



Press release

Date: 4th July 2019

Roto looks to the windows of tomorrow / Presentation at “1st Vienna Window Convention” / Environment is vastly more important than technology / Sector needs to rethink its strategy / Active communication

How to ensure a strong future for the window sector

Leinfelden-Echterdingen – (rp) “For every last one of us, political, economical, socio-cultural, environmental and legal factors have a greater influence on our window businesses than the latest design studies for a smart window from Asia.” And: “The windows of the future don’t care about technology”. With this summary, Dr Eckhard Keill concluded his contribution to the debate at the “1st Vienna Window Convention”, which took place on 27th / 28th June 2019 in the Austrian capital. In his presentation, the Sole Chairman of Roto Frank Holding AG looked towards the future of windows from the viewpoint of a hardware manufacturer and, among other aspects, pleaded for well-founded environmental, country and customer segment analyses. While it is clear that windows will have a future, he stated that there would be no *one* window of the future.

The market research company Interconnection Consulting, who organised the event, reported that more than 160 trade representatives from several European countries visited the convention. Roto welcomed the initiative with its motto “Window Visions / Window Visionaries”, as it offered companies the chance to open themselves up to new concepts and ideas away from daily business. This is important, as the “windows of the future” would also shape the “sector of the future”. “That is why we will actively



communicate our thoughts on this topic in the coming weeks and months,” Keill announced on behalf of the hardware expert.

Caption

“The windows of the future don’t care about technology”, Dr Eckhard Keill ventured to predict during the “1st Vienna Window Convention”. In his presentation, the Sole Chairman of Roto Frank Holding AG looked towards the future of windows from the viewpoint of a hardware manufacturer. As the more than 160 audience members from different European countries learned, the trade will be strongly influenced by external environmental factors in future.

Photo: Interconnection Consulting / Peter Griesser
Fensterkongress.jpg

Print free – copy requested

Publisher: Roto Frank Holding AG • Wilhelm-Frank-Platz 1 • 70771 Leinfelden-Echterdingen • Germany • Tel. +49 711 7598 0 • Fax +49 711 7598 253 • info@roto-frank.com

Editor: Linnigpublic Agentur für Öffentlichkeitsarbeit GmbH • Koblenz office • Fritz-von-Unruh-Straße 1 • 56077 Koblenz • Germany • Tel. +49 261 303839 0 • Fax +49 261 303839 1 • koblenz@linnigpublic.de; Hamburg office • Flottbeker Drift 4 • 22607 Hamburg • Germany • Tel. +49 40 82278216 • hamburg@linnigpublic.de