



Press release

Date: 28th January 2020

New appearance for Roto at “Fensterbau Frontale” / Window and door technology presented as a whole / “Realistic” communication of product benefits / Large variety of applications and installation situations / Interlinked product range for all opening types and frame materials / Special lighting concept / Comprehensive expertise in solutions made transparent / Deventer and RPS also in Hall 1

Experiencing whole rooms at Roto

Leinfelden-Echterdingen – (rp) The Window and Door Technology division (FTT) of the Roto Group announced its attendance at “Fensterbau Frontale” with the statement “Same location, same size, same floor plan – but with a brand-new design and architecture”. As stated in the run-up to the most important industry forum, trade visitors from Germany and abroad should not expect a traditional product presentation from 18th to 21st March 2020 in Hall 1 of the Nuremberg trade fair grounds. Instead, a total surface area of almost 1200 square metres will be dedicated to setting up rooms for visitors to experience as a whole. This demonstrates in a clear and comprehensible way how the sophisticated hardware systems integrated into each building element offer tangible benefits in practice.

In place of a purely product-oriented demonstration, performance characteristics and impact will be communicated in a truly “realistic” way. Since Roto caters to all opening types and frame materials around the world, the exceptionally large variety of applications and installation situations of the interlinked product range can be displayed in a diverse way based on specific requirements. This makes the real customer benefits comprehensible and visible in the best possible way. A special lighting concept implemented in one part of the stand



will have a dual purpose in the Franconian city of Nuremberg: it offers not only a special atmospheric effect but also sets the scene in simulated darkness, drawing attention to the topic of “security / burglary inhibition”, for example.

This will make FTT’s comprehensive expertise in solutions transparent during the leading trade fair. This relates, for example, to the extension of the “Roto NX” Tilt&Turn range, the international success of the “Patio Inowa” and “Patio Alversa” sliding systems, and the complete “Door” technology. A separate area of the stand is dedicated to the ever-growing segment of convenient accessible alternatives.

Deventer, another member of the division, will also be in attendance. The gasket specialist will be showcasing its international expertise in customer-specific developments using relevant exhibits, among others. Lastly, Roto Professional Service (RPS) will also be presenting itself to the expert audience. The service provision company will be demonstrating a new online spare parts finder for follow-up care for windows and doors.

Caption

At “Fensterbau Frontale”, Roto Frank Fenster- und Türtechnologie (FTT) is departing from traditional product presentation. Instead, the new stand concept offers the opportunity to experience rooms as a whole and is intended to make the practical benefits of the wide range of systems comprehensible and visible for trade visitors from Germany and abroad. This is implemented on an area of just under 1200 square metres in Hall 1 of the Nuremberg trade fair grounds.

Photo: Roto

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