



## Press release

**Date:** 1st December 2020

Welcome to the “Roto City” / Digital meeting technology for tailored advice from Roto experts / New digital tool from Roto helps with property-specific planning / Registration begins in January

### Tailored advice online

**Leinfelden-Echterdingen** – Architects and facade and window manufacturers from all over the world appreciate the special combination of product innovations and tailored advice that trade fairs like “BAU” in Munich have to offer. However, the coronavirus pandemic deprived them of the opportunity to exchange opinions and ideas at one of these established trade fairs. But Roto now has some good news: at the start of 2021, the Aluvision experts will be the first team from the window and door technology specialist to begin working with a completely new method of communication. They are looking forward to many discussions in the virtual “Roto City”.

What matters here too is the perfect combination of a tailored exchange of ideas and the presentation of interesting product applications which inspire. During the discussion, the Aluvision experts use a tailored combination of product information, examples of use and technical information according to requirements. In this way, the new digital tool helps with providing customer- and project-specific advice to planners and facade and window manufacturers. Consultation with a sales adviser may also include a glimpse into new product concepts, interviews with experts and insights into the global world of Roto.

### The customer sets the benchmark

Jordi Nadal, Managing Director of Roto Aluvision, summarises the idea behind this new service as follows: “The customer tells us when,



how long and about what topic they would like to talk to us and we put together those very materials that may be relevant to them and our joint digital meeting. It's a little bit like we're walking together through a city with modern windows and buildings that look different for every customer." In doing so, Roto will use the full potential of digital meeting technology.

### **Flexible and almost limitless**

A special opportunity: in addition to the innovations and product solutions that would have been on show at "BAU", for instance, any examples of use or hardware components can also be shown and discussed. "It goes without saying that we would like to talk about our new launches for 2021," explains Nadal, "but before the meeting we will be asking the participants about their wishes in detail. This gives us the opportunity to individually combine a presentation of our new launches with a demonstration of further product solutions and background information that could be relevant to the customer." Nadal is certain that "from January, with this innovative form of communication, Roto will offer a unique kind of experience to all participants."

Prospective customers are now able to contact their Roto sales adviser. They will schedule a date for the meeting, compile exciting topics based on the customer's concerns and respond with details for accessing the digital meeting room.



From January onwards, the Sales department will be accompanying customers on their journey through the “Roto City”. Like at a trade fair, what matters in a digital consultation is the perfect combination of a tailored exchange of ideas and the presentation of real-life product applications which inspire.

**Photo:** Roto

**Roto\_City\_1.jpg**



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**Photo:** Roto

**Roto\_City\_2.jpg**

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