

Roto Inside

Issue No. 36

Roto window and door technology partner information



■ **New at Roto**
Roto Quadro Safe:
Successful launch in
Switzerland

Page 5



■ **Event**
**Direct to specialised
dealers and trade:**
Roto's Roof Window
Roadshow

Page 7



■ **Timber**
**Wesselink Kozijnen,
Netherlands:**
Premium quality with
Deventer and Roto

Page 8



■ **Why Roto?**
(German) Made in Russia:
a perfectly integrated
package

Page 11

More efficient and more flexible with the high-quality aluminium sliding system

Metal workers praise Roto Patio Alversa

■ **New at Roto** At BAU 2017, metal workers visiting the Roto exhibition stand favoured one exhibit in particular. On display was an exceptionally easy-to-operate aluminium sliding system with the PS Air Com version of the new Roto Patio Alversa universal hardware. This, plus two additional attractive new parallel and Tilt&Slide aluminium window hardware versions have now been available from stock since April. Installation instructions provide all the information metal workers need to incorporate the innovative parallel and Tilt&Slide hardware. The Roto Aluvision application technology is ready for fitter training sessions.

Interesting manufacturing rationalisation potentials are opened up for aluminium sliding system manufacturers by Roto Patio Alversa universal hardware's market launch. At the same time, this hardware product range gives manufacturers more flexibility to satisfy customer requirements. Thanks to its modular structure, it enables the production of various versions of parallel and Tilt&Slide solutions with little manufacturing re-tooling time and expense. The maximum 122 mm retracting distance also allows the use of larger profile depths, for example for triple glazing.

Roto Patio Alversa for a new level of diversity

Aluminium sliding system providers can use Roto Patio Alversa to guarantee their customers maximum ease of operation and to respond very flexibly to their wishes. At the same time, they achieve the highest degree of production efficiency. Because thanks to a platform concept, this hardware product range ensures very high utilisation of the same parts. The production line requires only minor adjustments to manufacture Roto Patio Alversa | PS, Roto Patio Alversa | KS and Roto Patio Alversa | PS Air Com versions. All three solutions,

despite their different modes of operation, are based on just a few exchangeable components, because the central locking system and handle are the same for the KS and PS versions. Using the same corner drives for the PS and KS versions also

reduces the installation table's storage area requirement. Quick and easy installation is further enhanced simply by 'clipping' the scissors-slider into the stay-connecting profile.



For aluminium window manufacturers, the new Roto Patio Alversa parallel and Tilt&Slide system's market launch opens up interesting potentials for rationalisation, and for attracting new customers. The new Roto Patio Alversa universal hardware can quickly and easily 'beef up' simple aluminium system fabricators' standard product range Tilt&Turn window profiles to create high-quality sliding systems with convenient supplementary functions. Proven Roto AL product range security components mean burglary protection can also be adapted to individual security requirements up to resistance class RC 2 or RC 2 N.

Test passed

Metallbau Pesch relies on Roto Patio Alversa

■ **Aluminium** The new Roto Patio Alversa parallel and Tilt&Slide system's strengths immediately convinced Achim Pötz, general manager of Metallbau Pesch GmbH, and his employees: "We inspected the new universal hardware at this year's BAU. We were particularly impressed by the high ease of operation. The handling of sliding elements is often especially difficult for older people. Roto Patio Alversa provides an intuitive and very easy operation. The quiet slide in and out behaviour of the sashes thanks to the damping elements is also very popular with our customers."

Right from the April start of Roto Patio Alversa delivery, the Hürth-based Metallbau Pesch showrooms featured sliding systems which were also modified. Since then, Achim Pötz has already had a number of interesting experiences in consultations. "I expect that we will primarily be using the parallel sliding hardware PS with its night ventilation that is invisible from the outside. Particularly for small to medium-sized terrace and balcony doors this is a fantastic solution, which ensures reliable ventilation and a balanced room climate," says Achim Pötz.

The manufacturing switch to Roto Patio Alversa was predictably straightforward. The new universal hardware fully meets the metalworking pros' quality expectations: "It has always been our claim that we only sell solutions that fully meet our own requirements. I would always be happy to mount any terrace door that I sell in my own home. I am fully aware that this places great demands on our suppliers. But, Roto Patio Alversa has already passed our test with flying colours!"



Master locksmith Achim Pötz has been the Hürth-Kalscheuren-based Metallbau Pesch GmbH owner and general manager for 33 years. He is looking forward to working with Roto Patio Alversa. The manufacturing switch to the new universal parallel and Tilt&Slide system hardware was predictably straightforward.



Dennis Pötz, also a master locksmith and general manager for four years, agrees with his father: Metallbau Pesch only builds and sells windows that the two pros would also install in their own home. The Roto Patio Alversa parallel and Tilt&Slide system immediately impressed them.

More information on Roto Patio Alversa for aluminium windows on page 3

In demand



A discussion with
Chairman of the
Roto Frank AG
Board of Directors,
Dr Eckhard Keill

Roto Inside: Dr Keill, about six months have passed since Roto launched the Roto Patio Alversa parallel and Tilt&Slide system on the market. According to one of the central sales arguments, window fabricators that work with the Roto NT or Roto AL product ranges receive the maximum benefit from this introduction. Do Roto customers now actually see it this way?

Dr Keill: It would obviously be more credible if this was confirmed by a window fabricator, but as you are asking me – yes, the increase in efficiency is not a Roto invention, it is a fact. But, what is just as important to our customers: sliding doors and windows are much more convenient to operate with Roto Patio Alversa than with our earlier purchased systems, as you well know. Although builders love sliding doors due to their numerous benefits, the market had recently been declining. And, we believed that this was primarily due to the fact that sliding systems were not intuitive to operate. Mishandling

occurred time and again and there was a lot of aggravation. Roto Patio Alversa is therefore also the key to the revival of an attractive market.

Roto Inside: Why is it that, of all companies, Roto – previously not a recognised specialist in sliding systems – is able to commence in-house production with such an improved system?

Dr Keill: Roto aims to generate genuine value – for builders as well as window fabricators. And if you – as we did – listen to both of them carefully and take a professional approach to hardware design and production, you can develop a superior solution, as is the case with Roto Patio Alversa. We decided to establish an internal sliding systems production department so that Roto ideas also only benefit Roto. If a third party produces a system, this supplier also passes innovations on to others. This is virtually impossible to prevent ...

Roto Inside: How is Roto Patio Alversa seen by manufacturers?

Dr Keill: As a clearly superior product. Moreover, as a system that can be introduced and handled in manufacturing at the lowest possible effort and expense. Out with the old Roto sliding hardware – in with the new. Roto Patio Alversa fits into all profiles into which the discontinued product ranges fit. We expect that almost all

users of our older Roto Patio sliding hardware will have switched by the end of the year.

Roto Inside: It seems like a lot of work is currently going on and that Roto has earned a break ...

Dr Keill: That sounds as if the launch of innovations were an unpleasant burden. We clearly do not feel that way. We enjoy constantly adapting products and processes to the needs of our customers. Ultimately, the development of demand and requirements also doesn't stop. Roto is always looking to introduce better products to enable for window and door manufacturers' growth. The Roto Group accessories offered are key for window and door quality and functionality. That's why there will be no break for the entire organisation. But, this is naturally not the case for the individuals.

Roto Inside: Essentially a creative break for the individuals in the constantly agile organisation.

Dr Keill: Yes, exactly like that. This is precisely the benefit of a process organisation. While the teams in the primary "Customers and Markets" process are providing support, such as with the switch to Roto Patio Alversa, the teams in the primary "Innovation" process have long since started tackling new projects. Everyone is focussed on their core task. Incidentally, since

the introduction of the process organisation, we have regularly been measuring whether our expectations of the new company structure's effect are being met. In the primary "Customers and Markets" process, a range of specialists are currently working together to closely coordinate the increase in all services available to the customer. For example, these include product quality and delivery performance as well as pre-sales by a Roto Quadro Safe campaign or consulting services, such as Roto Lean.

Roto Inside: In less than a year, the exhibition in Nuremberg will open its doors to the building elements sector. Can we expect to see further innovations in addition to Roto Patio Alversa?

Dr Keill: You don't need to wait that long. We will already be presenting the latest innovations in autumn. They are just about ready to be launched on the market. Incidentally, this is an entire package of important new components, which opens up a range of opportunities for window fabricators. This innovation is once again not just about updating acceptable solutions; rather it is a big step towards the future of the window-fabricating industry. Roto customers must ultimately be able to differentiate themselves with the best hardware technology. This is true, not only today, but also tomorrow and the day after that.

ABUS-Fenster, Germany

Convenience and security with Roto Patio Alversa

■ **PVC** ■ **Aluminium** Tradition meets modernity: ABUS-Fenster GmbH in Unterneukirchen relies on the latest production engineering. Founded in 1906, the company is now one of the largest producers of PVC, timber and timber-aluminium windows in Bavaria. And there is no end to the development in sight, as the four-member management team agrees: to stand still is to go backwards. The recent decision by Martin Frauenhofer, Ingeborg Bergmann, Rosmarie Wagenspöck and Joachim Auer to introduce Roto Patio Alversa was relatively easy.

"We have been working with Roto NT for many years and so immediately recognised that we can leverage further rationalisation potentials if in the future we fit sliding doors with Roto Patio Alversa", explains general manager Rosmarie Wagenspöck. ABUS-Fenster has also long identified its sales arguments: "Burglary protection is a key issue – including for sliding systems. Roto Patio Alversa lets us offer solutions that

provide good burglary protection and which at the same time are also very convenient to operate. I therefore personally expect a high level of customer satisfaction and a growing demand for ABUS-Fenster sliding doors. It is clear to me: Roto supplies our customers with premium sales topics and we deliver impressive products."



ABUS-Fenster GmbH from Unterneukirchen, Upper Bavaria, is one of the companies committed to the Roto Quadro Safe campaign. For added convenience and security, general managers Martin Frauenhofer, Ingeborg Bergmann, Rosmarie Wagenspöck and Joachim Auer will rely on Roto Patio Alversa for the production of sliding doors in the future.

BE Bauelemente GmbH, Germany

"Heading exactly in the right direction" with Roto Patio Alversa

■ **PVC** Andy-Thomas Connell has clear ideas: "I primarily expect intuitive handling, smooth-running mechanics, durable functionality and a high level of security from sliding system hardware technology." The general manager of BE Bauelemente GmbH with its headquarters in East Westphalia's Leopoldshöhe was one of the first companies in Germany to make the decision to change over to the Roto Patio Alversa PS parallel sliding system with night ventilation – that clearly meets all expectations.

The window and door manufacturer BE Bauelemente with approximately 400 employees achieved a turnover of around 60 million euros in 2016. The company has therefore remained on a growth track and also counts on a positive development in the current year, explains Andy-Thomas Connell. The "Sliding elements" area of competence considerably contributes to this. The strongest rise in demand at present is for this opening type that we, as a one-stop shop, offer in different price categories. The decision to change over to

Patio Alversa was a relatively easy one because the universal hardware not only meets our criteria but also offers additional advantages.

These include, amongst other things, the sequence of operation similar to conventional Tilt&Turn windows as well as, if need be, the option to be able to switch easily between several versions according to the general manager. Overall, the "Patio Alversa" concept is therefore "heading exactly in the right direction".



The "Sliding elements" area of competence considerably contributes to the company's success according to Andy-Thomas Connell, general manager of BE Bauelemente GmbH. He has placed his trust in the Roto Patio Alversa PS parallel sliding system with night ventilation since the spring of this year.

Universal. Minimal. Roto Patio Alversa

Clear increase in efficiency in aluminium sliding systems' manufacture

■ **New at Roto** More standardisation and fewer parts in sliding solutions production with Roto Patio Alversa – this applies for all aluminium sliding system manufacturers, especially for Roto AL Tilt&Turn hardware range users. Your sliding system production's storage and logistic costs will be significantly reduced if you opt to use Roto Patio Alversa.

The pressure on administration and, in particular, master data processes is also measurably reduced. Because the KS and PS versions' central locking system, espagnolettes and corner drives for the Roto Patio Alversa parallel and Tilt&Slide system come from the Roto AL range. They are simply combined with the Roto Patio Alversa range bogies, scissor-sliders and track sets.

Saves time during installation

Roto Patio Alversa also offers benefits during installation: The bogies' height adjustment ease proves to have multiple installation benefits. With its negative adjustment range of -2 to +6 mm, it dispenses with the need to move the roller track for lightweight sashes, while also preventing damage to sashes, as its thread cannot be overwound or unwound, and it makes lifting or releasing the sashes unnecessary.

Patented trio

The Roto Patio Alversa universal hardware makes three high-performance parallel and Tilt&Slide solutions easy to produce:

The KS version is a Tilt&Slide solution with tilt ventilation. It covers sash rebate widths (SRW) of between 670 mm and 1,280 mm and sash rebate heights (SRH) of between 930 mm and 2,380 mm, for sash weights of up to 100 kg. For sash weights of up to 160 kg, the corresponding data are: SRW between 670 mm and 1,680 mm and SRH between 930 mm and 2,380 mm.

The PS variant stands for a Parallel Sliding system with or without night ventilation. For sash weights of up to 160 kg, the possible dimensions extend between 760 mm and 1,680 mm (SRW) and between 930 mm and 2,700 mm (SRH). For sashes with a maximum weight of 200 kg, the corresponding values are: between 1,210 mm and 2,000 mm and between 930 mm and 2,700 mm, respectively.

The PS Air Com version combines a parallel sliding system with convenient window handle-controlled tilt ventilation. Rotating the handle automatically tilts the sash – no manual application of pressure against the sash is required. This enables sashes of up to 200 kg (SRW: 1,210 to 2,000 mm; SRH: 930 to 2,700 mm) to

be operated and tilted effortlessly with noticeably little expenditure of energy. For sash weights of up to 160 kg, dimensions of between 760 mm and 1,680 mm (SRW) and between 930 mm and 2,700 mm (SRH) are possible.

An innovative opening and locking mechanism ensures the sliding sash runs silently. Special damping elements ensure both PS versions' optimised sash slide in and out behaviour. Roto Line handles' use allows for all windows and balcony doors' standard visible hardware component design, regardless of whether they are opened by rotating, tilting or sliding.

For a secure home

All the available Roto Patio Alversa range

versions can easily be fitted with Roto AL product range security components. This means that burglary protection by using security mushroom-cams, security strikers and lockable handles can be adapted to individual needs up to resistance class RC 2 or RC 2 N. The new range therefore makes Roto the first provider also able to produce parallel sliding solutions with tilt ventilation and significant additional security and convenience to boot.

If a sliding system is equipped with Roto Patio Alversa | PS, the closed element is burglar-resistant up to resistance class RC 2 or RC 2 N through the use of night ventilation security locks and the Roto AL security components described. A high level of security

is also guaranteed in the open position, since Roto Patio Alversa | PS comes with optional night ventilation not visible from the outside. This means that the element appears closed from the outside, but still ensures pleasant air circulation, and therefore a good room climate.

All the Roto Patio Alversa parallel and Tilt&Slide hardware range's system components have been developed by Roto, and are manufactured in Roto factories in Europe. For more information, see www.roto-frank.com/en/roto-patio-alversa.



Secure guiding, including of heavy loads: Additional reinforcement as a stabilising connection between the bogie and element ensures even high sash weights can be seamlessly achieved with Roto Patio Alversa. The reinforcement element can be adjusted via a hexalobular socket screw in order to optimise the run-in and run-out depending on the sash's weight and dimensions. The scissor-slider is clipped into the retaining track and secured during manufacture, which saves time. Screw connection is not required.



New Roto Patio Alversa product range bogies, scissor-sliders and track sets are combined with Roto AL product range components, such as a central locking system, espagnolettes and corner drives. This has benefits for Roto AL users. There is a considerable sliding solutions production-related storage and logistics cost reduction; administration, and in particular, master data processes become easier.



➤ **A complete brochure, which provides detailed information concerning the versions available, their strengths in terms of installation, security and ease of operation as well as fitting, maintenance and operating instructions, is available for download.**

www.roto-frank.com/en/roto-patio-alversa/brochure

Roto Patio Alversa product videos

The attractive employee training and customer consultation assistants

■ **New at Roto** Many window fabricators have already dealt intensively with the Roto Patio Alversa parallel and Tilt&Slide system's universal hardware since its launch at the end of 2016. Roto has produced informative videos for anyone wanting a reminder of the most important features before their planned production changeover. They are available now for accessing from www.roto-frank.com/en/roto-patio-alversa.

The different versions and their strengths are presented "in action" in a classic product video for fabricators and in one for end users. When used in the showroom or in consultations, they impressively convey to builders the convenient operation and security, for example, of a Roto Patio Alversa | PS Air Com-based parallel sliding solution with tilt ventilation.

Intensify employee training sessions – anchor knowledge: videos on Roto Patio Alversa are available for download.

KNS Okna, Poland

A firm focus on end-use customers

■ **PVC Southern Poland, more specifically, Wodzisław Śląski, Silesia, is home to the headquarters and the production plants of KNS Okna, one of Poland's most innovative PVC window producers. Founded in 2008, from the very beginning the company laid claim to technology leadership. This claim was and is met by regular investments in the company's machinery. The company is also on the constant search for new solutions and developments that can provide added value for passing on to customers. The most recent example: the KNS Okna's parallel and Tilt&Slide systems changeover Roto Patio Alversa universal hardware.**

Approximately 200 employees currently work in the KNS Okna manufacturing department. They are supported by more than 50 colleagues in administration and field service. The company's centrepiece is the 3,750-square metre production area, which houses cutting edge and fully automated machinery. It is controlled by a no less modern software solution, parts of which were developed internally by the company. "Our ultimate goal is to ensure the satisfaction of our end-use customers, builders. We want to achieve this satisfaction through our windows' best quality and premium ease of operation. And this requires the best possible technology and the best possible components", company founder and general manager Krzysztof Mędrala summarises the KNS Okna mission statement.

They 45-year old economist entered the window and door industry shortly after completing his degree. He was previously employed as the general manager of another window fabricator. In 2008, he had the opportunity to use his experience and contacts to establish his own operation together with two partners, and the decision was easy to take. Their common goal, to develop

the highest quality PVC windows, was a success from the start. "Over the years, for many Polish builders, attributes such as design, thermal insulation and security have become more important than purely the pricing factor. As a result, innovative solutions such as our 'Libris+' soundproof window or the 'Ergono' thermal insulation window have been developed." Both series were developed in the European design language and both satisfy all the relevant EU standards. "However, windows like these can only be produced in an extremely modern manufacturing area and with the use of high-quality components. That's why we exclusively use the highest quality PVC profiles and our long-term partner's, Roto, hardware. In the past year, we have also introduced so-called 'V-Perfect' technology, which ensures that no welding bead is created and enables perfect welding of corners", emphasizes Krzysztof Mędrala.

Development partner from the start

Roto was one of the contacts that Krzysztof Mędrala took with him in the switch from his former role to self-employment. "I was aware of the company's development strength and the

commitment of Roto employees. Why wouldn't I take advantage of this at KNS Okna? Take the previously mentioned window series for example: their function and durability are due to the Roto NT." The most recent addition to the production line is the new Roto Patio Alversa universal hardware. We are just about to fully changeover the parallel and Tilt&Slide system production area. As always, the spontaneous decision for Roto Patio Alversa was also primarily based on the benefits for builders. "A significantly improved ease of operation thanks to the intuitive handle control, a 'tangibly' high-quality solution, which at the same time can be used to provide good burglary protection. These are features that our customers appreciate. In addition, the switch to Roto Patio Alversa provides us with a number of logistics and assembly benefits: lower inventories, fewer components in the production department, simpler buffer-stop and, ultimately and above all, a significant time saving in manufacturing. Incidentally, the new universal hardware's integration into our processes was supported by Roto's Warsaw employees in their customary professional manner – whether relating to the technical implementation in the

production department or the training of our employees as well as, in particular, the initial marketing of the new systems. We recently also introduced the latest Artline 82 Veka system with spectral interface as well as a Knipping system, which is distributed by Profine", reports Krzysztof Mędrala.

Special designs, special colours – customer requests count

As, for an innovator, standing still essentially means going backwards, the KNS Okna management team already has the company's next development stages in its sights. The standard and special design production processes must continue to be optimised, the production hall will be expanded and our position in foreign markets strengthened. "On the part of customers, we are seeing a definite increase in importance of the burglary protection topic. We are responding to this topic together with Roto and windows that pass the RC 2 test. At the same time, our over 400 Polish trading partners actively use the range of training courses on offer as part of the Rotomania program, Roto's qualification initiatives in Poland. This makes them fit and ready for the sales area. And the next joint marketing campaigns with Roto are also already in planning. The established cooperation between our two companies will therefore continue to bear fruit in the future", Krzysztof Mędrala is convinced.



Word of the KNS Okna windows' quality has not just spread in Poland, the company is now also well-connected in numerous Western European sales markets. Of the approximately 110,000 window units currently produced on a yearly basis, around 60 per cent are intended for export.



Regular investments in machinery and the constant search for new solutions, with which to provide added value for customers, are the secrets to the innovative company's success. KNS Okna's parallel and Tilt&Slide systems changeover to the Roto Patio Alversa universal hardware is intended to add further, particularly convenient and secure products to the Polish PVC window manufacturer's range.



Approximately 200 employees currently work in the KNS Okna manufacturing department. The company, founded in 2008, has focussed on technology leadership from the very beginning.



KNS Okna laid the foundation for consistently high demand with impressive product quality. A five-year guarantee is provided for all windows. In addition, shareholder Krzysztof Mędrala believes that flexibility is a success factor for the company. The company therefore also manufactures windows in special designs and individual colours.

Roto sales office in Jakarta

More architect and aluminium system supplier service in Indonesia

■ **New at Roto With just under ten million residents, Jakarta is the largest city in South-East Asia and is both a large and interesting market for window and door manufacturers. To be able to provide even better support for these manufacturers, especially in its appeal to planners and large building companies as well as in the development of new projects, for a number of months now Roto has maintained a sales-subsidiary, conveniently located in the south of the city.**

In the past twenty years, Indonesian window fabricators have been supported by Roto's Singapore-based customer care. However, as interest in high-quality aluminium facades and elements has continued to grow in their country, the new Roto foreign representation in Jakarta intends to expand its support accordingly for specialist planners and systems suppliers with support from its Singapore colleagues. "We also want to raise the profile of the Roto main door product portfolio," explains office manager Hario Haridadi. "We can offer efficient solutions here that are currently though virtually unheard of in the Indonesian market. Initial

partnerships with committed manufacturers already exist and we will work together with them to actively market high-quality main doors based on the European model." These are exciting challenges, for which Jakarta is perfectly positioned, says Marcus Hao, general manager Roto Frank Asia-Pacific: "Hario Haridadi is a recognised expert in developing new business areas. With support from colleagues in Singapore, we have every confidence that he will master his upcoming challenges."



Roto has already been able to establish a loyal customer base in Indonesia over the past twenty years. The new foreign representation in Jakarta is expected to further intensify cooperation, particularly with planners and architects. In picture (third from left): office manager Hari Haridadi with a group of employees and customers at the official opening.

Roto Quadro Safe

Burglary protection campaign successfully launched in Switzerland

■ **New at Roto** The burglary protection and security topics are a current area of focus for people in many countries around the world. Builders looking to buy new windows and doors are more than ever before requesting mechanical protection against unwanted guests. As a result, around 1,000 German and Austrian window fabricators are already advertising themselves with the Roto Quadro Safe campaign as specialists for added security. Many of them consider the campaign to be one of the industry's most successful marketing initiatives. Now, it is time to write a new chapter in this success story. Since April of this year, Swiss manufacturers have also been positioning themselves during the Roto Quadro Safe campaign as security advisers.

"Our customers have been quick to take up the 'Roto Quadro Safe' campaign," reports Roger Möschler, general manager of Roto Frank in Switzerland. Roto has received an overwhelming response to the offer. "Swiss builders and real-estate owners are looking for reliable burglary protection, just like those in Germany and Austria. It is a hot topic and window fabricators are accordingly enthusiastic about and grateful for the communication instruments offered by Roto."

Similar to the two neighbouring countries, window fabricators in Switzerland can register on the campaign page www.quadro-safe.com. They then have access to an optimally coordinated package of measures – from information and POS materials through to customisable

advertising and PR instruments. "We want to show rental property and owner-occupied housing residents that you can make a window much more secure with a small number of hardware components and at no great financial and time expense. The important thing: consultation with a specialist. We then establish the connection to this specialist via Roto Quadro Safe and our portal," says Roger Möschler.

Mobilising the end-use customers

We are naturally tremendously pleased with the campaign's purely quantitative success in the first three months, continues Möschler. But, even more exciting is the participating window fabricators' feedback that we received in direct discussions with them. They, as well as numerous builders, have always considered the Roto brand as a type of "security guarantee." Roto is now increasingly also being seen as an important communication partner that champions a topic for the benefit of an entire industry.

Volker Fitschen, Roto general manager Central Europe, also believes that, in particular, the networking of large numbers of individuals for the purpose of a joint burglary protection initiative lies at the heart of the campaign. "We are mobilising the end-use customers and are also acquiring them for the professionals on site – i.e. our market partners. They, in turn, benefit from our complete marketing package, which provides an easy-to-use basis for their internal competence offensives." This turns a communication incentive into a purchase incentive, which benefits those involved in the campaign.

Joint action against "window drillers"

"The security issue is also an extremely sensitive ongoing topic in Switzerland," explains Nicole David, head of the trade partner business division at swisswindows AG in Mörschwil. End-use customers as well as swisswindows trade partners benefit from the campaign. "We hope that the campaign and the direct appeal to residents and owners will generate qualified customer contacts, who will receive professional and reliable advice from our regional trade partners. A clear win-win situation for our trade partners as well as end-use customers. The only ones who lose are the burglars or 'window drillers', as they are also referred to in Switzerland."

The fact that the Roto Quadro Safe campaign has been met with such a great response, similar to that of the two neighbouring markets, is doubtless due to its emotionality and the burglary protection topic's presence in the media. Drawing end-use customer attention to the issue is of primary importance, continues Nicole David. "To do so, we are recommending that our trade partners employ as many of our campaign package's communication measures as possible. It is important to communicate attributes, which are also perceived as benefits and added value by the customer. Feeling safe and secure in your own home – is something unfortunately many people only learn to appreciate once they have experienced a break-in. If the campaign creates greater risk awareness, we will already have achieved a great deal!"



The Roto Quadro Safe campaign started in Switzerland in April of this year: similar to Germany and Austria, window fabricators in Switzerland can now also register on the campaign page www.quadro-safe.com. They then have access to an optimally coordinated package of measures – from information and POS materials through to customisable advertising and PR instruments.



"We want to show rental property and owner-occupied housing residents that you can make a window much more secure with a small number of hardware components and at no great financial and time expense. The important thing: consultation with a specialist," explains Roger Möschler, general manager of Roto Frank in Switzerland, during the start of the campaign.



➤ **Window fabricators and building element dealers from Switzerland can register here.**

www.quadro-safe.com

Roto and Fermac in Chile

Short paths, large product range, satisfied customers

■ **PVC** ■ **Aluminium** At the start of last year, Roto opened a sales subsidiary in Santiago, Chile with its own small warehouse. The new subsidiary services Chilean and Peruvian window and door manufacturers. Much to the delight of these customers, as Romina Huerta, Sales & Country Manager, reports.

In February 2016, Romina Huerta and her small team started work in the newly established sales subsidiary and its adjacent 500 square metre warehouse. Today, a total of seven employees there ensure that Chilean and Peruvian customers receive reliable and prompt deliveries of Roto and Fermac aluminium and PVC window and door systems. "We have now laid the foundation to guarantee that the service and support quality is also achieved in these two markets which Roto wants to provide worldwide. In particular, as shown by experiences before the inauguration, Chilean window and door manufacturers are entitled to having their partners and suppliers locally represented," says Romina Huerta.

The physical proximity to customers furthermore not only leads to further improvements in supply quality and delivery reliability, the personal consulting services can also be structured much more efficiently, continues Huerta. "For one thing, we can now also deliver components that were previously simply not available

for Chile. And we can also better present new systems to our customers or use specimens and training courses to identify beneficial alternatives to currently utilised components. For example, this also lets us present the as yet little known Fermac solutions in Chile." The nationwide campaign to inform Chilean and Peruvian

manufacturers of the Fermac portfolio is indeed one of Romina Huerta's and her colleagues' primary aims. They are also working intensively on identifying and supporting new trading partners in both countries.



Whether windows or doors, aluminium or PVC, single-family house or commercial property – Roto and Fermac solutions are currently in use in a range of attractive Chilean and Peruvian buildings.



Chilean and Peruvian customers benefit from the further increase in supply quality and personal consultation made possible by the construction of a warehouse.



Sales & Country Manager Romina Huerta manages the Santiago, Chile Roto subsidiary, which was newly founded at the start of 2016.

ALUVACSA, Mexico

Stronger into the future: production and sales redesigned

■ **PVC ■ Aluminium Construction is taking off in Mexico – it is often ambitious and very creative. Roto Inside has already reported on individual projects. ALUVACSA recently positioned itself in the market as a dedicated aluminium facade and window systems provider. Production and sales were completely realigned with just under a one million euro investment – together with the new partner Roto.**

FENSTERBAU FRONTALE once again acted as the door opener for this business relationship as well: in March 2016, Luis Manuel Vargas, ALUVACSA's general manager, and his management team paid a visit to Roto's exhibition stand. In discussion with Chris Dimou, general manager, The Americas, among others, the extent of the changes at ALUVACSA and the associated opportunities quickly became clear. "In the spring of 2016, the company invested just under 800,000 euros in a factory with the latest production equipment. The goal: the prompt commencement of the production of modern aluminium systems, followed a few months later by the production of PVC windows," remembers Chris Dimou.

"We were looking for a reliable hardware manufacturer who can provide professional support in setting up the production department as well as offering the right products for the new production equipment and largely automated manufacturing process," says Luis Manuel Vargas in response to the question of what motivated him at the time to seek out discussions specifically with Roto. The graduate industrial engineer controls the fate of ALUVACSA together with his partner Gustavo Soto. The company has been developing and producing facade systems, aluminium cladding and windows at the Gómez Palacio location in Durango, north-eastern Mexico, since 2006. They are sold throughout Mexico via a production location office and two additional subsidiaries in the regions of Guadalajara and Querétaro. Around 250 employees work for ALUVACSA. The company's

customers include private builders as well as commercial project developers and large building companies. About 90 percent of the facade and window systems produced are installed in new builds.

Opportunity seized: 16 mm groove and modern PVC technology

"We are now the first provider in Mexico to manufacture and offer aluminium windows with a 16 mm groove and Roto hardware systems. Our customers appreciate that we offer windows based on the highest European standard. At the same time, we now also have one of the most cutting edge and flexible PVC window production departments in Mexico. The extent of the changes implemented over the past twelve months can perhaps best be indicated by our manufacturing department's degree of automation: at the start of 2016, this amounted to about 50 percent, at the end of the year; this had already increased to 80 percent. After completion of the entire changeover process, i.e. this year, we want to reach a rate of 95 percent," Luis Manuel Vargas explains ALUVACSA management's ambitious goals.

Joint market cultivation

Every effort has been made to provide optimal support for ALUVACSA in its production department's changeover, says Chris Dimou in discussion with Roto Inside. "Aluminium production is now in full swing and systems, such as Roto AL 300, Roto Inline and Roto Patio Fold as well as Roto Patio Lift are a fixed part of the manufacturing process. The set up of

the PVC windows' production is also perfectly on schedule. We are really looking forward to working together with ALUVACSA to implement exciting building projects throughout Mexico – building projects such as one of the first passive

(low-E) houses in Mexico, which was fitted with ALUVACSA windows and balcony doors, therefore also with Roto hardware technology and which was recently completed," says Chris Dimou.



One of Mexico's first passive (low-E) houses was fitted with the new ALUVACSA manufacturing department's aluminium windows and balcony doors.



ALUVACSA has been developing and producing facade systems, aluminium cladding and windows at the Gómez Palacio location in Durango, north-east Mexico, since 2006. In 2016 production and sales were completely realigned with an investment of just under one million euros.



The extent of the changes implemented over the past few months can perhaps best be indicated by the our manufacturing department's degree of automation: at the start of 2016, this amounted to about 50 percent, at the end of the year; this had already increased to 80 percent. After the completion of the entire changeover process, we want to reach a rate of 95 percent," says Luis Manuel Vargas, general manager of ALUVACSA.

Assistance for Leinfelden's people in need

Elfriede Frank Foundation – social engagement for more than 25 years

■ **Event** In 1991, to mark her 80th birthday, Elfriede Frank established the foundation, which has since provided swift assistance for people who through no fault of their own are in need or have fallen on hard times and who live or work in Leinfelden-Echterdingen. The Roto Frank co-founder, with a lifetime of social engagement, thereby wanted to express her gratitude for eight decades of good health and for her opportunity to help shape the successful development of Roto at her husband's, Wilhelm Frank, side. This also highlighted her commitment to the municipality and its residents, who have contributed to the company's stature and outstanding success.

The foundation's seed capital amounted to DM 100,000. Donations by the founder and, following her death in 2008, her daughter Heidrun von Broich, her granddaughter Patricia Schulken-von Broich and Roto Frank AG have helped increase the foundation's capital to 230,000 euros. From the return on the foundation assets and donations, approximately 440,000 euros of support payments have been made since its foundation, most recently about 20,000 euros a year. Last year, this provided assistance for 66 families, 33 individuals and four charitable associations. The foundation board in cooperation with the board of directors decides who receives support and how the funds are distributed. Selections and proposals are provided by the Leinfelden-Echterdingen town Office for Social Services, the local Christian parishes and charitable institutions.

The foundation chairman is former Roto chairman Johann Hirn, while the members of the board of directors are Patricia Schulken-von Broich, daughter of Heidrun von Broich, who passed away in 2015, Lord Mayor Roland Klenk and former Roto employee Gerhard Fritz.

Sports challenges for a good cause

Since 2011, Roto has combined its social engagement with a sports challenge for its employees. While, in previous years, the programme involved participating in a 24-hour relay bike race on the Nürburgring, in 2016 employees participated in the IRONMAN in Maastricht, with Roto business partners' financial

sponsorship. Sponsors donated a total of 36,205 euros. As a result, the six events up to 2016 have raised a total of 186,000 euros. A third of this was contributed to the foundation, while the remaining amount was donated to other charitable foundations and organisations.

Anyone who would like to help people in need in the Leinfelden-Echterdingen municipality can provide support by making a donation to the Elfriede Frank Foundation:

IBAN: DE95 6005 0101 0002 6660 40
BIC: SOLADEST600
BW-Bank



The picture, from right to left, shows the foundation chairman Johann Hirn, the head of the Office for Social Services Peter Löwy and the aforementioned members of the board of directors.

#KeineHalbenSachen tour

Roadshow brings Roto roof windows directly to specialised dealers and trade

■ **Event** Even the motto of the new Roto roadshow signals determination: #KeineHalbenSachen (No Half Measures) is clearly visible on the truck with which Roto Roof and Solar Technology (RST) will travel across Germany to visit around 100 trading partners this year and in each of the coming two years. Close to the customer, this mobile exhibition and training room ensures that new Roto roof windows are presented to customers and partners. Trading partners' employees as well as selected trade customers are invited to take a closer look inside the truck.

Inside the truck on an area covering around 75 square metres the Roadshow Team provides an exciting presentation of Roto roof windows' installation-friendliness, energy efficiency and quality. As the newest Roto product family member, the PVC horizontal pivot window RotoQ plays an important role. "This innovative window's PVC version market launch has let us close the last gap in our product range," explains Christoph Hugenberg, head of Roto Roof and Solar Technology, at the start of March during the Roadshow premiere in Speyer. "In Germany, primarily PVC roof windows in the medium price category are in high demand. We previously did not have a matching product. This deficit is now history."

No half measures – 100 percent Roto

Stephan Hettwer, Roto Roof and Solar Technology division director for customers and markets, is also convinced that the new roof window will provide dealers and trade with every opportunity to increase sales: "We developed RotoQ based on our customers' central requirements and top criteria. As a result, the product concept takes 'no half measures'. This window provides 100 percent Roto, 100 percent installation-friendliness, product quality and energy efficiency. Hardware, gaskets, window profiles, handles – all the accessories as well as the RotoQ product concept and its easy-to-install design are 'german made' and by Roto."

Incidentally, the Roadshow Team has now completed just under half of the dates planned in 2017. It has enjoyed a fantastic reception and lively discussions with fabricators. Anyone who would like to spend a day in the Roadshow truck can find the upcoming tour stops at http://roto-q.de/de_DE/tour.

Active window marketing with appeal

In the spring, Dr Eckhard Keill, chairman of the board of directors of Roto Frank AG paid a visit to one of the first Roadshow dates at Essen-Mülheim Airport. "Product quality, delivery reliability and service strength – these are the three criteria that from the perspective of its customers worldwide make the Roto Group an attractive partner. With its Roadshow, the Roto Roof and Solar Technology division lets customers experience other areas in which the Roto Group further distinguishes itself from other providers. Close to the customer, extremely personable, vibrant and performance-oriented – this is how we are perceived here. I myself have witnessed that those who take the time to visit the Roto truck go back home enthusiastic and full of marketing ideas – such as for RotoQ.



➤ You can find all the Roadshow truck tour information here:

http://roto-q.de/de_DE/tour



Around 100 guests celebrated at the start of March the premiere of the #KeineHalbenSachen tour together with Roto in Speyer. "You always think that everything already exists and that nothing more can be invented – and then you find out about this fantastic window and you ask yourself: why has no one had this idea before?" Stefan Weiland, proprietor of SW-Dachfensterservice from Rodgau, commented on the PVC RotoQ during the presentation in Speyer.



The #KeineHalbenSachen truck will travel to around 100 trading partners through Germany both this year and in the coming two years. Close to the customer, this mobile exhibition and training room brings the Roto product range to trades people and trading partners.



Roadshow guests learn about Roto roof windows and their assembly strengths inside the newly developed Roto Tour truck. Roto commissioned the TÜV Rheinland to thoroughly test the new RotoQ horizontal pivot window as well as the best-seller Roto Designo R8 and two similar competitor windows, respectively. The two Roto PVC windows received extremely good results and were well ahead in the three test categories of product quality, installation-friendliness and ease of use. This makes Roto the winner in all price-performance classes.



Première of the #KeineHalbenSachen tour in Speyer: the innovative PVC RotoQ horizontal pivot window impresses both dealers and trades people. The RotoQ performance features according to TÜV Rheinland at a glance: product quality 1.7 – installation-friendliness 1.4 – ease of use 1.5.



Interested guest: in the spring, Dr Eckhard Keill, chairman of the board of directors of Roto Frank AG (left in picture) paid a visit to one of the first Roadshow dates at Essen-Mülheim Airport. His conclusion: "With its Roadshow, the Roto Roof and Solar Technology division lets customers experience how they distinguish themselves from other providers. All close to the customer, with a very pleasant and vibrant approach and a focus on performance." Right in picture: the chairman of the Roto Roof and Solar Technology division, Christoph Hugenberg, centre, Stephan Hettwer, RST director for customers and markets.

PVC RotoQ breaks soundproofing record

ift Rosenheim selects the quietest roof window on the market

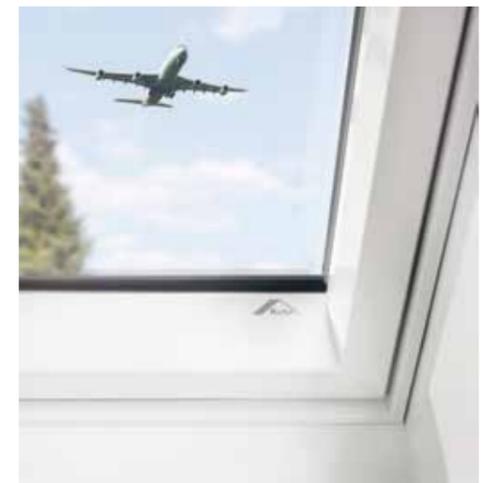
■ **New at Roto** The RotoQ horizontal pivot window impresses with its installation-friendliness, product quality and energy efficiency. Many roofers already prefer to incorporate it for these reasons alone. Now, an ift Rosenheim test report has also determined: this modern horizontal pivot window records the PVC version's peak soundproofing values, which are currently unique on the market.

With a tested sound-absorbing measurement R_w of 44 dB, the PVC RotoQ achieves a sound reduction that no other comparable product on the market has previously been able to achieve. In particular, sounds, such as aircraft, rail and motorway traffic, city traffic or loud music, are reliably muted.

"german made" innovation

The innovative Roto roof window's ability to achieve these top marks is primarily due to the fact that research and development conducted in Bad Mergentheim is focussed on customer requirements. "As home-owners are increasingly requesting pitched roofs with optimal thermal insulation and, in particular, soundproofing values, we set ourselves the task of developing a roof window that can make a valuable contribution to soundproofing in the roof," explains Stephan Hettwer, Roto Roof and Solar Technology division director for customers and markets.

A special PVC hollow chamber profile with prefitted insulation block outside and in the rebate area as well as circumferential Deventer gaskets on sashes and frames ensure RotoQ's premium performance. The standard triple glazing also has improved sound-absorbing measurements. Christoph Hugenberg, chairman of Roto Roof and Solar Technology, is satisfied: "This once again distinguishes Roto from other providers: at Roto, very good solutions become premium solutions. This means that we can now offer a 100 percent PVC roof window in the average price-performance class, which also provides the best soundproofing."



According to ift Rosenheim, the PVC RotoQ is the quietest roof window on the market: the PVC version of the horizontal pivot window Q-4 K 3A P5/P6 as well as the electric RotoQT4 K 3A P5/P6 with the 8VSG/10/4/10/6VSG, argon in the SZR and laminated glass with acoustic foil (8VSG)/PVB foil (6VSG) glazing versions were tested. Testing took place based on the following standards: EN ISO 10140-1: 2010 + A1: 2012 + A2: 2014, EN ISO 10140-2:2010 and EN ISO 717-1: 2013. All the details can be checked in test report no. 16-002787-PR01 (PB Z120-A05-04-de-02) issued on 27/01/2017.

Because the brand creates trust

Roto Inside in discussion with Martin Graé

■ **Why Roto? Who decides on Roto and why? What is critical when selecting a supplier? Independent institutes discuss these and other questions with window and door manufacturers worldwide regularly, systematically and with a country-specific focus on behalf of Roto. This tells the market managers a great deal about their customers' key selection criteria for choosing a hardware supplier. "The Roto brand strength is important for many of our customers", says Martin Graé, general manager Southern Europe.**

"More than 80 percent of South-Eastern European and eastern Adriatic window and door manufacturers are not interested specifically in a certain product range, but in a brand's overall package", he reports to Roto Inside. "This has been demonstrated for years by the market research that we have been performing with fairly consistent study results." Accordingly, a brand is attractive, if it stands for technically impressive high-quality products. At the same time, the manufacturer must reliably support customers and provide measurable benefits.

Diverse South-Eastern Europe

"We support customers from at least 14 different countries, whose offers and goals can be completely distinguishable from each other", highlights Graé. "Accordingly we inform, advise and support the companies at an individual level. This is complex and demanding, but it is also just what makes it exciting." Local employees as well as their colleagues in the Leinfelden-based design, in the factories and logistics should all distinguish themselves through cooperative behaviour and absolute reliability. "This corresponds precisely to Roto's identity."

Prominent brand

The Roto brand stands for absolute reliability as well as for outstanding innovativeness and forward-looking development. This is ultimately also reflected in the Deventer sealing specialists' integration into the Roto Group. This has allowed Roto to continue to expand its business activities to become a provider of system solutions following the inclusion of glazing blocks. As a result, customers received hardware, glazing blocks and gaskets all from a single source.

"Customers, who purchase with a focus on the market, do so also with a view towards their own future. They want to work together with a forward-looking, strong brand, with which they can grow and move forward." In all of the countries managed by his team, manufacturers now use the Roto brand "prominence" in their communication with building element dealers as well as with professional building company and municipality buyers, says Martin Graé. Some also use the brand in their end-use customer advertising. "Our trademark can be found in countless manufacturer brochures, advertisements and websites throughout the region. It can naturally also not be overlooked in social networks."

Brand awareness counts in sales

In well-established markets, such as Hungary, decision-makers have long been actively surveyed on the window and door hardware that they use. Roto has been well-known in this country for 40 years. Many purchasers have therefore gained very personal experience with Roto products' durability. All exporting manufacturers also knew how to make use of the brand as a strong sales argument for their in-house products, states Martin Graé. Roto is a brand with an outstanding international reputation, so it is of value for virtually every export market. Conveying the "german made" feature plays a key role in this respect. "This term describes the guarantee that all processes, product ranges and services worldwide are based on German quality and value standards. This includes continuity, reliability, genuine performance, experience, vision and engineering skill. This is appreciated by our customers."

International demand: "german made" quality

"We bring numerous customers to our plant in Lövd. Here, it is clear to see just what distinguishes cutting-edge 'german made' manufacturing and quality assurance, even if it is domiciled in Hungary." After this kind of visit, many manufacturers also highlight German window and door standards with Roto hardware in their internal customer advertising and underline their "typical German" method in the best sense of the word.

"To anyone looking to ensure lean and self-learning production with high process reliability we can offer the support of our Roto Lean specialists, who also support companies in our business area", says Graé, pleased. "They ultimately also contribute to making the Roto brand an experience and totally unique for our customers. To be completely honest: if I were producing windows or doors, I would rely on Roto as well. Because, the overall product and service package just fits and you benefit in numerous ways from this long-standing brand's positive global image."



"Our customers believe the Roto brand has substance. Innovativeness, reliability and a cooperative basic attitude – that is what this established brand stands for worldwide. South-Eastern European and eastern Adriatic window and door manufacturers know to exploit this for themselves", explains Martin Graé, general manager South-East Europe, in discussion with Roto Inside.

Wesselink Kozijnen, Netherlands

Premium quality with Deventer and Roto

■ **Timber John Postma and Bert Gerritsen have devoted themselves entirely to timber window and door manufacturing for ambitious residential building projects. Since 1994 they have been joint owners of Wesselink Kozijnen, a Dutch company that has experienced continuous growth thanks to their product and service-oriented management. The two partners' daily work is concerned with both new build and renovation project contracts.**

Based in Doetinchem near the Dutch-German border, the company history dates back to the early 1960s. When John Postma and his partner, Bert Gerritsen took over the business in the mid-1990s, Wesselink Kozijnen was a term mainly known to building companies in and around Amsterdam. Through their commitment and inventiveness, the new owners have ensured that the company now enjoys an excellent reputation throughout the country, not least as a challenging renovation project specialist. "We still support interesting projects in the Amsterdam region like the '172 dwellings' residential building project. But, basically the windows and doors we manufacture are installed everywhere in the Netherlands", relates John Postma.

For the love of timber

After completing his studies, John Postma discovered his love of timber in 1988 when he was working for a large processing company. Accordingly in 1994, he together with Bert Gerritsen spontaneously and enthusiastically took the opportunity to take over a renowned company in the industry. "Wesselink Kozijnen was then one of the few providers to offer a complete glass and frame manufacture. Back then windows and doors were installed by our own fitters. So, there was already a high degree of vertical integration, which was a good basis for the company's further development – and an exciting task for Bert Gerritsen and me."

From manufacture to technology leader

Today Wesselink Kozijnen has a total of 35 employees, 27 of whom work in production and assembly. About 6,000 door and window units leave the factory each year, while the company still focuses more on "quality" rather than "quantity." "About 70 per cent of all the windows and doors we manufacture are for renovation projects, often with very particular stylistic requirements and high aesthetic standards. This is why we work with particularly valuable timber, like mahogany, meranti and Accoya®. In order without fail to meet and consistently maintain our vision of quality we continually invest in modern technology and well-trained employees. We ensure there is sufficient demand by maintaining close contacts with architects and clients", says John Postma.

For many years the claim to be a technology leader in timber window production can confidently be made with the latest software and hardware. The Wesselink Kozijnen project teams are constantly exchanging information with all construction project participants from prototype production to the windows' and doors' final installation. "At the same time, we attach great importance to flexibility. Up to now we have been able to manage a single-family house renovation with the same quality as the construction of a large residential complex in the centre of Amsterdam."

Deventer and Roto are part of the company history

Since the 1960s Wesselink Kozijnen has been able to rely on Deventer brand products – a partnership that John Postma and Bert Gerritsen have also held on to since they took over the company. And with good reason: "In the past 20 years I can't recall a single complaint or claim filed that might have been caused by a faulty gasket or a hardware weakness. We have been working with Roto since the end of the 1980s. Most recently in 2010 we converted our entire door manufacture to Roto Door products. The Roto multi-point locking systems are now an indispensable part of our production."

The window industry professional thinks it highly likely that Roto's takeover of Deventer will create new opportunities virtually 'under one roof', so to speak. "Over the past two decades, the two companies and their products have contributed to the present situation where

we can now offer our customers a ten-year warranty on all windows and doors. As John Postma put it: "Our future coordination with Roto and Deventer, which will surely be even more intensive in R&D for example, can actually only help the company to advance."



John Postma and his partner Bert Gerritsen, took over the Wesselink Kozijnen timber window manufacturer in 1994.



About 6,000 windows and doors per year are created with a passion for valuable timber in the Wesselink Kozijnen factory in Doetinchem.



Today Wesselink Kozijnen windows and doors can be found in residential buildings throughout the Netherlands.

Carniel-Sonaplast, France

Successful Roto Safe H I Fasteo start in main door production

■ **PVC** ■ **Aluminium** The French company Carniel-Sonaplast is one of the first fabricators of the new Roto Safe H I Fasteo mechanical-automatic multi-point main door locking system. General manager Philippe Mussel and his team found out about this system at FENSTERBAU FRONTALE 2016. "We were immediately convinced, because this system was easy to integrate into our manufacturing processes. At the same time, the Roto Safe H I Fasteo locking system makes door installation noticeably easier for our customers, especially due to the simple left-right latch conversion when already installed", says Philippe Mussel. Moreover, Roto itself also very actively contributed to a reliable production start. "The Leinfelden specialists immediately further assisted with the set up, programming and various tests", highlights Philippe Mussel. "This makes a market launch truly enjoyable."

And the end users? "They particularly appreciate this innovation in our main doors. Besides ease of operation, the security argument plays a big role thanks to the automatic locking. The burglary protection topic is also extremely important for many builders in France", explains the entrepreneur. "Accordingly, we were once again able to record rising demand for Carniel-Sonaplast doors with Roto Safe H I Fasteo in 2017."

Today, roughly 2,000 PVC main entrance doors and approximately 500 aluminium doors leave the now largely automated Saint-Just-de-Claix manufacturing department every year. These are joined by over 20,000 PVC and 3,000 aluminium windows. Customers are almost exclusively from the Rhône-Alpes region in south-eastern France and are "every single one of them" proven building experts. "We supply around 1,500 customers, predominantly medium-sized and larger building companies as well as independent specialist tradesmen and fitters. They particularly appreciate our ability to respond to even the most urgent enquiries. And naturally our products' quality", says Mussel.

25 years of success on the market

Philippe Mussel, now 63, who has been working at the company for over 35 years, is the company headquarters' longest-serving employee and therefore the discussion partner of choice for anyone wanting to look back at the company's development. Carniel-Sonaplast was founded in 1993 from the merger of the original timber fabricating operation SA Carniel, founded by Emile Carniel in 1959, and Sonaplast, founded by him in 1986. "In the mid-1980s, timber window and window shutter demand dropped noticeably. This led to the foundation of Sonaplast in 1986 – derived from 'Société Nazaroise Applications Plastiques'. PVC fabrication developed relatively quickly, especially the window and door production, our activities' main focus at the time, making the two companies' merger a logical step. The aluminium systems manufacture was added in 2004", he remembers.

Openness – for new product ideas, for new business areas

Our product quality must be spot-on and always meet the professional customers' as well as end users' expectations. This is ensured by around 80 employees, of which roughly 40 work in manufacturing. Together, they stand for the successful company history, which has always been characterised by the product range's continuous further development,

emphasizes Philippe Mussel. "This was ultimately always a company strength: developing new business areas, an openness for new product ideas and convincing customers of the further technical developments' benefits." It is precisely this interest in new products and tasks that also connects Carniel-Sonaplast and Roto. The cooperation started in 2012 and just four years later all PVC and aluminium windows and doors manufactured in Saint-Just-de-Claix are fitted with Roto hardware technology.



Around 2,500 main entrance doors and over 23,000 windows leave the now largely automated manufacturing department every year.



The customers are primarily comprised of regional building companies and tradesmen, who in addition to Carniel-Sonaplast's geographic proximity and response speed appreciate its innovativeness as well.



Always open to new ideas: (from left to right) Pierre Mussel, general manager, David Ardu, sales director, Philippe Mussel, chairman of the management board, Fabrice Vivier, general manager.

Because supply accuracy impresses

Roto Inside in discussion with Barbara Ahlers

■ **Why Roto?** The Roto product range and quality impresses customers around the world. But, just as important for window and door manufacturers is a high degree of reliability in logistics. After all, what use is the best hardware, if it is not available for manufacturing on time? "These days, high supply accuracy and short delivery times are of strategic importance", Barbara Ahlers, general manager North-East Europe, is convinced.

For example, according to Barbara Ahlers, the Polish window fabricators' expectations are virtually the same as those in other countries. All parts that can be found in the catalogues must preferably be available immediately, or at least at short notice. An increasing number of manufacturers are reducing their inventories and are targeting "just-in-time" production. "This strengthens their competitiveness, but also requires perfectly organised delivery processes and efficient suppliers."

A detailed Polish sales evaluation has shown that about 98 percent of all sales are realised with around 4,500 Roto product range parts. The remaining just under two percent relate to one of 3,000 additional parts. "To be able to define short delivery periods and an absolutely reliable delivery date, we have defined a Polish market country product range with immediately available components in coordination with the Roto consolidated production. Other parts, which have previously been procured less often, are ready for delivery within ten days."

Logistics discussions with customers

Of the around 7,500 Roto product range parts, the Warsaw logistics centre has over 60 percent in stock. The result: 97 percent of all ordered parts are delivered within 1.3 days. This is a delivery performance that makes a positive impression on Roto customers and which they expressly praise in personal discussions, reports Barbara Ahlers. "Many of our customers identify Roto delivery times and their reliability as the entire sector's benchmark and incentive, including with respect to their own ability to deliver. Logistics discussions with customers have become an important pillar of our customer relationship and serve to continuously improve the Roto production planning."

Continuous further development

However, the Roto logistics concept is not a set operating plan, rather it is continuously further developed and adapted. Thanks to a workflow defined with manufacturing, supply readiness can be specifically fine-tuned at any time and can quickly respond to a customer's changing needs. Two innovations that were introduced this year: every incoming order automatically triggers an immediate feedback on the individual order items' availability. And all forwarding partners inform customers when they have loaded the ordered goods. This type of "close to the customer" communication once again shows how Roto defines reliability.

Strong partners also protect against "unforeseen events"

The general manager found out how important good partners are, especially in logistics, in early summer 2010. "Following heavy rainfall, almost all Polish rivers' water rose to critical levels. Our Warsaw logistics centre is located directly next to the Weichsel dike. As it was softened at many points due to the massive amounts of water, a strategically important access route for us was blocked for two weeks. This placed supplies to customers across Poland at risk. The solution: the majority of deliveries were temporarily routed directly from the Roto production plants via the Warsaw VBH warehouse, so that our customers were generally not even aware of our 'awkward' situation. Being 'close to the customer' is also important for our service providers and trading partners", says Ahlers.



"Many of our customers identify Roto delivery times and their reliability as the entire sector's benchmark and incentive, including with respect to their own ability to deliver. Logistics discussions with customers have become an important pillar of our customer relationship and serve to continuously improve the Roto production planning," reports Barbara Ahlers, general manager north-east Europe.

Deventer Group

“Strengthen strengths” with new structure

■ New at Roto After visiting the Berlin and Breda Deventer Group plants, Roto Inside met the company’s new dual management team at the Leinfelden Roto Frank AG headquarters. Wilhelm Krywalski, formerly the Polish Deventer general manager, has been managing Deventer’s international product manufacturing since 1 January 2017. Lüder Pflügner, former German Deventer general manager, is responsible for the Deventer Group’s international sales and logistics. Roto Inside met with them and the chairman of the board of directors of Roto Frank AG, Dr Eckhard Keill, after their joint discussion on the next steps for Deventer’s integration into the Roto Group.

“Roto works according to the motto: strengthen strengths. This applies for every individual employee as well as for companies that we acquire,” Dr Keill describes the fundamental direction of his discussion with the two top Deventer Group managers. “So we selected two Deventer managers in whom we have particular confidence that they will continue to develop this company’s strengths with the support of Roto’s diverse know-how.” Wilhelm Krywalski and Lüder Pflügner were each responsible for a Deventer production-plant location and managed these successfully, says Dr Keill. “At the same time, the newly defined work-sharing arrangement means that they both complement one another to form an ideal dual leadership team.”

Linked with production and sales specialists

In future, Wilhelm Krywalski will work in the Roto production-plant managers’ as well as specialists’ network, such as for production planning, towards further developing the Deventer plants in Berlin (Germany), Breda (Netherlands) and Sosnowiec (Poland) with a focus on customer expectations. Lüder Pflügner will arrange and coordinate the Deventer Group’s sales work across Europe with Roto Group support and independently manage important customers. He primarily sees growth potential with premium segment PVC window manufacturers as well as with main door manufacturers. “Up to a certain price class and grade, manufacturers manufacture unequivocally acceptable windows with good quality extruded PVC gaskets,” explains Lüder Pflügner. “But, if a manufacturer introduces a trend-setting profile system, as Gealan did a few months ago, this also requires a trend-setting gasket system. Deventer gaskets are the gaskets of choice in this case. This makes us proud.”

Grow together with customers

Wilhelm Krywalski also reports of an exciting development in Poland: “More and more Polish door manufacturers are now manufacturing steel main entrance doors. The times in which plain steel doors were exclusively used as cellar or garage doors have long since passed, in Poland as well as in Eastern

and South-Eastern Europe. TPE gaskets, with their outstanding shape-retaining properties, are ideal for steel doors. We have clearly noticed this on the demand side. In particular, we are growing together with customers who are looking to dedicate themselves to this new trend, because we can respond to their requirements extremely flexibly. Deventer is therefore part of and trendsetter for an interesting movement.”

Dr Eckhard Keill also expects solid growth momentum from almost all Deventer and the entire Roto Group’ European markets in 2017 and 2018: “Many Roto customers have welcomed our accessories’ range expansion through the Deventer acquisition. We now want to meet these customers’ positive expectations, by having the sales units, which are responsible for certain regions or certain profile materials, get in direct contact with the Deventer sales department. If overlapping or similar customer requirements and target markets exist, we will bundle the Roto and Deventer specialists’ expertise. This generates the greatest possible added value for customers from the product ranges’ combination.”

A strong tandem for main door manufacturers

Specifically, main door manufacturers would benefit from a close cooperation between Roto and Deventer, says Dr Keill. The Roto Group is currently the only provider that can offer mechanical



With a large product range scope and an ample inventory, the Sosnowiec plant also buffers its customers’ requirements. “Many window and door manufacturers ultimately prefer Deventer due to the high ability to deliver that we offer our customers. We deliver quickly and accurately, which means on the agreed date in the agreed quantity and quality with optimum packaging,” explains Wilhelm Krywalski. “This is where the Deventer Group’s consistent economically sound management pays off. The availability of a wide product range and the high ability to deliver are naturally also a question of a company’s solvency.”

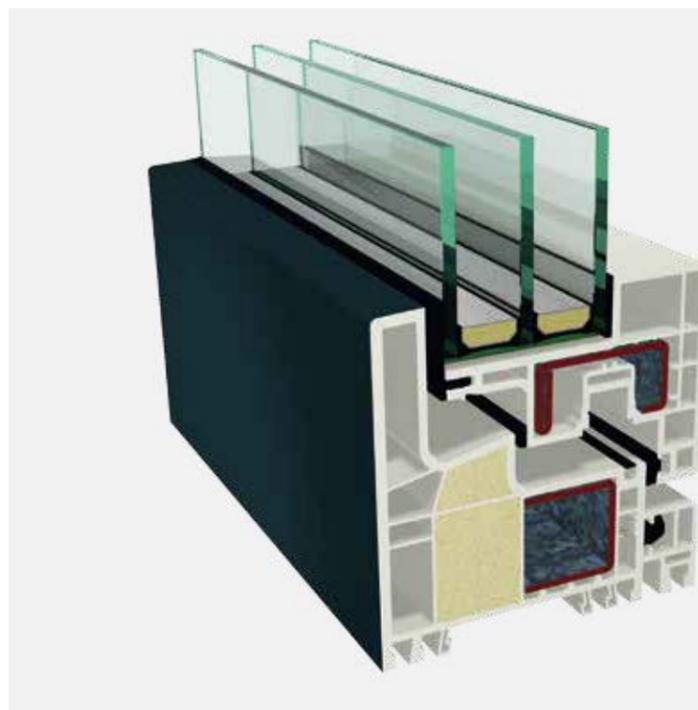
and electromechanical locks for every requirement, door hinges, thresholds and gasket system all under one roof. For door production partners, this means a significant streamlining of their coordination processes with suppliers.



Deventer TPE gaskets are the gaskets of choice for manufacturers who produce air-tight internal and functional doors, such as PRÜM-Türenwerk GmbH in Weinsheim. But, an increasing number of internal door manufacturers are using thermoplastic elastomeric gaskets simply due to their durability. “In Germany, for example, TPE gaskets now account for around 50 percent of all internal door gaskets sold”, says Lüder Pflügner, pleased. “In my opinion, this is a market share that we will soon also achieve in other European markets.” TPE gaskets’ outstanding shape-retaining properties at every temperature is also perfect for PVC, timber, aluminium and steel main doors. Photo: PRÜM-Türenwerk



Inter-Deventer Sp. z o.o. in Sosnowiec, around 10 km north-east of Katowice, employs over 30 staff. Dr Eckhard Keill, chairman of the board of directors of Roto Frank AG, visited the plant in April. His conclusion: “As is the case for the Berlin and Breda plants, production in Sosnowiec also operates with a strict customer and market focus. We will ensure that the Deventer plants in the Roto Group consolidated production and consolidated logistics can continue to improve their efficiency.”



“We developed two gasket systems for GEALAN-KUBUS® in Berlin”, reports Lüder Pflügner. “They consist of foamed TPE and we fit them with special adhesive tapes, which guarantee a reliable gasket adhesion to the glass pane. Customers tell us that Deventer is able to implement these kinds of special solutions more reliably than other manufacturers.”

With a tested U_i value of 0.88 W/(m²K), the GEALAN-KUBUS® system satisfies the ift passive (low-E) house suitability criteria, including the colour, according to ift guideline WA-15/2 – all of this, using standard profiles and standard steel reinforcements. Figure: GEALAN Fenster-Systeme GmbH



Wilhelm Krywalski, employed at Deventer for five years, is looking forward to cooperating with the other Roto Group plants’ product manufacturing specialists. “We have a very lean structure in all Deventer plants, yet are still able to quickly respond to our customers’ individual requirements. To ensure that this remains the case, even if we are growing faster than we did previously, we will utilise the wealth of experience across the entire Roto Group. I personally believe that it is a tremendous opportunity in this way to critically review and further develop our production-technical ideas for the future. Incidentally, this view is shared by the responsible colleagues in Berlin and Breda.”

In April, the chairman of the board of directors also visited the Deventer Group's Polish plant. His conclusion: "As is the case for the Berlin and Breda plants, production in Sosnowiec also operates with a strict customer and market focus. Each of the

three plants has developed different production subareas in an exemplary manner. As is usually the case at Roto, the approach now is to continue to strengthen the various locations' strengths and multiply all the plants' best ideas. Moreover, we will ensure

that the Deventer plants in the Roto Group consolidated production and consolidated logistics can continue to improve their efficiency."



Offcuts are also 100-percent recycled and reused in the Deventer Sosnowiec plant's internal production. "In this plant, we are able to grind offcuts directly and feed them back to production. In Berlin and Breda, the regranulation process has to occur first," reports Wilhelm Krywalski. "In future, we will focus on analysing differences like these and work out in which Deventer plant, for example, production speed can be positively influenced by making which changes. The aim is always to continue to develop a plant's specific strengths."

(German) Made in Russia

A perfectly integrated package: produced in Russia based on German industrial standards

Why Roto? Since 2014, the Russian government has been working on developing and strengthening its domestic industry's competitiveness. Companies that produce in Russia will receive preferential treatment when they apply for government invitations to tender. To do so, they need to satisfy clearly defined criteria. This regulation entered into force on 1 January 2017. Since then, manufacturers have been providing visible evidence of the production place by way of a "Made in Russia" declaration of origin. Roto Inside held discussions with Wilhelm Rolfes, Roto production-plant manager in Noginsk, on the new regulation's importance and effects.

If a manufacturer or supplier wants to participate in the award of public or municipal contracts, and is able to verify his products' Russian origin, a type of bonus is deducted from his offer price. This means that goods produced in Russia are more convincing from a price perspective compared to purely imported goods. Government regulation 719 regulates the criteria based on which products and intermediate products are classified as "Made in Russia". According to this, the country of origin is the country in which the goods are either produced from the start or in which they are adequately processed or fabricated.

For example, for Russian window manufacturers, who manufacture their profiles in-house, or incorporate profile systems produced in Russia, the conditions defined in the regulation can be fulfilled without any problems. Manufacturers who use Roto hardware ensure additional security. Because, since the end of last year, the systems developed and produced in Noginsk are also "Made in Russia". Production-plant manager

Wilhelm Rolfes describes Roto's perception, specifically the brand message "german made", by Russian customers, in the interview for Roto Inside.

Mr Rolfes, what evidence did Roto have to provide to classify the in-house products as "Made in Russia"?

Wilhelm Rolfes: We have always considered ourselves to be a Russian producer and now build on a robust Russian suppliers' network, which has been established over many years. We purchase many semi-finished parts that we require in Russia from partners that are compatible with us and which satisfy all the prescribed standards. And, naturally, we produce what we sell in Russia here at the Noginsk site. This is the key point. The evidence was therefore easy for us to provide.

Doesn't the "german made" approach contradict the "Made in Russia" requirement?

Wilhelm Rolfes: No, quite the opposite, as we can implement both approaches for our customers' benefit and with their appreciation. "German made" states that we, as well as our suppliers, produce in compliance with German industry standards. And "Made in

Russia" signals that we produce in Russia. This is precisely what distinguishes Roto and what is responsible for our customers' satisfaction. We at the Noginsk plant are very closely aligned to the Russian window fabricators' mindset and actions and consider ourselves to be part of the Russian industry.

What benefits do this identity and the described Roto method of operation create for Russian window and door manufacturers?

Wilhelm Rolfes: First of all, they don't have to worry about whether Roto is the best partner. With us as their partner, they can take on every sales order in Russia. They can manage public as well as private sales orders. There is no risk of restrictions with Roto. In Russia, Roto is a complete partner with regard to quality, service and customer satisfaction. We work close to the customer and appreciate holding discussions with window fabricators. They help us define what Russian end users want and need for "their" windows. If we did not have a local presence, we would certainly not be able to develop and produce this quality of market-oriented products.

Has the "Made in Russia" certification changed the Roto brand image for Russian customers?

Wilhelm Rolfes: An informed person will naturally always connect the Roto name with Germany. But, the information that this hardware is manufactured in Russia or with Russian partners creates added excitement. We fulfil all the requirements necessary to be awarded government contracts. At the same time, we guarantee "german made" quality. I think that this "package" is more than convincing.



"We help our customers fulfil the requirements that must be satisfied for the awarding of government contracts in Russia and, at the same time, guarantee 'german made' quality. This profile makes us a particularly attractive partner for Russian window fabricators," explains Wilhelm Rolfes, Roto Frank production-plant manager in Noginsk.

Since 1 January 2017, manufacturers have provided visible proof that their products are predominantly produced in Russia with the "Made in Russia" certificate. Roto is also considered an unconditional Russian manufacturer, as the hardware sold in Russia is produced in the Noginsk plant.

Eurotechnica, Greece

Service-oriented through the crisis

■ **Aluminium** ■ **PVC** ■ **Timber** Since 1984, Eurotechnica Ltd has been Roto's exclusive window and door manufacturer sales partner in Greece and Cyprus. The trading company maintains a consignment store in Athens and Thessaloniki, respectively, and currently employs 34 people. Roto Inside spoke to Vassilis Kioultsekoglou, one of the company's founders and responsible for sales about the current state of the industry in the country.

Eurotechnica supplies window and door manufacturers with profiles, hardware and other accessories both on the many islands as well as on the Greek mainland. "That's why we can very precisely trace how manufacturers who are emerging well from the serious economic crisis are currently positioned or are now changing," explains Kioultsekoglou. At the moment there is great demand particularly for the technical support that Eurotechnica provides for its wide-ranging delivery programme.

Well advised for new markets

Examples of this are the Greek window and door manufacturers who are intensifying their efforts in export markets. The experienced Eurotechnica specialists' support is now being sought particularly by manufacturers who want to recommend new extremely high quality doors and windows to customers in their own country. The trading company now generates about 60 per cent of its sales revenue from hardware, mainly for aluminium windows and doors, but also for PVC and timber ones. The advice given

to manufacturers about the manufacturing rationalisation potential arising from various Roto ranges' and new components' use is therefore a subject that Vassilis Kioultsekoglou is very passionate about. "We want to demonstrate how you can find and exploit new opportunities with Eurotechnica and Roto."

Kioultsekoglou knows that due to the Greek economic situation, many of the previous 6,000–7,000 manufacturers are now struggling to survive. "They have massively reduced their staffing levels. That means they are now even more dependent on our comprehensive service than before, because it is helping to keep their businesses functioning," reports the industry professional. "Of course, now we must all pay close attention to the purchase prices. Nevertheless, we can still prove to manufacturers that with our support, and through Roto hardware's good quality, they will save money in the end."



Working together for the Greek market: (from left to right) Vyrion Kokkinidis, company founder and head of the Eurotechnica branch in Athens; Fouli Bouchouna, Roto customer and markets sales technician; Vassilis Kioultsekoglou, Eurotechnica co-founder and Roto Inside contact person, at a Roto AL product range customer training session.

International success with Roto

Kioultsekoglou assumes that in 2017 and 2018 nothing is likely to change in the Greek market's precarious situation. "Accordingly, for our customers the Roto brand has suddenly become important for completely different reasons. It is internationally recognised and helps them to be successful in exports. It is mainly in Central and Western Europe that the Greek manufacturers are hoping to see sales opportunities for their products." And has he personally ever thought of giving up his partnership with Roto for price reasons, for example? "Not once in 34 years. The relationship between our companies is excellent, the Roto brand is practically priceless. This is also evident today, particularly in the current situation which is proving so difficult for Greek companies."

Imprint

Publisher

Roto Frank AG
Wilhelm-Frank-Platz 1
D-70771 Leinfelden-Echterdingen

Editorial board

Sabine Barbie,
Fabian Maier,
Eberhard Mammel

Editorial office

Comm'n Sense GmbH
Lensbachstraße 10
D-52159 Roetgen
Telephone: +49 (0)2471 9212865
Fax: +49 (0)2471 9212867
roto.inside@commn-sense.de

Design and production

avency GmbH
Kiebitzpohl 77
D-48291 Telgte
Telephone: +49 (0)2504 888-0
Fax: +49 (0)2504 888-199
info@avency.de

Printers

Gribsch & Rochol Druck GmbH
Gabelsbergerstraße 1
D-59069 Hamm
Telephone: +49 (0)2385 931-0
info@grd.de

Total print run

8,900 copies



Even in difficult times Eurotechnica is actively involved for customers and stakeholders. The pictures were taken at an event in Chania organised by Eurotechnica and supported by Roto, which was attended by about 45 aluminium window fabricators who came to find out about Roto AL.

Everything for aluminium windows and balcony doors

Quickly find the right solution

■ **Aluminium** Since its introduction in the past year, the Roto "Aluminium Compendium" has risen to become a valued everyday assistant for many metal workers and window and facade manufacturers. The clear structure of the Roto Aluvision business area's convenient product range overview means that the right hardware solutions for every application are quickly found. The compendium is now available in a comprehensive extended version.

The Roto Aluvision business area's central reference work not only shows Roto AL, Roto NT and Roto FS product ranges' Tilt&Turn aluminium window and balcony door solutions, but also all Roto Inline and Roto Patio product ranges' sliding door products. The Roto Solid product range's aluminium door hinges have also been included. The hardware use's technical requirements, existing certifications as well as surface and corrosion protection specifications are listed in bullet points on the first page of every product range presentation. The general hardware features and possible accessories are provided on the subsequent page. The other product range presentation pages are dedicated to the different opening types and application ranges with specific information on sash widths, heights and weights, which can be realised with the respective hardware.

Pure technology with no "added embellishment"

The innovative Roto Patio Alversa parallel and Tilt&Slide system

as well as the Lift&Slide system Patio Lift, for elements up to 400 kg, were recently included in the "Aluminium Compendium". "We developed the 'Aluminium Compendium's layout and structure in line with our customers' requests: a clear structure limited to the technical specifications as well as the description of hardware's features and possible applications," explains Jordi Nadal, general manager of Aluvision. "We also integrated the most recent product innovations in precisely this manner, so that the reference work's practical use remains the same."

The extended "Aluminium Compendium" is now available for download in German and English under www.roto-frank.com, while a printed version in German can be requested by emailing object.business@roto-frank.com.



Clear structure, limited to the technical specifications as well as the description of a hardware's features and possible applications. The new, comprehensively revised and extended Roto "Aluminium Compendium" sticks to the "virtues" which turned it into many metal workers' and window and facade manufacturers' valued everyday assistant.