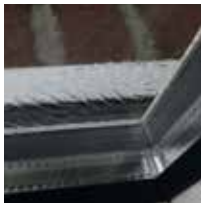


# Roto Inside

Issue No. 28

Partner and employee information from Roto Window and Door Technology



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## Important industry meeting in a growth market

### FESQUA in São Paulo

■ **Event** FESQUA was held in São Paulo, Brazil, from 10 to 13 September this year – it is probably the most important exhibition for window and door manufacturers as well as for facade manufacturers, architects and investors in South America. Employees of the new 'winning duo' of Fermax and Roto used the opportunity to present themselves and the established, wide product ranges of both companies.

"The level of curiosity of many visitors at our exhibition stand was probably the best experience during the exhibition," sums up Jordi Nadal, Business Director Latin America, directly after FESQUA. "Many of them were already surprisingly well informed of the cooperation between Fermax and Roto, but were not quite able to imagine the opportunities that this could open up for their activities. We held numerous both very concrete and customer-specific discussions to infuse life into the 'motto' for the merger of the two corporations: 'Combined experience, multiple solutions'. The local strengths of Fermax in South America combined with the development know-how and the technical capacities of the international market leader Roto provide a range of benefits for local customers."

#### Generate added value

Fermax has always been impressed by the quality of the contacts and the discussions at the Brazilian trade fair: It's no wonder that the hardware specialist has been a regular exhibitor since the very first FESQUA in 2000. "In South America, Brazil is a pioneering market and especially one where development potential still remains high," adds Iván Torrents Pino, Country Manager for Roto and Fermax in South America. Brazil's window and door market is traditionally characterised by aluminium systems, but often still by products of unconvincing quality. At the same time, the number of builders looking for higher quality is rising. "This represents a supply gap that we can fill together with our customers," Iván Torrents Pino, Aluminium Project



Almost a tradition for Fermax, a premier for Roto – the exhibition presence at FESQUA. The exhibition team headed by Jordi Nadal and Iván Torrents Pino gave trade visitors at São Paulo a look at the potentials of modern window production for every price segment on around 200 square metres.

Consultant, is convinced. "The Fermax and Roto products and know-how enable our partners to generate more added value in their production not least by concentrating on a single supplier,

while also ensuring a clear competitive advantage. This was the conclusion reached at almost all discussions held at FESQUA."

## New test centre opens

### Inauguration in Noginsk

■ **Event** In the era of globalisation, the demand by window and door manufacturers to test and certify products in recognised institutes grows every year. The Roto test centre in Leinfelden, the International Technology Center (Roto ITC), has been doing a brisk trade for many years, with customers from throughout Europe, and has constantly expanded its testing and service offer. Shorter paths for many customers and a significantly greater 'testing capacity' are the benefits of opening another Roto test centre in the Noginsk plant. Roto Inside spoke with Matthias Eberlein, Roto Russia Market Manager, on the fringes of the opening ceremony.

"Our new test centre gives us the opportunity to test window and door systems promptly on behalf of customers for compliance with the existing official standards, such as for water tightness," said a pleased Matthias Eberlein before emphasizing: "This

makes Roto the first hardware manufacturer in Russia with this kind of test facility." The new test centre in Noginsk is equipped to perform precision tests that delve into the extremely variable regional climactic conditions within Russia and the special profile



The benefits of opening the new Roto test centre in the Noginsk plant include shorter paths for many customers and a significantly enhanced 'testing capacity'. As eliciuUte nima nus audandis ium fugiae voluptat. Ratum, sum quis anto molecere

systems used in the country. "The professionalism of the Russian building elements sector has risen enormously in the past ten years, just as much as the competition between systems and manufacturers. As a result, quality inspections for new models have steadily gained in importance," continues Matthias Eberlein. "Roto is closely connected with this development and the industry's leading companies and we consider the establishment of an additional test centre here in Noginsk to be a logical step, in line with our 'Close to the customer' claim."

#### Small but clever

The new test centre in Noginsk may not have the same dimensions as its 'big brother' in Leinfelden, but that was not the aim, continues Eberlein. The expertise provided by the colleagues from Leinfelden was still available for tests that could not be performed on-site. The new Noginsk centre currently employs two specialists that were trained in Germany. "They're 'german made' experts," grins Matthias Eberlein. They perform tests for water tightness, wind resistance and humidity and corrosion resistance, among others – all for temperature ranges between +60° C and -30° C. Endurance tests in line with the Russian standard can also be performed in Noginsk.

The pair of experts has set up to 36 tests on behalf of customers as a target for the first year following inauguration. "It is currently difficult to estimate how quickly word will get around that Roto's inspection capacities have grown and that we now have our own test centre in Noginsk. But we will soon also start actively communicating over important news portals in Russia. The experience from Leinfelden has taught Roto that joint testing leads to better and more successful cooperation with window and door manufacturers. We are looking forward to it," concludes Matthias Eberlein.

In demand



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

**Roto Inside:** You have often stressed that Roto is a company that also scrutinises so-called ‘industry standards’. This year, Roto has commissioned the Forsa Institute to research the role of fensterbau/ frontale in more detail – in your opinion, is this trade show one of these industry standards?

**Dr. Keill:** It has become one over decades, yes. And, according to the results of the Forsa visitor survey, it has what it takes to remain the central hub for the industry in the future. In particular, the recent change in the exhibitors induced us to take a closer look. And the result: Those surveyed from around the world were of the view that this is the most interesting and relevant event for window and door manufacturers anywhere in the world. It is clear to us that Roto will continue to expand the exhibition service for customers in 2016.

**Roto Inside:** In 2014, Roto participated in fensterbau/ frontale with a completely new exhibition stand concept. It was the first time that the importance of product innovations for industry-relevant trends in the market was addressed. There was also a presentation area for marketable development projects. How did the trade show visitors respond to these changes?

**Dr. Keill:** During the exhibition we had the feeling that our presentations and displays were well received. After receiving the Forsa study we know that it was more successful than we expected. Roto is seen as a forward-looking, yet down-to-earth company. The fact that innovations are constantly flowing through to the NT modular system gives purchasing customers the confidence that they have decided on the right partner. Innovations, such as Roto OK or the numerous innovations in the Roto Door and Roto AluVision ranges impress window and door manufacturers who see Roto as a one-stop-shop. Roto is now viewed as a company that analyses and understands international markets better than most others. ‘German made’, thorough, consistent, professional, close to the customer – Roto’s qualities from the perspective of the trade show visitors.

**Roto Inside:** This surely can’t be the result of a single four-day exhibition presence ...

**Dr. Keill:** Of course not, but what Roto offers during fensterbau/frontale reinforces this conviction. Yet, we still manage to get virtually all account managers in global field operations to Nuremberg. Window and door manufacturers – regardless of their home continent – who come to Nuremberg can meet with their familiar Roto partner there. They often even travel there together. Moreover, during the exhibition we try to pass on to visitors our findings from market research and international product development. Roto at fensterbau/frontale – it’s

not just a simple product presentation, it’s an inspiration. And that’s not just my opinion; it’s also expressed by those who stopped by the exhibition stand in 2014 and were included in the Forsa survey. On average, a visitor stays at our exhibition stand for 43 minutes, even though Roto does not provide any food, which was viewed critically.

**Roto Inside:** At this year’s fensterbau/frontale, Roto once again presented services, such as Roto Lean and Roto Con – why invest in the company’s non-profit services?

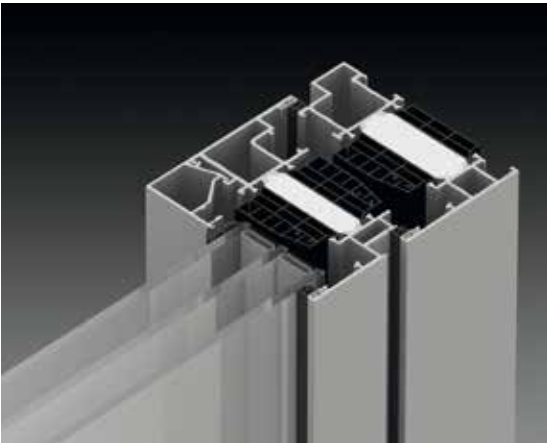
**Dr. Keill:** Because Roto does not just sell products, it actively promotes partnership. For anyone who, like Roto, says ‘Yes’ to comprehensive service and the ‘close to the customer’ philosophy, the only logical step is also to give the particularly well established range of services a place at the exhibition stand. Incidentally, Forsa has also taught us that there is still a lot to do. Still too few of our purchasing customers are aware of what Roto has to offer in relation to the product. Too few are aware of what you can achieve with Roto Lean!

**Roto Inside:** So the Forsa Institute has given you a number of ideas for improvements?

**Dr. Keill:** If that were not the case, I would have to ask myself whether it is worth it to keep investing funds in market research in the future. We naturally also learnt where Roto has to improve and where the industry still needs to improve. In particular, the role of core trends in the construction industry, such as trends towards more convenience and energy efficiency, require research, focus and attention if possible from all industrial companies and retailers, not just Roto. That was a clear result from the study. Window and door manufacturers want us to provide forward-looking advice as well as advice on trends. And this requires the sector to invest in research and reflect as a whole. Today’s industry standards may be meaningless by tomorrow, if consumers set new priorities. We need to keep an eye on whether and when this occurs and, if it does happen, discuss this with our customers at an early stage, such as at fensterbau/ frontale 2016 ...

**Roto Inside:** ... at which you would personally like to see?

**Dr. Keill:** Primarily, more good product innovations from Roto. And more ideas on core trends in the window-fabricating industry as a whole from as many industry participants as possible, including our competitors.

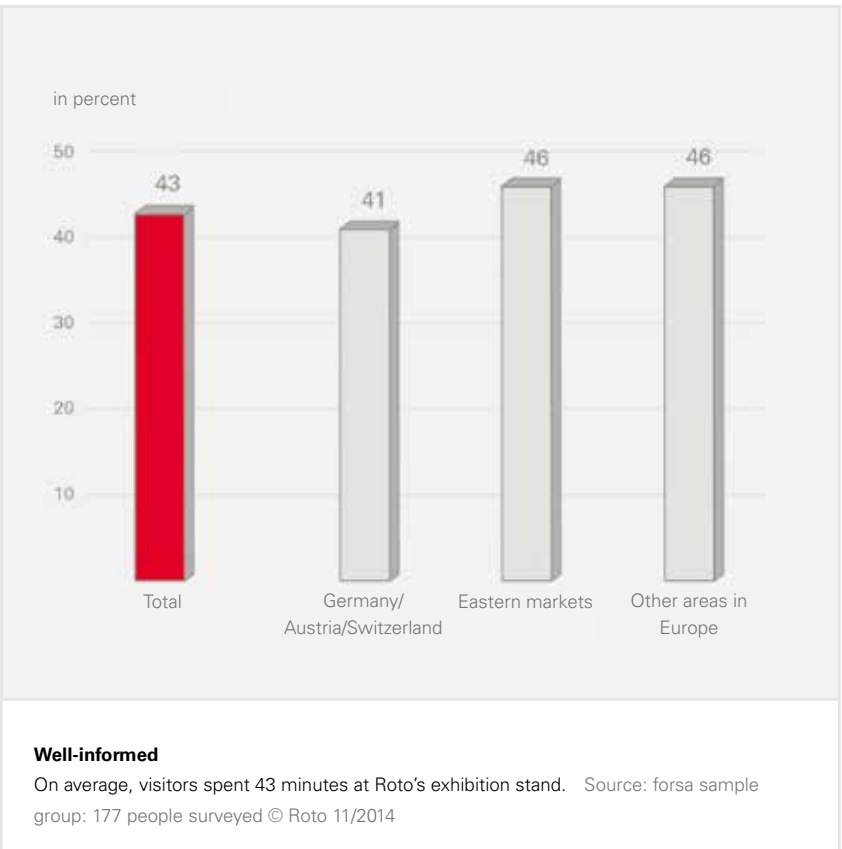
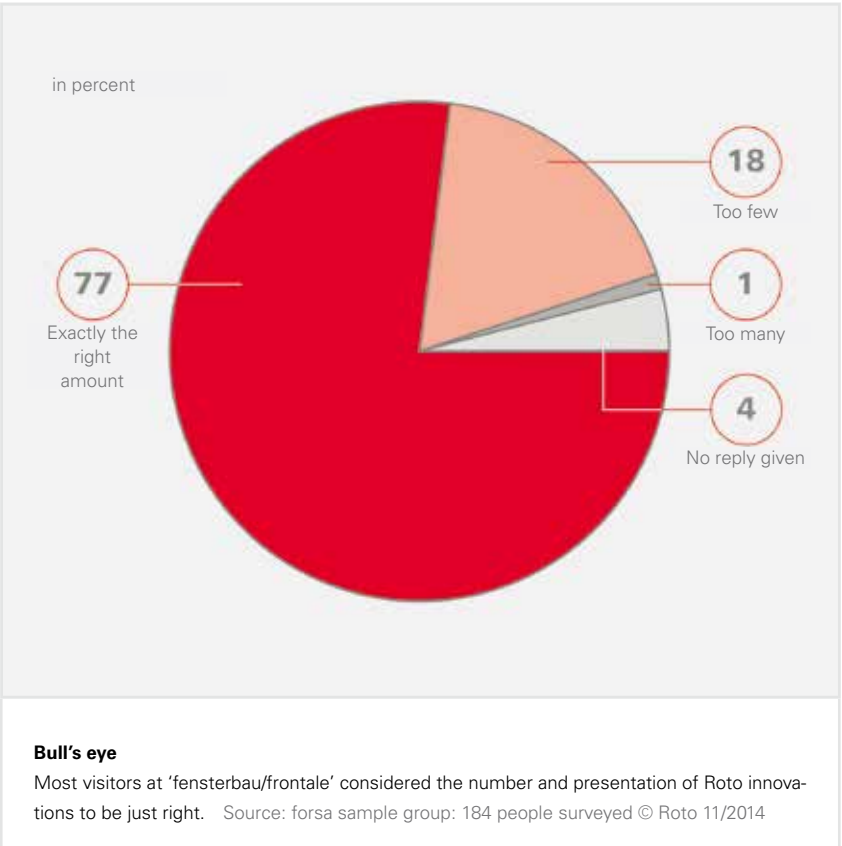
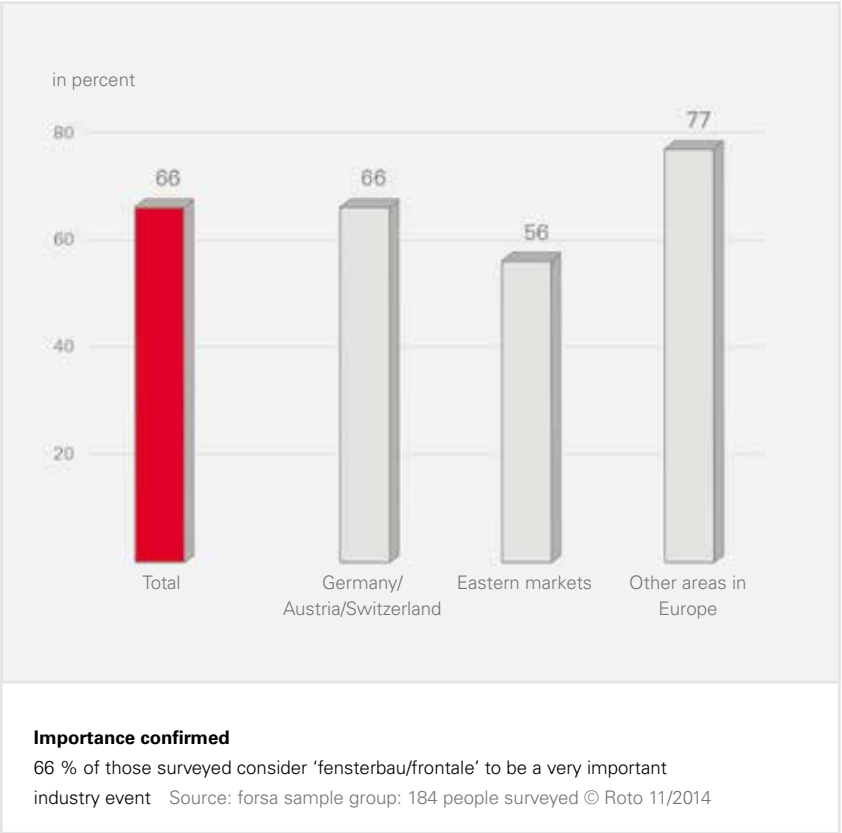


‘All-in-one-profiles’ from blyweert aluminium

No delivery to Poland

■ **Aluminium** An incorrect statement was made in issue 27 of Roto Inside which the editorial department would like to apologise for and correct at this point.

The innovative ‘b-Quick profiles’ from blyweert aluminium are currently available in Belgium, France and the Netherlands. In July, Roto Inside incorrectly announced that delivery to Poland was also possible.





## Satisfied customers thanks to Roto

### D F D Fedida S.A.S.

■ **Dealers** FEDIDA, established in 1965, supplies around 1,100 craftsman customers, including carpenters, roofers and joiners, from its headquarters in Limousin in central France. Owner and general manger Daniel Frisat has been relying on Roto's hardware range for about the past four years. The outstanding delivery reliability and the quality of advice from this industrial partner have not just won over him and the team at FEDIDA. "Roto's product quality and the fantastic service that we are able to offer together have completely won over virtually all of our customers", general manager Daniel Frisat is pleased to report. As a result, the offer will now be systematically expanded.

From Limousin, FEDIDA's sales territory extends across 12 surrounding departments – the company supplies customers in the area around La Rochelle as well as in the South West through to Bordeaux or in the North around Châteauroux. Deliveries include 'traditional' hardware store products as well as tools and portable machines. In the window-fabricating industry, smaller craft and trade businesses that produce customised small quantities, as well as major window fabricators, also rely on FEDIDA.

All customer enquiries are processed individually. "This ensures that we can take special requests into account – such as for packaging," explains Daniel Frisat, who joined FEDIDA in 1971 and took over the company from its founder in 1987. "We have been a loyal dealer of Roto hardware since 2010. Before that we had a competitor's products in the range, but cooperation became increasingly difficult, especially with regard to delivery performance and service. These problems no longer exist now and our customers appreciate the Roto NT products and the Patio sliding hardware – in particular, the Roto Patio 6080 has become our 'best-seller'. As a result, we now consult almost exclusively on these and other Roto brands, which have the potential to give the French window-fabricating industry interesting and attractive momentum."

#### Special requests are always met

A logistics partner ensures that deliveries are made within 24 to 48 hours, while the inventory at the FEDIDA central warehouse ensures all customers' average purchase order quantities for up

to two months. The high levels of customer satisfaction with Roto hardware are also reflected in FEDIDA's internal organisation: A separate warehouse, covering about 850 square metres, is exclusively reserved for Roto hardware and two employees deal specifically with orders from window fabricators. On site, timber and PVC window manufacturers are looked after by sales manager Franck Trouwaert and his team of four employees.

#### Based on trust

"Our good availability, our proximity to our customers and especially our delivery reliability are key to FEDIDA's success. These qualities are also reflected by our partner Roto, and in the recent past we have learned that our good reputation is also based on the reliability of our suppliers. This will have a significant impact on our decisions for or against industrial firms. Conversely, our sales expertise has naturally also ensured that Roto NT and the Roto Patio systems have been a success with our customers: They rely on us and we rely on the technical competence provided by Roto," emphasizes Daniel Frisat. This sounds like a reliable foundation for a solid and promising business relationship well into the future.



"Our customers rely on our sales expertise and we rely on the technical competence provided by Roto", highlights Daniel Frisat, general manager and owner of D F D Fedida S.A.S.



FEDIDA's sales territory extends to twelve departments surrounding Limousin in central France. A logistics partner ensures deliveries are made within 24 to 48 hours.

## Global inspiration sought and found

### Make visions reality

■ **New at Roto** Delight, inspire, display design details – these are the goals of the newly developed reference brochures. Roto uses these brochures to present outstanding construction projects from around the world and give you tangible insight into what high-quality hardware technology in modern aluminium windows and doors is able to provide.

Anyone planning and implementing large projects knows the 'two sides of the coin'. On the one side, essentially limitless design freedom: Large window and facade elements, extremely delicate aluminium profiles, futuristic geometries, aesthetically appealing and elaborate special designs allow for the realisation of unique architecture. On the other side are the constantly increasing requirements relating to the facade as well as windows and doors: Complex guidelines relating to the window functionality, extraordinary design, security and energy efficiency demands, tight implementation deadlines and generally strict budgets are limiting factors. The implementation of one while complying with the other results in something special.

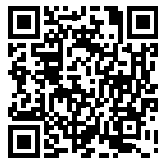
#### Specific solutions from around the world

With its new reference brochures, Roto aims to identify exceptional construction projects and use these as sources of inspiration for future projects. "During the development of the brochures, the focus was on presenting exciting architectural ideas as well as explaining practically implemented window and facade technology," underlines Stefano Gianfreda, Manager Roto Object Business. "For every project we identify the special features and challenges and the solutions that were used to overcome these challenges. Many ideas and implementation approaches arose as part of close cooperation between facade manufacturers or window fabricators and the engineering team in the Roto Object Business."

The new brochures – such as those covering the Hafenspitze in Düsseldorf, the spectacular Leadenhall Building in London or the IstWest Complex in Istanbul – are available for download in German and English, free of charge, at [www.roto-frank.com/de/objectbusiness](http://www.roto-frank.com/de/objectbusiness).



Roto now provides reference brochures, which can be downloaded or requested from a Project Consultant, containing comprehensive information on the hardware solutions used in selected construction projects from around the world.



➤ **The new Roto reference brochures can be downloaded here:**

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



## In the heart of the Medienhafen in Düsseldorf

**The Hafenspitze ensemble is one of the architectural highlights of the Medienhafen commercial district in Düsseldorf. The 55m-high, fully glazed new building is comprised of two towers with office space and a hotel. Sommer Fassaden-systeme GmbH & Co. KG, from Döhlau, installed the windows and the facade using various Roto solutions. For those that are interested, you can find more detailed information on the hardware solutions used in one of the new reference brochures.**

The 2500 Turn-Only windows with a sash weight of up to 141 kg and a sash dimension of 1 247 mm x 2839 mm were installed with the Roto AL 540 Turn&Tilt hardware for sashes up to 200 kg. In this case the tilt mode is blocked by a stop via the connecting-rod, so that the sash can only be rotated over a handle position range of 90° – this ensures that the tilt function is disabled.

A further seventy windows are equipped with the Roto AL 540 hardware for windows up to 300 kg due to their enormous sash dimension of 1 341 mm x 4 298 mm and the resulting sash weight of 220 kg.

Moreover, 300 ventilation flaps are integrated into the facade – 2 700 mm tall and just 274 mm wide. Their opening angle is limited to a maximum of 65°. They are equipped with the completely concealed Roto AL Designo hardware.



Quality from Brazil for Brazil

Vicom Metais

■ **Aluminium** Vicom Metais is a young company. In 2010 it was spun-off from the Brazilian Viametal Group, a group with over 26 years experience in aluminium fabrication. Experience that Vicom Metais employees have transferred to the production of high-quality windows.

It manufactures the elegant ‘Infinite’ product range, valued for its quality, in Campinas, a modern industry and technology centre in the state of São Paulo. Vicom Metais employs a highly qualified staff of over one hundred at this location. The company has developed into an important player in the Brazilian window market in just four years. “We have been able to record a rapid rise in sales every year since our establishment. We currently deliver our systems to about twenty licensing partners who sell and mount windows and doors”, reports Alexandre Yamamoto, marketing manager at Vicom Metais.

He believes that there is a simple explanation for the company’s success: Simply use only the best to produce the best. Right from the start the company aligned itself to European product and manufacturing standards and established relationships, such as the one with Roto. “Our solutions are primarily found in houses where builders and residents value durable and convenient components. ‘Infinite’ is the first product range manufactured in Brazil that was designed for all opening systems in line with European standards. We provide a range of different frames with different opening manners,

glass thicknesses and types of handles and colours. So our products can essentially be used with all types of modern architecture, regardless of whether a traditional or avant-garde style is required.” Moreover, the ‘Infinite’ system is designed so that windows and doors can be mounted and installed relatively quickly and easily – an advantage that licensees appreciate, says Alexandre Yamamoto.

**The aim: a seamless distribution network**  
The window pro considers the task of finding new, suitable licensing partners as the key factor for success in the coming years. Vicom windows and doors can currently generally be found in the Central-West, the South-East and the South of Brazil. The aim is to fill the remaining ‘blank

spots’ on the sales map with qualified partners as quickly as possible. “We remain focussed on expansion and naturally want to continue expanding our distribution network. We are planning to double the number of licensing partners in the country in the coming year. But the key still remains quality over quantity, as only those who set the highest standards for themselves can present our brand to their clients the way that we want and expect. So we need to be on the same ‘wavelength’ with respect to our approach to quality.”

**New quality standards promote quality**  
For its windows and doors, Vicom uses the strengths and qualities of an entire range of Roto solutions: Roto Line, Roto Patio Lift, Roto AL 540, Roto AL Designo, Roto Patio 6080, Roto Swing ... Therefore, Alexandre Yamamoto is also completely confidently looking forward to the future. “The trend towards more quality will continue to intensify in Brazil, last but not least due to the stricter government quality standards that are now in place. I also expect that we will benefit from the cooperation between Fermax and Roto. Fermax knows the Brazilian window market very well and the cooperation will facilitate an even faster and more intensive adaptation of new Roto products to the requirements and ‘particular characteristics’ of Brazilian builders as well as inspire joint developments – all for the benefit of our customers.”



Vicom Metais was founded in 2010 as a spin-off company from the Brazilian Viametal Group. In Campinas, a modern industry and technology centre in the state of São Paulo, over one hundred employees produce aluminium profiles for the ‘Infinite’ window system.



Alexandre Yamamoto is the marketing manager at Vicom Metais. The company has developed into an important player in the Brazilian window market in just four years.

Vicom Metais wants to establish windows in Brazil based on European standards. Management considers its partnership with Roto to be the supporting pillar for the successful implementation of its own objectives.

A wide ‘failure range’

Spacer blocking fault

■ **Research** Spacer blocking faults can get expensive. So it’s good to know where and how they arise. Roto Inside spoke to Andreas Braun, market product manager at Roto, among other things for the Glas-Tec product group. He has been working in the window and door industry for over 40 years and is familiar with the typical and unusual faults that occur.

**Roto Inside:** Mr Braun, what changes, including changes to standards, materials and design, has the spacer blocking of facades and windows undergone in the past three years.

**Braun:** Things have generally been and remain in a state of flux. You could call it a permanent change process. An exception to this is the standardisation which is medium- and long-term by nature. In our area, the Technical Guideline (TR) 3 ‘Spacer blocking of glazing units’ can essentially be viewed as a standard. The 2009 version remains in force and applies for the spacer blocking of windows/doors and facades, while it also prescribes tolerance testing for all materials that come into contact with the glazing unit. The fabricator has to provide the corresponding documentation, while the manufacturer of the blocks has to provide the pressure resistance documentation. Roto has been responsible for both these requirements for many years, in coordination with the ift Rosenheim. The test results and data are available. Unfortunately, not all the providers on the market act in the same manner. The responsibility for professional spacer blocking always lies with the end-user, that is, the window fabricator.

**Roto Inside:** What faults occur especially frequently in practice during spacer blocking?

**Braun:** In general, the problems always start if the TR 3 is not complied with. The window fabricator is then liable for the resulting short-term and long-term damage. We are aware of a wide range of potential faults, which we have seen in practice, if spacer blocking is not implemented correctly. For example, problems arise if the block depth does not align to the depth of the window pane. So, a 46 mm wide triple glazing uses a 30 mm block underlay, which means that it only covers two panes, or it has been installed askew. Stress damage and loss of function are

inevitable as the load transfer is no longer ensured. Other common causes of damage include: Blocks are fixed using untested, non-TR 3-compliant plastic materials, such as adhesives, etc. This can lead to destruction or functional loss and make it necessary to replace the pane. Another risk is if an incorrect tool is used during glazing, such as a metal tool instead of an appropriate block trowel. This increases the risk of damage to the edge of the glazing as well as glass breakage. If inadequate blocks are installed, which prevent the necessary air circulation in the rebate area and the vapour pressure equalisation; this generally also leads to glass damage. Another issue that is hard to believe, but which is a reality in many areas, is the attempt to replace ‘genuine’ glazing blocks with completely unsuitable materials, such as broken-off folding rulers and sealing strips. The consequences are obvious and problems are only a matter of time.

**Roto Inside:** So the best thing would be to avoid errors. What do you recommend?

**Braun:** Professional spacer blocking is not rocket science. First of all, the TR 3 must be consistently complied with. To ensure that this is the case in practice requires well-trained employees. So, appropriate qualification is always a logical and sensible investment. Roto provides a video, the blocking guide, which is available for download, as well as training courses that you can book ... Careful project planning also reduces the risk of errors substantially.



Sources of error: Slanted blocks lead to cracks in the glass.



A chemical reaction due to the material’s incompatibility loosens the composite film.



➤ **More information on professional spacer blocking and available Roto glazing units can be found at:**

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



Grow together with a strong brand

# Ideal Fenster

■ **PVC** “Builders in South Tyrol prefer buying from South Tyrolean window fabricators.” Dr Josef Wörer, general manager of Ideal Fenster GmbH is a man from this region and knows what he is talking about. At the start of the year he took over a small window-fabricating company near Brixen and in just a few months established it as his company’s third and northern-most production plant.

Ideal Fenster has been manufacturing PVC windows in two modern factories near the two northern Italian cities of Piacenza and Vicenza for over 35 years. However, for a long time the company primarily exported to Switzerland until, just over five years ago, the market for PVC windows ‘took off’ in Italy, says Dr Josef Wörer. “Italian profile and window fabricators who produced low-quality

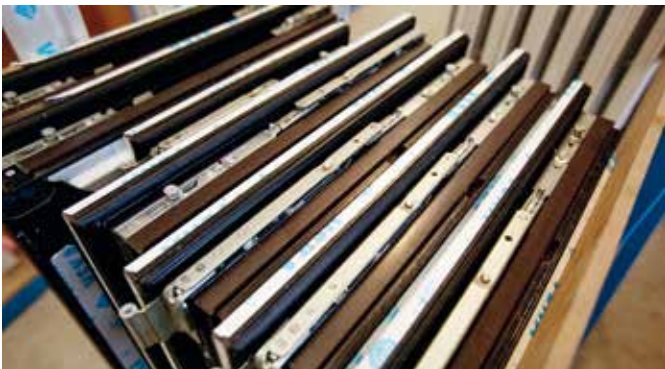
windows were long responsible for the bad reputation of PVC windows in the country. This made it difficult for high-quality producers, such as us, to grow. However, the demand for high-quality PVC windows leaped once legislation demanded more energy efficiency in buildings.”



Dr Josef Wörer aims to overcome aggressive price competition with service commitment from planning through to delivery. Equipped with remote-controlled Craylers, Ideal Fenster drivers can drop a customer’s consignment off even closer to the construction site than with their lorry.



Narrow, high, heavy, rarely white, highly symmetrical sash dimensions. More and more Italian builders and architects are looking for energy efficient PVC windows with a traditional design.



Together with renowned German suppliers, Ideal Fenster develops solutions that enjoy widespread acceptance from demanding builders and investors. The company has been working with window hardware from Roto for 15 years.



Three individuals with a common goal (from left to right): Gianluigi Balestreri, general manager Roto Italy, Dr Josef Wörer, general manager of Ideal Fenster and Wolfgang Rienzner, Technical & Product Manager Roto Italy.



Ideal Fenster is working hard to increase awareness of its brand with internal showrooms at the production locations as well as in large cities in northern Italy.



Dr Josef Wörer recently established Ideal Fenster’s third production plant for PVC windows in Brixen in southern Tyrol.

## On the search for more energy efficiency

Architects and builders now identified that affordable aluminium and timber windows were not able to achieve the required thermal and sound reduction values. So they started to look at PVC windows and aligned themselves with quality German brands. “And this led them directly to us,” smiles Dr Wörer. He has worked with German suppliers from the very start and with Roto for 15 years. “A brand whose quality is not questioned by anyone in Italy. It makes life easier for us.” However, life is currently being made more difficult by increasingly aggressive price competition from the surrounding European countries’ window fabricators.

## Investing in the brand

As a result, Ideal Fenster has once again made major investments during the year – in a third production plant in the heart of southern Tyrol, more employees and three independent exhibitions in Milan, Bologna and on Malta. More will follow. “We have well over twenty full-time employees in sales, who talk to our customers in retail as well as with builders and public officials. The new exhibition rooms at the three factory locations and the showrooms that we have opened at central locations in our strongest sales territories are intended to continue to improve our consultations with private builders,” Dr Wörer explains his concept. Ideal Fenster is also trying to raise awareness of its brand in northern Italy by attending around 15 regional exhibitions every year.

## Almost fifty in-house and field consultants

Over 25 technical in-house consultants support Ideal Fenster’s field service colleagues. This ensures that no customer has to wait long for an offer – regardless of how comprehensive it is. Professional purchasing ensures a well-stocked warehouse at the three factories and competitive sales prices. “We keep a high level of inventory to ensure that we can deliver within three weeks of receiving the order. Speed is becoming increasingly important, as the building industry has changed,” says Dr Wörer with conviction. While very special windows and doors, which are completely different from those in other areas in Europe, are required in Italy, the trend by builders towards diversity and individuality would not work at the expense of delivery times.

“While 96 percent of all windows that we deliver to Switzerland are delivered with white profiles, this figure is only 45 percent in Italy. Then there is our Italian customers’ fondness for absolutely symmetrical sash sizes and profile widths, for sash bars and arched windows. We produce a lot of very high, very narrow sashes for Italy, which are mostly installed as part of a renovation roof window, sometimes in the centre, other times flush with the interior surface and sometimes flush with the exterior surface. In addition, legislation requires the installation of heavy laminated safety glass in all windows and doors that do not end within one metre of the room height.” This means that forty percent of all windows and balcony doors produced by Ideal Fenster have to be fitted with laminated safety glass.

## Automation? Limited by diversity.

This is also why all calculations on savings potentials that could be achieved by fully automatic window production have previously always proven to be an illusion with Ideal Fenster. “Our customers want windows and lot sizes that are not compatible with fully automatic processing.” Providing high-quality, aesthetically appealing windows and doors at attractive prices remains the goal at Ideal Fenster. However, Dr Wörer believes that service from consulting through to installation last but not least is what makes a price attractive. “That’s why, for example, we equipped all our large lorries with Craylers, which allow the driver to pull up close to the construction site with a delivery, even along narrow roads. This saves time for the recipients, which is particularly appreciated by builders.”

## The workforce is growing together with sales

Over ninety Ideal Fenster employees work at the Thiene parent plant near Vicenza, another 85 in the San Nicolò plant near Piacenza and there will soon be more than twenty at the Brixen plant, trending up, reports the company owner, obviously pleased. “We know that the demand for PVC windows with good Uf and Uw values will remain high in Italy for a few years yet and we are convinced that we can continue to increase our brand awareness and the success of Ideal Fenster,” he concludes, “as well as due to the fact that we rely on partners like Roto who can provide support with their innovations.”



From Poland to France and back

Team-Plast

■ **Lean** In particular, builders and dealers in Western Europe value the products supplied by the Polish Team-Plast window and door manufacturer. The company has only started to turn its focus more to the domestic market in the past few years. An unusual combination of factors and a corporate development which has a lot to do with the personal career of owner and general manager Justyna Nowicka. Roto Inside met with the self-made woman to mark the inauguration of a new production plant.

Team-Plast started producing PVC and aluminium windows and doors in 2001, in a small, rented hall in Sycówm near Wrocław, in South-Eastern Poland. However, Polish construction sites initially had to wait a few years for their first deliveries. “Before establishing Team-Plast, I worked for a French company and was responsible for, among other things, the development and establishment of a completely new brand”, explains Justyna Nowicka. “During this period I naturally established a large number of personal contacts. Together with the knowledge that I acquired of the French and Belgian markets, this network formed the basis for the successful foundation of Team-Plast and the company’s strong focus on exports.”

Putting the cart before the horse?

Justyna Nowicka never found it to be a problem that the typical path for a young company tends to be the exact opposite – becoming established in the domestic market and then developing neighbouring international markets. “For me it was clear that you first have to become established in the market that you are familiar with.” In 2008, Team-Plast opened its first independent production hall covering an area of around 3,000 square metres – including modern production lines with complete CNC machining. New export markets were gradually added: the Netherlands, Switzerland, Italy, Germany, the Czech Republic, Slovakia, Austria, Sweden and Spain.

“This was not just a matter of chance. We focussed our production on providing the greatest possible flexibility, which meant that we were able to implement the window shapes and opening types that are typical for each country. Moreover, we had a commitment from the very first window that we produced: We want to provide high-quality. That was the only way that we were going to become established in Western Europe”, says Justyna Nowicka. The company was also a regular guest at international industry exhibitions: Nuremberg, Milan, Paris – that’s where the foundation was laid for the increasing awareness of the Team-Plast brand.

New hall doubles production capacity

A positive sales development naturally also requires a corresponding adaptation of capacities and production know-how. In 2008 the entire company moved to its current location in Stradomia Wierzchnia, about fifty kilometres outside Wrocław,

and established a cutting edge production site. This is also where over the past few months the most recent production hall was established, covering about 3,000 square metres. It is also equipped with the latest systems, while Team-Plast management received planning support from the Roto Lean department (see text box). Its inauguration also doubled the company’s production capacity.

In focus: Polish builders looking for quality

The company has now been operating in Western European markets for 13 years; it has established a solid dealer network in many countries and a loyal customer base. Is and will the Polish market remain a ‘footnote’ in Team-Plast’s history? “A question to which I can clearly respond in the negative. The company’s strategic direction remains focussed on exports – we produce about eighty percent of windows and doors for customers outside Poland. But we have always been a Polish company and this has also always been clearly communicated. For example, our trucks and service vehicles have always had Polish markings. We currently employ about one hundred staff members and are continuously investing in the production location. Our experience, which we have gained in the Western European markets, is now also benefiting builders, architects and building companies in Poland. The increasing quality consciousness and simultaneous increase in purchasing power have ensured that we have also become a popular provider in Poland in the past few years.” Domestic sales are currently primarily focussed on central Poland, continues Team-Plast’s general manager. However, the expansion of the distribution network via its own sales subsidiaries and appropriate dealers is now also a consistent goal.

Roto provides diverse solutions and training courses

The cooperation with Roto started when Team-Plast was founded. Justyna Nowicka remembers their initial discussions very well: “We were obviously aware of the quality that we wanted to achieve with our products and extended invitations to a few hardware manufacturers. At the time, Roto already had a range of solutions for our PVC as well as our aluminium systems, which fit perfectly with our ideas. Over the years we have not once been disappointed and our belief that we have selected the right partner has constantly been reinforced. Roto provides virtually unique support in employee training and qualification as well as in marketing. A particular highlight is the ‘Rotomania’ concept, as part of which our partners at Roto in Warsaw develop new opportunities to establish customer contacts.” The aim in the future is to continue this intensive cooperation to develop the Polish market – ‘new developments’ of additional export markets are naturally also in the cards.

Roto Lean in Team-Plast’s new production hall.

Optimal processes and maximum productivity – these are the primary goals that Roto Lean experts set for themselves when they are assigned to a consulting project. This includes Rafał Koźlik, who was already involved in the planning for Team-Plast’s new production plant at an early stage. He and his colleagues planned the ideal hall layout based on the future machinery. “The focus was on a clear material flow and short paths for employees and logistics”, says Rafał Koźlik. Further optimisation adjustments have also been identified: We are currently testing the possibility of bringing individual, pre-picked hardware items to the production line to further increase output. In the area of reinforcement, Roto is also supporting the introduction of a Kanban system, which will be implemented in the near future.



Western European quality standards have been the benchmark for Team-Plast’s product development from the very start. Today, the Polish producer’s durable windows are in demand throughout Europe.



Team-Plast’s current company headquarters in Stradomia Wierzchnia, about 50 kilometres outside Wrocław



General manager Justyna Nowicka and her team at an early stage identified the importance of specialist and end-user exhibitions to increase brand awareness. As recently as March of this year, they had a high-profile representation at TARBU, in Wrocław, Poland, a regional building exhibition that attracted more than 20,000 planners, architects and builders.





## Aluprof specialists guests in Velbert

### Well-qualified for all markets

■ **Event** Aluprof S.A. managers travelled from Poland and Germany to the Roto production location in Velbert to meet with a number of Roto aluminium specialists based here who are always happy to pass on their knowledge. This is why the location has seen an ever growing number of customer groups make use of the modern training facilities in Velbert. Roto Inside spoke with the guests from Aluprof about their expectations and experiences.

Rafal Altheim, general manager of Aluprof Germany briefly sums it up: "We travelled to Velbert to get a chance to take another sober look through Roto's entire product range." He and his colleagues also used the opportunity to hold discussions with Roto's Aluprof employees on how they could improve cooperation between the two companies in the future. He and his colleagues found the opportunity to

work with the products in practice at the Velbert location, rather than just covering the theoretical aspects, particularly helpful. "I learned a whole range of things that I was not aware of from my own experience, such as the various opening restrictors in the Roto AL Designo and Roto AL 540 ranges."

#### Seeing and understanding Roto

His colleague Georg Markl travelled to Velbert planning to scrutinise the installation process using various tools and equipment. He was also satisfied: "My expectations regarding the training were entirely fulfilled; the rooms in Velbert are fantastic and entirely functional ..." However, the trainers there could do with even more tools, notes Frank König critically, despite also giving the Velbert training team 'good marks': "The showroom allowed us to see all the products in action. The visit itself answered a number of questions and included a tour of the production

area. I admit that I wanted to know precisely how much Roto produced internally and what they purchase, as well as how quality management works at Roto ... after visiting Velbert you can see that Roto's production has enormous manufacturing intensity and that it deserves our trust." The Roto corporate culture is also noticeable for visitors to Velbert, reports Frank König: "You can feel the very collegial atmosphere everywhere – for me this is a clear reason for the good quality of Roto's products."



Rafal Altheim is the general manager of Aluprof Deutschland GmbH. He found the opportunity to be able to work with the products in practice at the Velbert location, rather than just covering the theoretical aspects, particularly helpful.

## High-quality optics for triple-sash windows

### Roto NT Designo

■ **New at Roto** ■ **Products** The demands for designing a beautiful home are also increasing the demands on the window design. Demands, which the concealed hinge-side in the Roto NT Designo range meets in every respect. The good news for window fabricators and builders alike: This aesthetically impressive hardware product range now also includes a solution for triple-sash windows.

No externally visible hinges, no cover caps – Roto NT Designo ensures that there is no visible impact on an attractive profile and window design. The concealed hinge-side for windows and balcony doors, now also for triple-sash windows without fixed mullions, has only been available for a few weeks. The centre sash, which can weigh up to 80 kilograms, is the last element to be opened. This hinge-side in the Roto NT Designo range naturally also makes it easier to engage and unhinge the sash and guarantees efficient attachment during production. The Roto NT Designo is ideal for triple-sash timber and PVC windows.



Superior window design supported by the Roto NT Designo range: The concealed hinge-side for windows and balcony doors with high sash weights of up to 150 kg is now available for use with triple-sash windows without fixed mullions. In picture: the corner hinge (top) and the pivot rest



➤ **No externally visible hinges, no cover caps – information on the concealed Roto NT Designo hinge-side is available here:**

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



The Roto Safe H AL lever-operated basic lock is the perfect solution for aluminium doors up to 120 kilograms and is also characterised by its high-quality design. It is the optimal supplement for the capable Roto AL 540 aluminium hardware system.



➤ **More information on the Roto Safe H AL basic lock and the Roto door product range can be found here:**

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

## Lever-operated basic lock for Roto AL 540

### Roto Safe H AL

■ **New at Roto** ■ **Products** Aluminium balcony, terrace and office doors are light and robust. They often also impress with clear, modern optics and are in demand worldwide. And now we have the matching lock for these doors: Roto Safe H AL is the first lever-operated basic lock for aluminium sashes with a 15/20 groove – an optimal supplement to the capable Roto AL 540 hardware product range in the reliable Roto quality and premium design.

The Roto Safe H AL basic lock is ideal for aluminium doors with a weight of up to 120 kilograms. Reliably coupled with the Roto AL 540 window hardware, the lever-operated lock provides optimal security for sashes with all popular backsets.

#### High-quality design

The Roto Safe H AL fits seamlessly into the door's aluminium profile. The brushed stainless-steel faceplate sets new aesthetic standards with its modern, high-quality design. It suits the profile perfectly and fully covers the coupling points. Another design highlight: the two rounded, aesthetically formed faceplate end caps.

#### Tested European quality

As usual, this Roto lock innovation stands for high functionality and durability – Roto Safe H AL improves the convenience, security and resilience of aluminium doors. The lock meets DIN EN 12209, 1191 and 12400 standards and has successfully passed the CE testing. The depth of the latch and bolt (20 mm latch length) ensures that the lock provides a high level of burglar-resistant security, while the installed "whisper-quiet latch" means that the door closes extremely quietly.

Intense practical testing by system producers and fabricators have also identified the strengths of the Roto Safe H AL, especially during installation: No jigs or special-purpose tools are required for installation. Solid supportive pin versions are used for the easy and robust coupling of the pushrods and connecting rods. A large tolerance range facilitates installation as well as the fact that the latch can be converted from right to left at the front of the faceplate after installation.



Aluminium balcony, terrace and office doors are in demand worldwide. These doors now also have a perfect lock from Roto: the lever-operated Roto Safe H AL basic lock.

BARRIER – Into the future  
ELECTRICPLUS

■ **PVC** With high levels of investment in a new modern window production area, the entrepreneur Adrian Gârmacea has laid the foundations for the BARRIER brand he established to come to be considered synonymous with qualitatively high-end windows from Romania. “In the meantime, we are able to produce and deliver up to 1,000 PVC windows a day. 60 percent of them are to be sold via our new BARRIER franchise network partners in Romania, 40 percent in neighbouring countries.”

10 – 10 – 5: is the short way to describe the promise of high quality that Adrian Gârmacea makes to his franchise partners and the BARRIER windows purchasers. “We offer a basic 10-year-guarantee on the PVC profiles, 10 years on the hardware and 5 years on their unrestricted functionality when installed. Thanks to modern production systems and highly qualified employees, we are able to deliver convincing, durable quality. Our guarantee statements underline this”, explains Adrian Gârmacea.

Professional marketing

In 2013 the entrepreneur invested around five million euros in new machines and buildings. Now 2014 sees the extension and optimisation of the BARRIER sales structures. Around a hundred employees work in the ELECTRICPLUS production facilities, making complete PVC windows generally in the Tilt&Turn format, and they are supported by another eighty colleagues in logistics, sales and administration. To a smaller extent, but with a rising trend, Lift&Slide doors and sliding solutions are also in demand with Romanian builders and are developed and produced by ELECTRICPLUS in the high-quality BARRIER format. Adrian Gârmacea primarily values Roto for the extremely wide range of products and the service quality the partner offers: “Which-ever window or door we deal with, Roto has excellent hardware solutions to offer and helps me with the training of my employees for their

fabrication. For me, the company is a partner I can rely on.” The smooth supply of products is ensured by a Roto trading partner with one of its warehouses in the immediate vicinity of the ELECTRICPLUS production facilities in Bacău.

The goal: 200 qualified franchise partners

The BARRIER franchise network, on the one hand, and increasing export rates, on the other, should ensure that the largest investment in the company’s history is a success. “Our aim is to establish 200 franchise partners in Romania. They will receive comprehensive support for the sale of BARRIER products, such as the uniform design of their sales and presentation rooms. In addition, the installation and sales employees are qualified by our newly created BARRIER academy. Our central marketing equips them with high-quality consultation and sales materials and we organise events together to enable our franchisees to discuss their experiences with each other.”

Quality knows no borders

The general manager believes that the BARRIER brand will bring about worthwhile sales abroad as well. He has already established contacts in Italy, France and Belgium and these are to be extended further. In this regard, Adrian Gârmacea leaves nothing to chance: “Of course, we have clear turnover and profit aims that we wish to achieve with the investments that

we have made. But it is just as important for us to maintain the partnerships within our sales and installation networks. Over the next two years we intend to establish a ‘BARRIER community’ for the franchisees in which they are constantly able to address the following issues: How do we continue to improve the quality of our services, how do we appeal to new customers? A builder who has chosen the BARRIER brand receives not only a high-quality product, but also knowledgeable consultation and reliable professional installation.”



Representative for the BARRIER brand: Adrian Gârmacea, general manager of ELECTRICPLUS, gives his franchise partners and end customers an ambitious promise of high-quality.



In 2013, Adrian Gârmacea invested some five million euros in machines and buildings for his company ELECTRICPLUS.



The approximately one hundred production employees primarily manufacture Tilt&Turn windows. The demand for Lift&Slide doors is also rising in Romania.

Small sash stay 390 mm  
Roto AL Designo

■ **New at Roto** Roto now provides the small sash stay 390 in the Roto AL Designo range as an ideal supplement for aluminium windows with the Turn&Tilt opening type. Its compact dimensions mean that it can also be used for extremely narrow sashes with a width of between 390 and 500 mm. As sash heights of up to 2,400 mm are possible, the addition to the product assortment creates a multitude of new application options for Roto AL Designo.

Whether small Tilt&Turn windows or narrow, high ventilation sashes – in the future, end-users and builders will no longer have to forego the customary functionality of a Tilt&Turn window, thanks to the small sash stay. The sash stay 390 completes the offer of concealed hardware solutions for special opening types, such as for ventilation flaps or Turn-Only sashes with coupleable rebate hinges and additional centre locks on the hinge-side. The new sash stay provides system suppliers another impressive solution for implementing the current market requirements specified by planners and architects.

Interested parties can find out about the impressive functionality of the small sash stay and the associated narrow sash width possibilities at the upcoming BAU 2015 in Munich. From 19 to 24 January, Roto

will be displaying established and new solutions to manufacturers of aluminium windows and doors in trade fair hall C1.



➤ **Everything you need to know and interesting downloads about Roto AL Designo can be found here:**

[www.roto-frank.com/en/roto-al-designo/axer-390](http://www.roto-frank.com/en/roto-al-designo/axer-390)



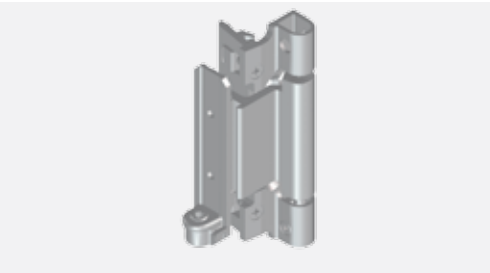
New options for manufacturers of aluminium windows: Thanks to its compact dimensions, the small sash stay 390 in the Roto AL Designo product assortment can also be used with very narrow Tilt&Turn sashes with a width of between 390 and 500 mm.

For Turn-Only sashes up to 160 kilograms  
Roto AL 540

■ **New at Roto – Products** The Roto AL 540 product assortment recently received an important addition. The universal hardware for aluminium windows and balcony doors up to 300 kilograms in the raised segment now also provides a solution for Turn-Only sashes weighing up to 160 kilograms.

The new hinge-side in the Roto AL 540 product range makes it possible to produce room height Turn-Only sash elements up to 2,700 mm high and includes the special feature of a comfort rebate hinge with integrated lateral adjustment. While the installation is similar to that of the Roto AL 540 solution for Turn-Only sashes

weighing up to 130 kilograms, the pivot rests and stay bearings are secured in the frame using additional screws for the new version. This is another important supplement to this high-quality hardware product range. It is also recommended for use in almost all window shapes and sizes as well as for all opening types.



Reinforcement of the universal Roto AL 540 product range for aluminium windows and balcony doors up to 300 kilograms: a new hinge-side for Turn-Only sashes up to 160 kilograms. This makes it possible to produce room-height sashes up to 2,700 mm high and includes the special feature of a comfort rebate hinge with integrated lateral adjustment.



➤ **Information and technical documentation – you can find useful downloads on the Roto AL 540 here:**

[www.roto-frank.com/en/roto-al-540](http://www.roto-frank.com/en/roto-al-540)



## Guaranteed technological edge

# Fenster- und Türenwerk Rösler

■ **Timber** ■ **PVC** Fenster- und Türenwerk Rösler has been working together with Roto for 23 years and since 2006 also together with specialists from the Roto Lean service team. As a result, their collaborative partnership now goes well beyond joint product development. “A win-win customer/supplier relationship”, says company founder Thomas Rösler. He talked to Roto Inside about his experiences with the six Roto Lean modules and the associated consulting.

Fenster- und Türenwerk Rösler (FTR) is one of the younger companies in the industry. Founded in 1990 in Schirgiswalde, Saxony, it currently has about 170 employees and sales of about 18 million euros per annum. About ninety percent of its orders come from the property sector. The remaining ten percent are contributed by dealers and private customers. The company's long list of references primarily shows two things: the company's strengths are new housing projects and properties with fifty or more apartment units. Their sales network extends across Germany: Munich, Stuttgart, Frankfurt am Main, Mainz, Cologne, Düsseldorf and Hamburg – the pro with ‘a passion for windows and doors’ can justifiably claim to operate nationwide.

### Planning – Production – Installation

Thomas Rösler puts the reasons for this success down to the following: “We offer our customers a complete package under one roof. From technical consulting and planning through to the production of PVC and timber window and door elements as well as professional installation.” Despite an overall positive market assessment, the entrepreneur is far from being overly optimistic. The constantly rising cost pressures are causing him concern. So the goal of keeping production as cost-efficient as possible is constantly on the agenda. “At the same time the trend is heading towards larger and heavier elements. And the demands for heat and sound insulation and burglary protection also continue to rise”, he emphasizes, and adds: “Apart from productive technology, we also increasingly need more flexible processes and newer and more powerful machines.”

### Investment in the future

According to Rösler, this is the reason why significant funds were once again spent in the past two years on introducing new window models, machinery and in organising the PVC and timber window production process. In particular, modernisation in the PVC area is currently running at full speed. “But, without the right industrial partner, the permanent adaptation to the market requirements would still be impossible”, concedes Thomas Rösler. When selecting partners, he is primarily focused on product quality, but also on a high rate of deliverability and a good support service. “All of these are firmly linked with the Roto name.”

For FTR, Roto is a partner who has been there from the word go, since the start of production in 1991. Roto NT has also been a

permanent part of the production process since its introduction in 1999. The hinge-sides E5, K, Designo and Power Hinge are used depending on the respective project requirements. The Roto Patio Z Tilt& Slide range, the Roto Patio Fold Fold&Slide innovation and the Roto Safe multi-point locking range are also used in FTR models.

### Know-how creates added value

Moreover, Thomas Rösler also believes that the services provided by his partner Roto are “almost just as important” as good products: “We have now completed a number of certification tests at the Roto International Technology Center (Roto ITC) in Leinfelden. These tests checked for air permeability compliance with DIN EN 1026/12207, water tightness compliance with DIN EN 1027/12208 and security in various RC classes. We also performed tests in accordance with the TBSD provisions.”

According to him, the only service that provides even greater added value than the Roto ITC is the Roto Lean consulting and service package: “It is a truly unique support service.” And Thomas Rösler knows what he is talking about: FTR is now working together with the consultants from the Roto Lean team for the fourth time.

### Saxon persistence

In short, the history of cooperation reads as follows: 2006 – Investment consulting and initial manufacturing optimisation project in PVC window production. 2010 – Investment consulting for new timber production. 2011 to 2012 – Second optimisation project in timber window production. 2013 – Start of the third optimisation project in the PVC sector. Thomas Rösler is convinced: “The last optimisation leads into the next optimisation.” He wants to make sure that FTR customers benefit from progressive, efficient and thus competitive production technologies and procedures in the future. So is the partnership with Roto likely to continue? “Never change a winning team”, chuckles Thomas Rösler.

And what is he looking for from Roto in the future? “The key thing is that we constantly work together on technological progress. With functional and secure system solutions and comprehensive service, I essentially only expect what Roto has already stated as its mission – ‘comprehensive cooperation, close to the customer’”

## Kick-off for Roto Lean at FTR

Two Roto Lean team experts recollect the start of their cooperation with FTR: Andreas Eberts, Head of Lean Management at Roto, managed the reliable investment consulting for the timber window production area, the optimisation of material flows and the reduction of production buffers in the production area as well as the adaptation of processes, logistics and workplace layout to the new procedures. “At the time, we had to work together to ensure the successful integration of new machinery into the operating processes following the investment”, he recalls. The specific objectives: Optimise the production processes with single-piece production, counter bottlenecks in the surface treatment area, reduce processing times and increase throughput. Based on a detailed situation analysis, they then developed, discussed and implemented the necessary measures, says Lean Manager Matthias Bellstedt, who was also involved in the project. Ultimately, everything therefore ran smoothly.

The biggest problem was managing the project during ‘normal everyday business’, stresses Gottfried Stiebitz, Foreman in the FTR Timber Window Production. Like his boss, in hindsight, he considers a competent, external contact to be a real benefit in comprehensive change processes. “I found it great to be able to search for opportunities for improvement together with specialists from Roto Lean. It protects you against ‘tunnel vision’”

### Top marks for the comprehensive achievement of the objectives

At the end it was clear: machinery successfully integrated, processes noticeably streamlined and optimised, production volumes and capacities significantly increased, cost structure improved and value chain enhanced. No wonder that the pros at FTR gave Roto Lean a score of ‘Very good’ at the end of it.



FTR general manager Thomas Rösler (left) relies on Roto. Lean Manager Matthias Bellstedt is also certainly one of the reasons for this.



Reports on positive results with good humour: Gottfried Stiebitz. The foreman at the FTR timber window production praises the know-how of the experts from the Roto Lean team.



In 1990, the qualified glazier Thomas Rösler founded Fenster- und Türenwerk Rösler, FTR, in Schirgiswalde, Saxony. About 25,000 timber and PVC windows and doors leave the company's modern production department every year.

## Installation videos become a ‘click success’ on roto-frank.com

# Interactive and easy to follow

■ **New at Roto** The installation videos presented in the July issue of Roto Inside have quickly developed into genuine ‘public favourites’. The click numbers for the training videos produced by Roto have exceeded all expectations. “A reason for this is certainly the interactive approach taken by the videos”, says Roto Marketing Manager Udo Pauly with conviction. “Anyone can directly select the precise installation sequence that is of interest to him/her and no longer necessarily has to watch the entire video.”



➤ And you can access the new video on installing glazing spacer-blocks here:

[www.roto-frank.com/en/roto-glas-tec/video](http://www.roto-frank.com/en/roto-glas-tec/video)

This user-friendly interactivity is also displayed by the latest installation video at [www.roto-frank.com/de/roto-glas-tec](http://www.roto-frank.com/de/roto-glas-tec), which shows the correct installation of glazing spacer-blocks. The entire video lasts for just over two minutes. But window pros who are only looking to refresh their knowledge in one or two processing steps won't even need to spend this amount of time. A navigation bar on the left side of the screen lets you jump to an installation sequence, such as ‘Clamp glazing rebate insert’, with a single click. Similar to the

previously produced installation videos, such as for the Roto AL 540 or Roto AL Designo aluminium systems, working with the glazing spacer-blocks was filmed so as to be virtually self-explanatory. Commentary is not required for the easy-to-follow installation steps, so the videos can be used internationally, such as for employee training sessions.



Sustainable success with new brand power

Regicarp to Replus

■ **PVC ■ Aluminium** Few European countries have been hit harder than Spain by the economic and European crisis in the past few years. The construction industry, in particular, has experienced a dark period. But there are now increasing signs that the trend is reversing and the market is slowly recovering. Regicarp from Cocentaina, north of Alicante, can be viewed as a pioneer of this positive development. There have been signs of growth in this area since 2011, as reported by sales manager Juan Miguel Cantó in discussions with Roto Inside.

The success and, in comparison with most competitors, the early positive sales trend came after an existentially threatening event and a bold strategy change. “Up until 2007 most of what we produced went to a single customer. When it decided to withdraw from the market, Regicarp had to respond. Between 2006 and 2010 sales fell by around 65 per cent,” Juan Miguel Cantó describes the difficult situation he found when he arrived at Regicarp in 2010.

A company reinvents itself

The fact that the company was able to celebrate its 25th anniversary in 2014 is thanks to both the decisive actions of its founder, Juan Miguel Miró, who is still the managing partner, as well as the commitment of Juan Miguel Cantó. Originally, Regicarp exclusively developed and produced timber blinds. The company’s name stems from these first days. ‘Regicarp’ is an abbreviation of ‘Registros’ (controller/mechanisms) and ‘Carpenteria’ (carpentry). Later, production expanded to timber windows and doors.

However, younger market participants today are more likely to be familiar with the name Replus. The company ‘reinvented’ itself under this brand in 2010. “The withdrawal of our most important customer forced us to rethink our entire product and sales

concept and to win over new customers. Naturally, we could have engaged in ‘price-dumping’ and undercut competitors, but this would have been a destructive path, even in the medium term. Instead, we focussed on qualitatively high-value PVC products, the establishment of great customer service and a modern brand presence. The result is ‘Replus’ – a brand that now stands for PVC windows, with unmatched energy efficiency in Spain,” says Juan Miguel Cantó. The numbers speak for themselves: The negative sales trend was reversed in 2011; sales grew by around 25 per cent compared to the previous year – a more than positive development, which has since continued each year.

Investments and the promotion of trust

The Replus brand now stands for PVC and aluminium windows and doors as well as for window shutters, blinds, balustrades and mobile (glass) canopies, such as in winter gardens. The company currently employs a staff of 38: six of which are in sales, seven in administration and 25 in production and the associated departments. But the brand’s stable market position did not just arise overnight. Investments and the constant promotion of trust amongst potential new customers was the focus of everyday activities. “Take product quality for example: it is based on newly established and extensive test management and quality management. Then you have innovations, such as the RE 70/PVC/300 window series with triple glazing, Tilt&Turn opening with central fixed mullion and an innovative foil coating that is permeable from the outside – which, incidentally, is one of our exhibition highlights at this year’s Veteco in Madrid.”

This is also a sign of the new sales policy: the company first attended this leading international fair under the Replus brand in 2014. With impressive results: “First of all, it was nice to feel that the general mood in the industry was improving. And, secondly, we now feel that we have ‘arrived’. Customers demand quality



Juan Miguel Cantó arrived at Regicarp at a difficult period in 2010. Together with the general manager, Juan Miguel Miró, he successfully managed to change the business model.



Juan Miguel Miró, founder and general manager of Regicarp.

that we can provide them with. Especially in the refurbishment sector, when replacing old with new, our window systems are valued by quality-conscious builders and architects.”

But having ‘arrived’ does not in any way mean to Juan Miguel Cantó and his colleagues that they will be relaxing. The memory of the crisis years is still too raw. And they are too proud of the turnaround that they were able to achieve to give it up now due to a lack of commitment. For example, in March 2014 the new product range Elumatec mod. SLV 765 was introduced. In February 2015, an entirely new machining centre will commence operation, which will increase the daily production capacity to 250 window units and significantly reduce delivery times.

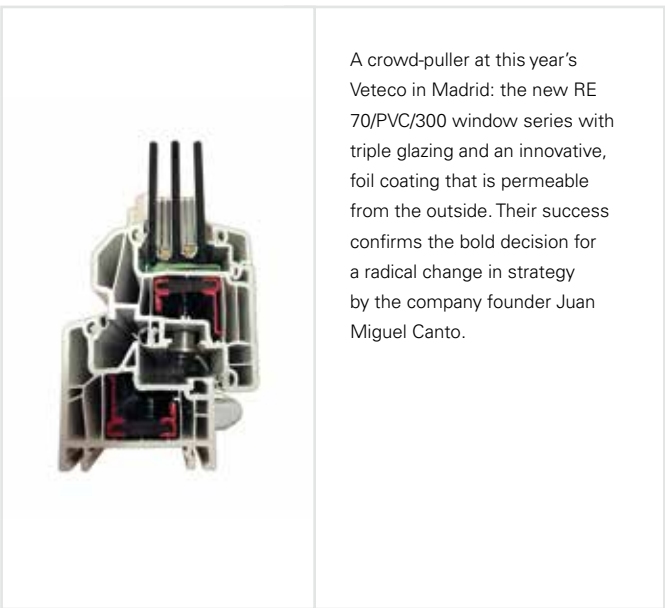
Joint commitment to success

From his office in Montmeló, Spain, Francesc Gimeno, Roto market manager for southern Europe, together with his team also manages the long-term Partner Regicarp/Replus and is happy to have been able to participate in the positive developments in the company. “Our Roto NT product range is an integral part of the Replus products and the company also consciously advertises with products ‘Made in Germany’, including on its own internet site. We are currently planning joint training events for Replus customers and considering how we can support the company’s marketing activities”, says Francesc Gimeno.

Juan Miguel Cantó is also very positive about the cooperation with Roto: “Working together with just a single supplier requires a certain level of trust. But we know the people behind the Roto brand and are in constant discussion with them. Furthermore, Roto product quality is also outstanding and its delivery precision is impressive. If I had one remaining wish, it would be to develop a joint information brochure specifically for end customers with a focus on hardware and the additional benefits of more functions. Many private builders have no idea of the options available to them, for example, in the areas of security and design when upgrading windows and doors. If we could make them aware of these potentials and awaken these ‘desires’, that would just be great for me”, adds Juan Miguel Cantó with a smile.



Regicarp currently employs a staff of 38 at its headquarters in Cocentaina, north of Alicante.



A crowd-puller at this year’s Veteco in Madrid: the new RE 70/PVC/300 window series with triple glazing and an innovative, foil coating that is permeable from the outside. Their success confirms the bold decision for a radical change in strategy by the company founder Juan Miguel Canto.

Direct (screw)-fixing saves time in door production

Roto Solid ATB door hinge system

■ **New at Roto** The Roto Solid product range provides a wide and capable range of practically designed door hinges. High-quality materials, outstanding performance features and high durability create a solid connection between aluminium doors and frames as well as satisfied customers.

The three-piece screw-fitted solution ‘Roto Solid S 120 ATB’ is used in heavily frequented, inward and outward opening aluminium doors up to 160 kilograms. The two-piece sister product ‘Roto Solid S 80 ATB’ provides the same performance package for aluminium doors up to 120 kilograms.

Both door hinges provide maximum convenience in installation as well as in everyday use. They enable an easy 3D adjustment and the precise fitting of the door leaves. Preassembled assemblies and the new direct attachment without additional fixing components reduces the installation time. Another advantage of direct (screw)-fixing: No deformation

of the profile walls. This means that the door hinge system is ideal for almost all established thermally insulated aluminium profiles with a thermal break. Security pins increase burglary inhibition for external hinges. And you don't have to make any compromises in the design. Both hinges are available in numerous powder-coated surfaces. High-quality, self-lubricating PVC regulator-sleeves guarantee freedom from maintenance.



The three-piece Roto Solid S 120 ATB surface-mounted hinge as well as its two-piece sister product, the Roto Solid S 80 ATB, ensure a solid connection between aluminium doors and frames. In particular, the new direct (screw)-fixing with two chamber walls and without additional fixing components has proven to be a key installation advantage.



Both door hinges provide maximum convenience in installation as well as in everyday use. Surface-mounted hinges enable an easy 3D adjustment and the precise fitting of the door leaves. High-quality, self-lubricating PVC regulator-sleeves guarantee freedom from maintenance, while preassembled assemblies reduce installation times.



➤ You can find further information on the Roto Solid surface-mounted hinges here:

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



## Yapı Elemanları trusts in German suppliers

### Best quality skilled crafting

■ **PVC** In 1997, Zeki Coşkun, initially with the support of a number of investors in Istanbul, founded the PVC window and door production, Yapı Elemanları, of which he has been the sole owner since 2010. At the time, demand for PVC windows was starting to set a trend and the concept appeared to be promising. “As a result of the very poor quality of the timber and aluminium windows common in Turkey at the time, PVC windows were able to conquer the market between 1995 and 2012”, he comments today. “But since then, aluminium systems of a far higher quality have been introduced and the aluminium windows’ market share therefore is growing again. In my opinion though, this is a development that we as PVC window manufacturers can counter with excellent quality.”

Yapı Elemanları has relied on Rehau Profiles since 1997. Hardware, handles, locks and door hinges come from Roto. “We also clearly state this in our advertising as our purchasers are familiar with both companies and, indeed, value them. We profit both from the quality and the excellent worldwide image of the Roto brand”, emphasises Gökhan Coşkun who has worked in the family-owned company for 13 years and is now a member of the management board.

Today, a production space of 2000 square metres enables the well-coordinated team of Yapı Elemanları to manufacture single- and double-sashed Tilt&Turn windows as well as Lift&Slide doors and main doors. Around sixty per cent of all windows and doors produced are exported to Azerbaijan, Georgia, Russia, Iran and Iraq, but also to Switzerland, Germany and Belgium. “For the benefit of our customers, we combine good German and

Turkish quality here, a combination that is in demand in many countries, something which pleases us and enables us to look forward to the future optimistically.”

#### Quality for modern living

Yapı Elemanları windows are not just popular with private builders. For the 5-star Cornelia Hotel in Antalya, which opened in January 2014, Yapı Elemanları used Roto NT Tilt&Turn hardware along with Fentro hardware for window shutters and Patio hardware for Lift&Slide doors. “We are pleased to see that the Roto range offers everything we need, even for large-scale prestige projects such as this one. In addition, we are very happy with the service that we get from Roto right here in Istanbul.” Yapı Elemanları has supplied around 1,000 double-sashed Tilt&Turn windows to the Cornelia in Antalya alone.

“In both hotel construction and residential construction, the PVC window has since become important or of growing significance thanks to its durability, but also thanks to the insulation that can be achieved with a high-quality window”, Gökhan Coşkun is sure. “Thermal insulation and heat protection along with sound reduction and burglary protection are becoming more and more important everywhere. But, of course, the majority of markets are now being hotly contested. For this reason, we need to purchase with a view to costs and we also need to ensure that our windows, despite their high quality, remain competitive in terms of pricing. That Roto has now expanded the range to include Roto OK, is a move we consider right and sensible. Even though we will, generally, continue to work with Roto NT, now we are enabled to keep pace even when faced with aggressively priced tenders.”



Yapı Elemanları supplied all the windows and balcony doors for the recently opened five-star hotel Cornelia Diamond Resort in Antalya.



Zeki Coşkun (right in picture) founded the Yapı Elemanları PVC – window and PVC door production in 1997 and has been the sole owner since 2010. His son, Gökhan, has been working in the family-owned company for 13 years and is now a member of general management.



Yapı Elemanları has relied on Rehau Profiles since 1997. Hardware, handles, locks and door hinges come from Roto. “We clearly state this in our advertising as our purchasers are familiar with both companies and, indeed, value them. We benefit from the quality as well as from the good global image of the Roto brand”, emphasises Gökhan Coşkun.



This is how the brand gets on TV – on the bonnet of a 430 hp BMW in the Supercar Challenge

## Lecot-Raedschelders and Roto in motor sport

### Sport sponsoring for brand awareness

■ **Event** Roaring engines and the smell of oil and petrol make a man’s heart race. This is also true in the window and door industry, as Rik Lecot, director of the Belgian wholesaler Lecot-Raedschelders, found out. His company has been a sponsor in motor sport since 2010 and together with Roto since 2013. On 8 June he, Roto market manager Mike Piqueur and forty customers, all in high spirits, visited the Francorchamps race track in the Ardennes in Belgium.

Together, Lecot-Raedschelders and Roto sponsor Belgian racing-car driver Philippe Bonneel, whose career started in the Mini Challenge in 2003. He has been involved in the Supercar Challenge with his 430 hp BMW since 2012. “As Philippe Bonneel is an amateur, he needs support from sponsors for whom an elegant car provides a cost-effective form of brand advertising”, says Mike Piqueur with conviction. This year, Philippe Bonneel was one of the most successful drivers in his class, explains the Roto market manager. This led to a great amount of publicity in the press and on TV. “The Lecot-Raedschelders and Roto brands are visible on the race car during broadcasts and to an extent that we could not pay for using traditional advertising.”

#### An approachable star

Added benefit: Philippe Bonneel is happy to take time for his sponsors and their customers. He is regularly visited by Lecot-Raedschelders and Roto representatives together with window and door manufacturers at racetracks. They visit his garage and talk to him and his mechanics – a special experience for anyone interested in cars, technology or motor racing. “There are many motor sport fans in our industry”, explains Marcel Bontjer, Commercial Director of Lecot-Raedschelders, “and today we have the chance to share an unforgettable experience with some of them.” Motor sport fans can access a video of the visit to Francorchamps here: <http://www.rotoweb.eu/francorchamps-2014/>

#### Improved reputation with sport sponsoring

Brand advertising through sport sponsoring – Mike Piqueur is convinced that this investment is worthwhile in every respect: “We are regularly approached by customers who have seen our logo during a television broadcast. This is the best proof that we are committed to the right sport and that this form of marketing works. Lecot-Raedschelders feels the same way.” There is no doubt that involvement as a sport sponsor is also a worthwhile investment for window and door manufacturers. Every market and every region has sportspeople who regularly appear in the press and on TV. They are a valuable image carrier for a brand that takes pride in itself. “And if the associated features of a sport fit well with the company’s own image, then you’ve hit the bull’s eye”, says Mike Piqueur with a smile: “Quick, professional and dynamic – I think that Roto and Philippe Bonneel have a lot in common.”



Market manager Mike Piqueur is pleased with the positive cooperation with Lecot-Raedschelders, including on the race track.



Unique opportunity to chat up close and personal with the drivers – a memorable day for motor sport fans.



Aluprof relies on Roto AL 540

# Modernity in aluminium

■ **Aluminium** When there are stringent demands on safety, ease of operation and durability, our Roto AL 540 range is the first choice for many manufacturers in the high-end aluminium sector. Developed on the basis of the modular design principle, it is available for almost any type and size of window, as well as for all opening types.

Aluprof S.A. – one of the European building industry’s leading aluminium systems suppliers – has relied on Roto for many years, most recently preferring the Roto AL 540. Zbigniew Poraj, Sales Director in the Project

Business at Aluprof S.A., talked to Roto Inside about five properties in Poland where the facades were implemented by Aluprof. Roto AL 540 reliably ensures the safe operation of all windows in these buildings.



The form of the ‘Libra Business Center’ in Warsaw was designed by the S.A.M.I. architecture office. To give the impression of an all-glass facade, Aluprof used so-called ‘floating windows’ in the MB-SR50H system. The panes were mounted to MB-70US HI system profiles equipped with Roto AL 540 Turn&Tilt range hardware. The window frames were mounted on the facade’s fixed mullions and glazed from the outside – similar to fixed glazing. This means that there are no visible bolts under the windows and thus the desired visual effect is ensured. Around four hundred windows were installed in this manner.



In the port city of Gdynia, the new Pomeranian Technology Centre’s five modern glass curved facades extend out toward visitors. The impressive building was based on drafts by the AEC Krymow & Partners architecture office from Warsaw, which here developed a creation reminiscent of the modernistic architecture of the 1920s and 1930s. The developed grounds and structures cover an area of about 80,000 square metres. Inside the ultra-modern complex are offices, laboratories, conference and lecture rooms as well as restaurants and catering businesses. The MB-SR85 SEMI glass facade was specifically customised to this building. A large part of the building uses this system together with an additional single glazed porch section. Some facade window designs are outward opening top hung windows, indistinguishable from the fixed glazing sections of the facade. The windows, constructed in this way with their modern glass design, ensure optimal heat insulation and sound reduction. The hardware from the Roto AL 540 range can be found in several hundred of the Technology Centre windows.



A new office complex, with a usable floor space of 18,000 square metres over 15 floors, was constructed within two years in Warsaw’s elegant economic centre. The ‘Atrium’ was designed by the Warsaw architecture office of Kazimierski i Ryba. One of the project’s objectives was to construct a building with an ultra-modern energy management system. Numerous innovative technical solutions ensure that heat is used efficiently so that the building’s energy requirement is extremely low. It is no accident that the building was awarded a LEED Platinum certificate. The Aluprof MB-SR50N fixed mullion-bolt system was used for part of the facade construction, while the well-insulated Aluprof MB-86 system was used in another part of the large rear-ventilated curtain facade. Around five hundred windows were installed in the building here using Roto AL 540.



The fact that the ‘Wola Center’, designed by the star architect Stefan Kuryłowicz, would also become a monument to him was certainly not part of the plan. He was one of Poland’s most important architects after 1989 and died on 6 June 2011 in a plane crash in Spain. Since the 1990s, Stefan Kuryłowicz primarily designed modern office buildings from steel and glass, which left a permanent impression on the skyline of the city of Warsaw. The ‘Wola Center’ was his last project. It consists of four buildings, which are connected by a spacious terrace with extensive green areas. It provides a total of about 31,000 square metres of office space. A special feature of the aluminium facade is the pronounced horizontal or vertical lines, which stem from the use of the Aluprof MB-SR50 fixed mullion-bolt facade. Hardware from the Roto AL 540 product range was used for more than four hundred windows. Some of these are only fifty centimetres wide, but attain a height of up to three metres.

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Warsaw also boasts the ‘Concept Tower’, designed by the architecture office of FS&P Arcus – Mariusz Ścisło, and constructed in 2012. The 15 floors of this distinctive glass tower are now home to offices, apartments and businesses. The external building facade is predominantly based on the Aluprof MB-SR50 EFEKT system, which is characterised by the fact that no aluminium tracks are required. Around 250 outward opening top hung windows, equipped with the Roto AL 540 hardware product range, are installed in the ‘Concept Tower’. The 4 degrees incline of the central part of the three building sections proved to be a particular challenge, as top hung windows from the Aluprof MB-70Hi system were also used for the inclined facade.