

## Press release

**Date:** 10<sup>th</sup> May 2023

Roto review of BAU 2023 / Around 20% more guests / Solutions for all frame materials / Product concepts provide clear added value for manufacturers and users / Continuation of BAU topics in the virtual "Roto City"

### **Working together to achieve quality in everything relating to windows and doors**

*Leinfelden-Echterdingen* – According to information released by the Messe München exhibition centre, some 190,000 professionals visited BAU 2023, evidencing its importance within the industry – despite the numbers failing to match the figure of 250,000 visitors in 2019. The situation was somewhat different for Roto Frank Fenster- und Türtechnologie, as CEO Marcus Sander describes: "The decision to relocate to hall C4 and presenting solutions for all frame materials brought 20% more guests to the stand compared to the last time we attended. From our point of view, this visitor response is also a clear indication of the great importance of BAU within the industry and, of course, of the fact that face-to-face meetings at trade fairs are still very important to many customers."

Greater comfort and quality of life for any space – window and door manufacturers who are dedicated to fulfilling this objective felt they had received excellent information at the construction supplier's trade fair stand. This is because Roto provided helpful suggestions when discussing important questions such as how manufacturers and hardware suppliers can both contribute towards optimally meeting the expectations of the end user.

### **For every building, for every room**

At the Roto stand, building element manufacturers and architects from Europe, Asia and America discovered numerous ideas for this: whether it be versatile sliding systems, flexible modular hardware systems for Tilt&Turn windows, attractive door hinges, modern automatic locking systems, high-performance gaskets or custom-made products for aluminium construction – the technology specialist once again made it clear why it pays to look for the perfect hardware. "Our hardware solutions meet all specific functional, comfort and design requirements for windows and doors in the best possible way – in all opening types and frame materials, for all building types and room concepts around the world. We therefore enjoyed very intensive face-to-face discussions – something we have all missed for a long time," says Eberhard Mammel in summary of the trade fair events. As Head of Product Adaptation and Product Marketing, Eberhard Mammel is also in charge of the corporate process for trade fairs, events and showrooms.

### **Digital design meets trade fair construction**

The design of the trade fair stand corresponded to that of the digital "Roto City", within which corporate partners have long been learning about product solutions during online conferences or visits from their customer adviser. At BAU, two buildings from the virtual city became reality: one half of the trade fair stand was modelled on the hotel of the digital consultation platform. Building elements and hardware were shown here, as they are in demand for public buildings. Right next door, smart solutions that make living spaces both safe and comfortable were displayed in a cosy setting.

The special design of the trade fair stand made it possible to experience the products in a truly authentic way. Visitors were able view hardware and gaskets that are optimally coordinated to ensure that each building element functions perfectly within a specific room and building type.



### **New trade fair experience**

Even during the fair itself, some manufacturers set up appointments with their consultants for a further meeting in the virtual "Roto City" – the objective being to discuss technical details of the products presented in Munich with a larger team from their own company. The presentation of BAU topics in this virtual exhibition centre should also be exciting for architects who were unable to attend the fair in person. At a time that suits them and helpfully guided by a Roto consultant, they can take a "tour" there to find out about the solutions exhibited in Munich.

### **Sought-after specialists**

Ahead of the trade fair, partners in aluminium facade and window construction were invited to a separate conference room to join a discussion on special solutions and services from Roto Object Business with expert consultants from Roto Aluvision. Special presentations were held twice a day. "Our consulting service supports architects, planners, system suppliers and investors worldwide in successfully implementing outstanding architecture. A recent example is our fully concealed special Turn-Only hinge side, which we developed for the 'FOUR Frankfurt' building complex. Alongside the proven added value of the products, it is clear that the large number of people attending our presentations and the tremendous positive response to our Aluvision trade fair exhibits are an expression of the fact that the industry was genuinely yearning to be able to gather again at a trade fair at long last," says Jordi Nadal, Sales Director of Roto Aluvision, in summary.

### **Integrated communication**

The daily video messages from the stand that were posted on social media also generated a lot of interest. Individual trade fair exhibits were presented in short clips under the title "Product of the day". According to Sliding Product Manager Aleksander Vukovic, some trade fair visitors dropped by in person as a result. He had presented the 400 kg version of the tightly sealed "Roto Patio Inowa" sliding hardware in a video.



Architectural hardware specialist Roto welcomed building element manufacturers and architects from Europe, Asia and America, among others, to its stand at BAU 2023. The trade fair stand design brought to life the virtual city from the “Roto City” digital consultation platform. Using a variety of room scenarios for “public building” and “private living” building types, the added value of the hardware technology was clear to see, demonstrating that it suits the purposes for which the building was constructed – considering every room – every building element – its ideal function.

**Image:** Roto Frank Fenster- und Türtechnologie

**Roto\_BAU\_2023**



Maximum transparency and convenient operation: the tightly sealed “Roto Patio Inowa” sliding hardware is approved for sashes with a weight of up to 400 kg but is also suitable for small window formats, such as those that are practical for use in schools and hospitals.

**Image:** Roto Frank Fenster- und Türtechnologie

**Roto\_Patio\_Inowa.jpg**



Two things for safer living: thanks to the intelligent “tilt before turn” protective mechanism, “Roto NX | TiltFirst” protects children and other people in need of protection against risks that could be posed by a window that is open wide or one that slams shut after being tilted. The “Roto NX | TiltSafe” hardware achieves burglary inhibition in accordance with RC 2, even when the window sashes are in the tilt position.

**Image:** Roto Frank Fenster- und Türtechnologie

**Roto\_NX.jpg**



Marcus Sander, CEO of Roto Frank Fenster- und Türtechnologie, was pleased with the 20% increase in visitor numbers compared to the last BAU event in 2019. He believes visitors’ response to Roto was due not only to the “great importance of BAU within the industry” but also to the “decision to relocate to hall C4” and “presenting solutions for all frame materials”.

**Image:** Roto Frank Fenster- und Türtechnologie

**Marcus\_Sander.jpg**



Eberhard Mammel, Head of Product Adaptation and Product Marketing at Roto Frank Fenster- und Türtechnologie GmbH, summarises Roto's trade fair activities: "Our hardware solutions meet all specific functional, comfort and design requirements for windows and doors in the best possible way – in all opening types and frame materials, for all building types and room concepts around the world. We therefore enjoyed very intensive face-to-face discussions – something we have all missed for a long time."

**Image:** Roto Frank Fenster- und Türtechnologie

**Eberhard\_Mammel.jpg**



Together with his team, Jordi Nadal, Sales Director of Roto Aluvision, supports customers in aluminium facade construction worldwide in implementing innovative opening elements. The Aluvision consulting service from Roto Object Business supports facade and window manufacturers, system suppliers, architects and investors in the planning and production of sophisticated special solutions.

**Image:** Roto Frank Fenster- und Türtechnologie

**Jordi\_Nadal.jpg**



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