

Press release

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Roto Frank Fenster- und Türtechnologie GmbH (Roto FTT) Sales extends an invitation /
Customer-specific showcasing of product highlights in the "Roto City" /
Online or an on-site meeting / Holistic brand experience

"Roto City trade show experience"

Leinfelden-Echterdingen – Roto Frank Fenster- und Türtechnologie GmbH (Roto FTT) is in the process of contacting its customers to invite them to visit the "Roto City". The company reports that many new products can now be experienced there as part of the "trade show experience". This now makes an interactive guided tour through the virtual city even more worthwhile.

Hardware technology in urban environments

The recent integration of various product highlights in the "Roto City" is a logical further development, emphasises Eberhard Mammel. He is Head of Range Marketing and Product Adaptations at Roto FTT. "Roto assists with the design and function of buildings in urban environments through its intelligent products. In 'Roto City', building element manufacturers can find out more about the wide application range of these products."

Mammel describes it as an attractive alternative to exhibiting products at regional and national trade shows, a practice which was stopped because of the coronavirus pandemic. This is because, unlike a trade show stand, the newly created digital "conference centre" in the "Roto City" remains permanently open rather just for a few days. The "trade show experience" also offers various additional benefits as a service that is specially tailored to customers.

Time and place don't matter

All product innovations from 2021 and 2022 are showcased in specific room situations and buildings in the virtual city. Participating in the "Roto City trade show experience" therefore gives building element manufacturers and planning engineers the opportunity to obtain tailored information about their benefits for all kinds of projects.

At international level, colleagues in Roto Sales are looking forward to sharing the special "trade show experience" with their customers, explains Mammel. It is possible to visit the recently extended "Roto City" either in person during a business meeting or during a video conference. "The visitor and host decide how and which digital content is used and shared on a case-by-case basis. Roto is driving its digitalisation initiative forwards with a consistent focus on customers and advantages."



Welcome to "Roto City"! The individually organised "tour" through the virtual city is a truly unmissable experience. As part of this tour, product highlights from 2021 and 2022 are showcased in a number of applications.

Image: Roto

Roto_City_Trade_Show.jpg



Visitors can see a permanent exhibition dedicated to various solutions and modern hardware technology in the newly created "conference centre" in "Roto City".

Image: Roto

conference_centre.jpg



Eberhard Mammel, Head of Range Marketing and Product Adaptation at Roto Frank Fenster- und Türtechnologie GmbH, is looking forward to the launch of the "Roto City trade show experience". Roto product highlights are showcased to building element manufacturers and planning engineers around the world in individual meetings.

Image: Roto

Roto_Eberhard_Mammel.jpg

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