



Press release

Date: 7th February 2018

Attending "Fensterbau Frontale" as the "2018 global market leader" / Half a billion sets sold / Becoming the "Tilt&Turn world champion" thanks to tradition of innovation / Shaping the industry once again with "Roto NX" / Extensive hardware system / Various customer benefits in Nuremberg

Live at Roto

Leinfelden-Echterdingen – (rp) Roto will welcome visitors to "Fensterbau Frontale" as the newly crowned "2018 global market leader". The company reports being awarded this title by the "WirtschaftsWoche" business magazine for the "window and door hardware systems" segment at the end of January. It is the result of an independent factual analysis performed by the University of St. Gallen and therefore ultimately reflects the construction supplier's "Tilt&Turn success story", which now spans more than 80 years. Roto draws attention to a striking figure: since the company was founded, around half a billion Turn-Only / Tilt&Turn sets have been sold in over 55 countries, earning it "world champion" status. To continue defending this title in the future, "Roto NX", a "full range" for windows and balcony doors "shaping the industry once again" is taking to the start line.

The universal system is continuing in the "tradition of Tilt&Turn innovation". It began in 1935, when Wilhelm Frank invented the first hardware to be industrially manufactured. This paved the way for tilting and turning windows using three-step operation rather than simply turning them. Two-handed and one-handed operation were the next significant development steps (in 1938 and 1970), before the "NT" range began its "successful global advance" at the turn of the millennium, undergoing constant expansion since then.



The general maxim of always focussing on the specific benefit for customers is now documented in another “extensive generation change”. The “Roto NX” range – which is already widely available – will celebrate its market launch at the industry’s leading international trade fair from 21st to 24th March 2018. Its high level of efficiency, distinct security, increased comfort and contemporary design provide many advantages when working with and using the hardware in practical applications. The “Tilt&Turn world champion” aims to convince the expert audience in Hall 1 of the Nuremberg exhibition grounds of these benefits in a live demonstration.

Caption

“Roto NX” is the name of the Tilt&Turn hardware system for windows and balcony doors shaping the industry once again. Following the initial presentation in front of an audience of international journalists at the 2017 Trade Press Day (photo), the manufacturer now aims to impress visitors to “Fensterbau Frontale” with the hardware system’s many practical advantages in a live demonstration. The “Tilt&Turn world champion” is continuing with its approach of always focussing its innovations on customer benefits with this extensive range.

Photo: Roto

RotoNX_FPT.jpg

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