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Roto
Window & Door
Technology

Press release

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Roto Aluvision enjoys double-digit growth in 2021 / Structural and strategic consistency pays off / Key site of Velbert / Set apart by combined strengths / From a high-quality product range to global presence / Special requirements – special solutions / Roto Object Business with six service modules / Wide variety of items / Distinct customisation / 11,500 square metres of manufacturing and office space / Production of aluminium hardware and thresholds / Everything for quality

Meeting complex aluminium requirements

Velbert / Düsseldorf – "Companies whose top priority is a focus on customers and their satisfaction must consistently align their structures and strategies based on these objectives, especially in the very challenging aluminium market." As part of Roto Window and Door Technology (FTT), Aluvision defines its identity and real actions equally on this basis. For Jordi Nadal, the positive development in recent years is confirmation of the "high level of implementation achieved". As the General Manager for Aluvision Customers and Markets emphasised during the Roto Group's 16th International Trade Press Day, this is reflected in double-digit growth in 2021. At the key site for aluminium in Velbert, near Düsseldorf, an extensive information programme – including a look behind the scenes in production – was in store for the media representatives in mid-November.

Set apart exclusively and efficiently

In the international aluminium market segment, approx. 70 per cent was attributed to commercial and public building construction and around 30 per cent to residential construction. The latter is likely to be the driving force behind the further slight increase in demand that is predicted for the next two years. When compared to the market average, Roto obviously would like to continue to perform better in future.

Combining a wide, high-quality range of "AL" products for all opening types, a variety of tailored special solutions, efficient logistics, project-specific expert advice, professional support services and, last but not least, global presence of FTT, Aluvision boasts "an equally exclusive and efficient programme that sets us apart". Tailored to specific requirements, this benefits system manufacturers, architects / planners and metal constructors. At national and international level, the company's own organisations can comprehensively achieve growth locally.

In this context, the multi-stage Object Business plays an important role. It ensures that customers are provided with the tailored hardware project solutions that are almost always needed for aluminium structures, especially in the commercial and public sector. Nadal explained that six different service modules make this possible. He specifically listed technical consultation, prototyping, validation and certification, production support, special colours and project-specific logistics. The tools available ultimately provide market partners with the crucial ability to meet even the most complex requirements quickly, flexibly and reliably.

Real insights

The high degree of customisation is also reflected in the wide range of items. In Velbert, this enables very flexible production. “This helps us ensure the variability desired by customers,” underlined Nadal. A total of around 11,500 square meters of manufacturing and office space are home to design, sales, management and a showroom, alongside production, and about 220 members of staff work there.

During a factory tour, the journalists who made the trip to the site gained real insights into the different manufacturing stages. The Mechanical department produces finished milled parts and blanks in three-shift operation. According to the producer, in the paint shop several millions of components per year are powder-coated or wet-painted with RAL or electrolytically oxidised aluminium colours. The “assembly and packaging” stage also illustrates the significant degree to which the wide product variety shapes process and procedures. The expertise in customer-specific solutions is also apparent in threshold production. The relevant range includes a variety of items and the length of assembled thresholds far exceeds one million metres per year.

Dedicated to the brand essence

In general, our guiding principle is: “We do everything in our power to ensure that the customer receives their goods in high quality at the right place, at the right time.” For instance, the shopfloor is designed for complete production control. Systematic troubleshooting and fault rectification are implemented according to the PDCA method during daily meetings. It splits each problem-solving process up into the four steps of plan / do / check / act.

Ultimately, there is an comprehensive quality assurance system in Velbert, like in all Roto factories. This involves continuous internal and external planning, monitoring, measurement, checks and improvement of each quality-relevant criterion and process. The suppliers are always involved in this task. Nadal concluded: “Top quality is part of the brand essence of Roto and therefore also Aluvision. This is what we must and will let ourselves be judged on.”

Captions

Jordi Nadal believes that Roto Aluvision boasts an "equally exclusive and efficient programme that sets us apart", which is tailored to the specific requirements of system manufacturers, architects / planners and metal constructors. The General Manager for Aluvision Customers and Markets sees this as an important reason for the positive development over the past few years, as he highlighted during the Roto Group's 16th International Trade Press Day.
Photo: Roto **Jordi_Nadal.jpg**

Roto Window and Door Technology's (FTT) aluminium activities are concentrated in Velbert, near Düsseldorf. Around 220 members of staff are employed at the Aluvision site with around 11,500 square metres of manufacturing and office space in total.
Photo: Roto **Velbert.jpg**

Roto Aluvision represents a wide, high-quality product range for all opening types. Another core area of expertise is various tailored solutions. The photo shows “AL” hardware with ventilation flap and special corner drive.
Photo: Roto **Roto_AL_ventilation_flap_scd.jpg**

The extensive range of door hinges and thresholds offered by Roto is also produced at the Velbert factory.
Photo: Roto **KV_Door_Roto_Eifel.jpg**

Aluminium structures, especially in the commercial and public sector, almost always need hardware project solutions. With six Object Business service modules, Roto Aluvision meets even the most complex requirements quickly, flexibly and reliably. This also includes individual technical designs.
Photo: Roto **AV_Object_Business.jpg**

The Mechanical department of the Roto factory in the German town of Velbert produces finished milled parts and blanks n three-shift operation. The image shows “AL” hardware components.
Photo: Roto **AV_production1.jpg**

The high degree of customisation makes it possible to tailor products very specifically to customer requirements, explains Roto Aluvision.
Photo: Roto **AV_production2.jpg**

Roto Aluvision wants to “do everything in its power to ensure that the customer receives their goods in high quality at the right place, at the right time”. A new pouch packing machine for hardware components also plays an important role here.
Photo: Roto **AV_production3.jpg**

Roto Aluvision showcases modern hardware technology in real applications at its key site in Velbert, in the German state of North Rhine-Westphalia. The showroom around 200 square metres in size presents a cross section of what is possible and achievable with the "AL" range.
Photo: Roto **AV_showroom.jpg**

The managers of Roto Aluvision report a full list of international reference properties. One example of this is the Wood Wharf residential, office and retail building in London. Many sets of "Patio Inowa" sliding hardware are used here.
Photo: Roto/Adobe Stock **Adobe_Stock_Wood_Wharf_London.jpg**

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