

## Press release

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Roto Window and Door Technology shows its intentions early on / Commitment to attend “Fensterbau Frontale” 2022 / Promise kept / Proof of reliability / Pandemic successes increase likelihood of in-person event / Another indication of “established close relationships with customers” / Familiar location in Nuremberg / Organisers’ obligation to develop attractive concept

### **Roto shows support for trade fair**

**Leinfelden-Echterdingen** – Roto Window and Door Technology is once again the first company to send a clear public signal to the “Fensterbau Frontale” trade fair. The global window and door technology specialist reports that, as things currently stand, it will definitely be one of the exhibitors at the industry’s leading trade fair from 29th March to 1st April 2022. Marcus Sander explains the background to the positive decision that has now been made: “In doing so, we are delivering on the promise we made to our customers and the entire expert audience over a year ago to uphold our commitment to the trade fair.” The CEO explains that this is proof of the producer’s reliability, which is appreciated by market partners, especially in times of turmoil. Keeping promises isn’t just about delivery capability or service.

The current successful battle against the pandemic is boosting hopes that it will be possible to hold the trade fair in 2022 as an in-person event as intended. This would enable face-to-face communication to take place at international level, which has “been missed for such a long time”. By making the decision to attend so far in advance, Roto’s main

aim is to give a further indication of its “established close relationships with customers”. To this end, the company can make use of its usual stand area in Hall 1 of the Nuremberg trade fair grounds. This will certainly help to foster fruitful, face-to-face exchange of information and dialogue, despite the four years that have passed since the trade fair last took place.

It is now up to the event organisers to develop a safe and attractive concept for “Fensterbau Frontale” 2022. “When it comes to Roto Window and Door Technology, that is precisely what national and international visitors can count on,” announces Sander. The company has already made a start on specific plans.

### **Caption**

Promises are promises: Roto is once again sending a signal to the “Fensterbau Frontale” very far in advance. For the Window and Door Technology division, Marcus Sander has made a firm commitment to attending the industry trade fair in 2022, which is planned to be an in-person event. The CEO sees this as proof of the company’s reliability and “established close relationships with customers”.

**Photo:** Roto

**Marcus\_Sander.jpg**

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