners to renovate as well. "At Fehér Ablak, we also hope that the simultaneous demands of customers for quality windows and insulation measures will continue to increase. After all, we want to sell high-quality products and secure our position as a good long-term partner for Hungarian investors and builders."



On a 2,500-square-metre site in Gúttamási, Fehér Ablak produces PVC windows and doors. A large storage facility with 400 square metres of space is connected to it. The windows and doors fitted with Roto NT hardware are recognised high-quality products in Hungary.



Péter Sipos started working for Fehér Ablak, the company founded by his father, after he finished his studies. He now leads the company with Marketing Director Miklós Kalinics and Technical Director Ferenc Pásztori. "We are proud to say that the Fehér Group is regarded as a particularly reliable partner for construction and renovation throughout Hungary today. The quality of the windows we supply made a considerable contribution towards this."



Since 2011, Fehérep Kft. has already renovated six out of eight four-storey residential blocks in Budapest's XI quarter on behalf of the homeowner associations. The façades were fitted with a 10-cm-thick insulation. The modern windows from Fehér Ablak prevent heat loss with a U value of 1.3 W/(m²K). Around 50 per cent of the hot water used in the house is currently generated by a solar system.



The Fehér Group is also involved in the new construction of public buildings such as this sports hall.

## Over 80 years of reliability

# BL Quincaillerie

■ **Dealer** The trading house BL Quincaillerie boasts an excellent reputation among French window and door producers. This is mainly due to the reliability of the well-established family business: BL Quincaillerie is currently run by the third generation of the Bosch family. In addition, they employ a specialised team of more than 100 sales representatives, sales staff and consultants, with 13 locations in France and a location in Southwest Germany, as well as an ultra-modern logistics platform that ensures considerable customer proximity.

Quincaillerie Bosch was founded in 1933 in Lamballe in Western France by René Bosch. Today, his grandchildren run the trading firm, which is still fully owned by the family: Christophe Bosch is Chairman of the Board of Directors, his brother Patrick is the main business manager and responsible, in particular, for handling the window and door production needs of customers. "Like many trading firms, our range has expanded over the years along with the preferences of our customers. Alongside hardware and sets for doors and windows, we also carry, for example, a comprehensive range of architectural hardware, access controls, drive units for doors and gates, smoke extractors and much more," explained Christophe Bosch.

## Automation continues to progress

In figures: the entire range of BL Quincaillerie includes some 38,000 different products, the catalogue currently lists 14,000 of them, including the Roto product groups Tilt&Turn, Door and

Equipment. "In 2005, we combined our entire product range together into a storage space of around 18,000 square metres. This central logistics platform is located in Arnage, close to Le Mans. In 2010, we then invested in a fully automated order processing system which enables delivery to our customers and our regional storage facilities within 24 to 72 hours," explains Patrick Bosch.

## Well-trained customer consultants

BL Quincaillerie has also become a valued contact for window and door producers thanks to their highly qualified employees.



In 2005, BL Quincaillerie opened an 18,000-square-metre modern logistics centre in Arnage.

Currently, 126 of them work in sales and marketing for BL Quincaillerie. They are supported by 25 colleagues at the logistics centre in Arnage and by almost 40 employees in administration and purchasing. "We started investing in the skills of our employees at an early stage. They attend regular training, among other things also in the context of training programmes at Roto, and are often both consultants and development partners for their customers. When Roto introduces an innovative product, we can guarantee our customers that our employees will have all the information and details about the product at their fingertips within a short period of time." A customer-oriented strategy that works. Even in economically difficult times, such as those recently experienced by France and many other countries in Europe, the BL Quincaillerie Group has been able to improve contrary to the market and steadily increase their turnover to, most recently, 70 million euros.

## An optimistic outlook on 2014

The Bosch brothers are optimistic about the future. "In 2014, we expect the French window market to stabilise and then to recover slightly in 2015. But it is still too early to speak of a sustainable and quick recovery of the construction sector that has suffered most over the last few years, as in many other European countries. The decision of the French government to reduce the VAT rate in 2014 to 5.5 per cent for work on improving the energy efficiency of buildings may lead to the acceleration of significant recovery in the construction industry. Just like the investment plan for housing that was launched in 2013."



Horizont windows for properties with intrinsic value

Sochi – a city after the Olympics

■ **PVC** Just a few weeks ago the world was looking forward to the exciting competitions of the XXII Olympic and XI Paralympic Winter Games. Now the Krasnodar region on the Black Sea begins life after the Olympics. Around 50 newly built hotels, attractive homes, and apartments are ready and waiting for guests, buyers or renters. Many of them have been fitted with high-quality PVC windows from Horizont, based in the nearby town of Rostov-on-Don. General Manager Sergei Vassilovich Golev is convinced: “Now is the time to show that the building companies that put their faith in us were well advised. After all, tourists and prospective buyers will be paying particular attention to the quality of the properties after the Olympics.”

Horizont has been producing windows and doors from PVC and aluminium since 1996. The company frequently puts its trust in high-quality materials and accessories from Germany: “Our goal is to offer high-quality windows that do not pale in comparison with traditional Western European manufacturers,” explains Sergei Vassilovich Golev. In Sochi, more than 30 different properties were fitted with Horizont windows. But in order to get that far, the company needed to prove both their technical capabilities as well as issue guarantees for on-time delivery. “After all, the Olympic Games cannot be delayed because the bathroom windows in the Olympic Village haven’t been delivered.” Planning and production of around 4,000 windows needed to be carried out quickly, manufacturing them in 36 months to incorporate into the various construction projects in Sochi. Horizont also handled the installation with a team of specially trained and equipped fitters. “There was no time for rework. Installation had to be error-free and efficient from the start.”

Horizont supplied numerous types of windows for premium hotels for the chains Mercury, Park Inn by Radisson, and Golden Tulip Rosa Khutor, as well as for the entertainment complexes, residential and office buildings, and the buildings for the ski lift station. They were all fitted with Roto NT, Roto NT Designo or Patio Life. Components of the Roto Door product group can be found in many main entrance doors. Sergei Vassilovich Golev put his trust in proven partners: “We have worked closely with Roto for more than ten years, and therefore knew we had sufficient back-up in order to implement the required window designs on-time and with high quality.” The project needed to fulfil various requirements with regards to energy efficiency, as well as some extremely unusual aesthetic designs.

“All requests had one thing in common – the desire for high-quality windows. These windows must withstand the specifics of the Alpine climate over the next several decades, that is, they must be able to withstand sudden temperature fluctuations, intense sunlight and high wind pressure. In Sochi, buildings were not built for immediate demolition, but with the intention of creating viable long-term properties that the tourist region will be able to profit from for many years to come,” reports Sergei Vassilovich Golev.

Already in September 2012, Matthias Eberlein, the Roto Russia Market Manager, had embarked on his first trip to Sochi along with about 100 window fabricators. “At that time, Sergei Vassilovich Golev told us of the plans and accompanied us into the first completed buildings,” he recalls. When Eberlein returned during the Olympic Winter Games, he could hardly believe his eyes: “Of course, we were all familiar with the drafts of the architects and urban planners. But it is another thing entirely to walk the streets of a beautiful town that did not exist three years previously.”



Winter sports enthusiasts welcome

In Sochi, 18 ski lift systems and more than 80 kilometres of prepared slopes on a 100 hectare site await winter sports enthusiasts. If there is too little snowfall, the most advanced snowmaking system in the world ensures good slope conditions. The town aims to ensure that alpine skiing is possible 180 days in the year, along with cross-country skiing, alpine touring and snowshoeing. Up to 9,500 guests per day can be comfortably carried by the lifts. Picture: © oversnap



Just a few weeks ago the world was looking forward to the exciting competitions of the XXII Olympic and XI Paralympic Winter Games. Now the Krasnodar region on the Black Sea begins life after the Olympics. Picture: © rcaucino



During the Olympic Games, the hotels in Sochi had more than 42,000 beds available. That number will be adjusted by the conversion of some hotels into residential complexes to meet the real demands of the tourist region.

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Horizont supplied around 4,000 windows to Sochi in 2012 and 2013. They were all fitted with Roto NT, Roto NT Designo or Patio Life.



The romantic centre of Sochi, recreated according to historic models.