



digital

#rtexpodigital daily newsletter

Thursday 25.02.2021

Abletshauser: „Of course, BVRS will be present at the Day of Crafts.“

On the day of the handicraft the federations around BVT and Federal association roll store + sun protection took a large part of the program. Here are some questions for Heinrich Abletshauser and Ingo Plück, President and Chief Executive Officer of the Roller Shutter Association.

#rtexpodigital Mr. Plück, how are your members taking to the new R+T digital format?

Plück: I have received positive feedback from our own exhibition stand, which we of course have as a conceptual sponsor. There, all registered participants will find my colleagues Dietrich Asche (Recht&Ausbildung), Björn Kuhnke (technical competence center), Marina Florin (R+S magazine) and my assistant Iris Wurzel as avatars. They reported to me that the response was very high especially on day one, including some membership inquiries. In addition to many good wishes for virtual trade show participation and praise for our booth, there is interest in information about training and our technical documentation.

#rtexpodigital Mr. Abletshauser, what role did your association play in the Wednesday program?

Abletshauser: Of course, the Day of Crafts could not take place without BVRS. Specifically, our presidium member and delegate Meinhard Berger was part of the large-scale Smart-Home Forum, where he discussed the opportunities and tasks related to home automation and our products with representatives of the relevant



Präsident Heinrich Abletshauser und Hauptgeschäftsführer Ingo Plück waren von Montag bis Mittwoch in den Ablauf der R+T digital eingebunden.

manufacturers in our industry in the afternoon.



#rtexpodigital What have you yourself taken away from the trade fair so far?

Abletshauser: Personally, I noticed two interesting innovations. One is a terrace roof from Leiner that can be opened with glass sliders to dissipate heat. And Warema has also further developed the Lamaxa concept so that it can now be used to create a frame support and a rail-guided awning for the conservatory in addition to the slat roof. The information flow is extraordinarily high, visitors inform from at home in shortest time about most diverse ranges of topics. But I also have to say that, in addition to exchan-

ging information with my colleagues, I miss the opportunity to physically hold the products in my hands, to grasp them in the proverbial sense of the word. This is where the digital format necessarily reaches its limits.

#Roland Bleinroth, the managing director of the trade show, has said that it's all about making the best of the current situation. Did you succeed in doing that?

Plück: Absolutely - the alternative would have been to cancel the trade show. That would have been unfortunate for many manufacturers who were waiting in the wings with their developments. If you just look at the level of broadcasting from the studio here at the ICS together with the globally active production company Neumann&Müller, it's impressive. Everyone involved is working in a highly professional manner to deliver the best possible result to trade fair visitors from all over the world.

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MOTIONBLINDS

R+T Alliance Forum – Thursday, 25. Februar 2021 von 9:30 – 9:45 Uhr.

R+T Alliance - the trade fair alliance for the sun protection and door/gate industry consists of 6 trade fairs at 5 locations on 3 continents: R+T with R+T digital, R+T Asia, R+T Turkey, APAExpo by R+T, Sun Shading Expo North America and OUT-DOOR. AMBIENTE. LIVING.

The newest child in this alliance is Sun Shading Expo North America, which will run parallel to IFAI from 2021 as a new trade show for indoor and outdoor sun protection from Nov. 2-4 in Nashville, USA. IFAI Expo is North America's leading trade show for specialty fabrics and technical textiles.

Sun Shading Expo North America expands and strengthens IFAI's offering to include the



Manuela Keller also presents the Sun Shading Expo at the R+T Alliance Forum.

for the Management Board of Messe Stuttgart, reports: „In line with our internationalization strategy, we are strengthening our presence in the USA

by Messe Stuttgart Inc, the U.S. subsidiary of Messe Stuttgart, with the team led by Managing Director Dirk Ebener, who has managed the development



Sun Shading Expo North America will be held for the first time Nov. 2-4, 2021, in Nashville, Tennessee.

components of interior and exterior sun shading R+T, as the world's leading trade fair, is thus bringing its more than 50 years of expertise in the field of sun shading to the USA.

The core of the new trade fair is formed by interior and exterior sun protection, more precisely the product groups roller shutters and accessories, exterior venetian blinds, interior sun protection, insect protection, drives and control systems as well as building automation and intelligent house systems. Roland Bleinroth, Spokesman

with Sun Shading Expo North America. We have defined the needs of the industry precisely and are pleased to create perfect synergies for exhibitors and visitors together with IFAI." Sebastian Schmid, department head at Messe Stuttgart responsible for the strategic direction of R+T, adds, „After intensive market discussions over the past two years and with the backing of key players from the R+T industry in the U.S., we are now very excited to bring the trade show to the market." Sun Shading Expo North America will be hosted

process of the new trade show from the beginning. The close exchange with the Stuttgart R+T team and the existing networks form important pillars in the overall preparation of the trade fair.

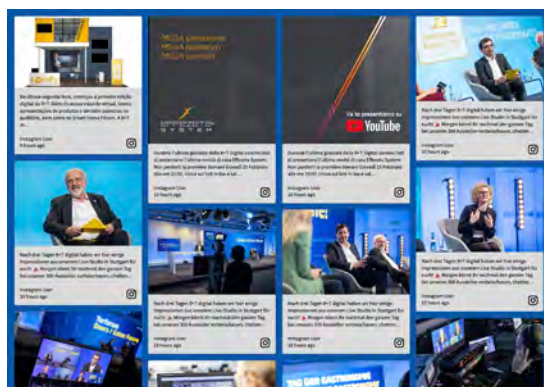
Interested exhibitors and visitors should therefore take the opportunity today when Senior Project Manager Manuela Keller presents the Sun Shading Expo as part of the R+T Alliance Forum.

www.sunshadingexpo.com

Digital formats as the perfect complement

Many of the new digital formats are currently used as „replacements" or as an interim solution for the continuation of the current presence formats. At Messe Stuttgart, above all at

R+T digital, the digital format has already been adopted beforehand and the platform idea has been developed, which can be seen in the 2021 version with a runtime of 365 days. The ac-



The R+T Social Wall will be used for the second time in 2021 and will bundle all the news on the Internet under the hashtag #rtexpodigital.



The TV studio Room C4 is hidden quite inconspicuously in the upper area of the ICS Stuttgart.

ception of these new formats is already very clear. Especially the hybrid concept with the five live events on stage and streaming all over the world was a big hit, and was very well received.

Therefore, even before the final report of Messe Stuttgart, it can be assumed that digital formats will sensibly complement the real trade fair formats in the future, and thus become established.

<https://my.walls.io/rtexpodigital>

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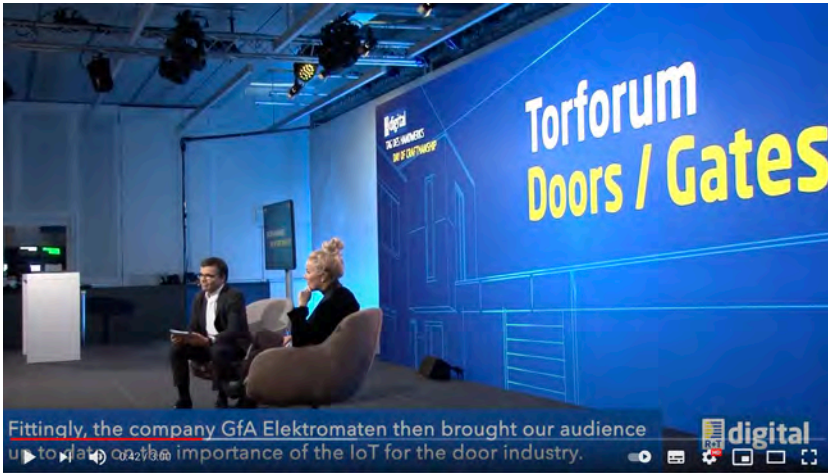


AUSSEN- JALOUSIEN



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Dorrs & Gates Forum: Data as currency



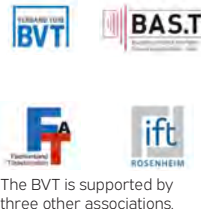
BVT Chairman Dr. Claus Schwenzer was able to give the audience many useful tips.

Nicolas Geitmann from the German Association for Drive and Control Technology (BAST) was the first speaker to open the Day of the Trade at R+T digital in the Stuttgart Congress Center on the trade fair grounds. Tore (BAST), who presented from an association study on the subject of SmartHome. Excitingly, the technical speaker stated that customers or those interested in solutions from the home automation sector were

quite prepared to make their data available if they received something in return.

Geitmann cited a warranty extension as an example. No less topical were the remarks of Michael Hesse (GfA Elektromaten), who spoke on behalf of the German Door Association about the potential of the Internet of Things (IoT) for the door industry.

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The BVT is supported by three other associations.

Is the customer the expert? Exciting insights from the Smart Home Forum at R+T digital



Dr. Ines Marbach, who holds a doctorate in environmental science, and technical expert & journalist Olaf Vögele also led the Smart Home Forum.

"The crucial issue is training," noted Elero CEO Enzo Viola on the panel at the SmartHome Forum, when he spoke with moderator duo Dr. Ines Marbach and Olaf Vögele about home automation in the sun shading market.

The end user is often more familiar with the product features of the solution he favors than the craftsman, said the CEO of the newly founded Nice Business Unit Sun Shading Solutions, which is docked at Elero in Schlierbach. On the other hand,

there are definitely experts in the field in the companies who have familiarized themselves with the subject.

Vögele emphasized the potential of such SmartHome fans: "After all, these are my favorite customers with whom I can grow. That's where expert advice pays off."

Previously, Viola had reported on the RolMotion roller shutter drive, which is almost silent in slow motion and for which Elero was awarded the Silver Innova-

tion Prize on Monday. Oliver Rilling, head of strategic product marketing at Somfy, opened the session with his usual rhetorical fireworks.

The further development of the Tahoma Box is called Tahoma Switch and controls the central operation and networking in the smart home. It is to be launched on the market this year and will be very affordable with a retail price of 199 euros incl. VAT.

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Beraten leicht gemacht

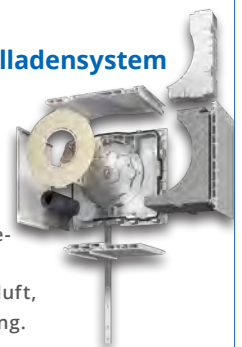
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PROtex 2.0 übertrifft die Anforderungen an die Luftdichtheit der Gebäudehülle um ein Vielfaches. Keine Chance also für Zugluft, Lärm oder Schimmelbildung.



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Six design styles Renson Camargue

When you choose comfortable outdoor living, you're not just choosing a high living standard, you're also choosing functional and aesthetic outdoor architecture that blurs the boundary between the indoors and the outdoors. With its endlessly customisable outdoor living range, that's exactly what Renson offers. Freedom of choice is of paramount importance to us. And now, we're offering more

choice than ever before, with six 'design styles' for Renson Camargue in which materials and colours are in perfect harmony. Of course, each of these six styles perfectly reflects the trends of the moment – and of the future. To make sure that was the case, Renson enlisted the help of the renowned trend agency Francq Colors.

www.renson.be



Inspiration for colour and material options in six styles.



The Camargue program is being expanded.



Functional and aesthetic outdoor architecture for a comfortable outdoor living.

Coulisse launches motor range with Apple HomeKit technology

At R+T Stuttgart 2021, world-wide supplier of window coverings Coulisse is launching a range of motors with Apple HomeKit technology, in collaboration with smart home specialist Eve Systems from Munich, Germany.

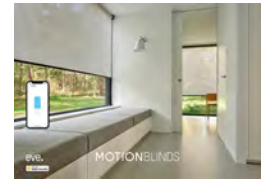
The range, that includes wireless motors for roller blinds, Venetian blinds, cellular shades and curtains, aims at making motorized blinds accessible as a mass-product. Designed to create a delightful user experience, it drastically simplifies the use of a motorized blind

by enabling installation, automation and control directly on the iPhone.

The range, that as the first in the market includes the new home connectivity standard Thread, will become available over the course of this year, starting with a roller blind motor in the second quarter of 2021.

The new range is an extension of the Coulisse automation concept, called MotionBlinds.

www.coulisse.com



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The new technology enables installation, automation and control directly from the iPhone.

ROMA at R+T digital 2021: The future can come

For the first time, the world's leading trade fair for roller shutters, doors and sun protection opens its doors purely digitally. Of course, ROMA as the leading brand for sun protection systems is also part of the party. At its virtual booth, the Bavarian-Swabian company with 40 years of experience invites trade partners and the public to experience the ROMA innovations. Visitors of the R+T

digital can get to know the ROMA novelties for roller shutters, external venetian blinds and textile screens comfortably and safely from their own office, because the trade fair also offers an ideal platform for technical discussions digitally. The highlight of the novelties lies in the extension of the application possibilities of the integrated glass fall protection of ROMA. Room-high glazing

makes effective fall protection at the window essential. ROMA has already introduced the glass fall protection in 2019, in which the glass mount is integrated into the guide rail for sun protection. In addition, an insect screen can be integrated that terminates at the top edge of the fall protection. ROMA also supplies the edge protection in the matching color to the element.

The fall protection solution is available for ROMA front-mounted and top-mounted roller shutters, front-mounted and top-mounted venetian blinds, modular venetian blinds and PURO 2.XRK-zip/ PURO 2.XRK-zip top-mounted textile screens. From spring 2021, it will also be available for zipSCREEN.2 front-mounted textile screens and can thus be planned across systems.

ROMA customers can look forward to further innovations from the areas of roller shutters, external venetian blinds and textile screens at the virtual trade fair stand. The novelties are presented vividly in the auditorium and by means of films. Even more personal is a video chat with our consultants, who are already looking forward to the visitors.

www.roma.de



Effective fall protection at the window: The highlight of the novelties lies in the extension of the application possibilities of the integrated glass fall protection of ROMA.

KADECO brand relaunch



Growing together to grow together with indoor and outdoor shading solutions from a single source: Just in time for R+T digital, there is news from Espelkamp, because Kadeco is saying goodbye to the two-brand strategy. As a result, erwilo and Kadeco will become the strong Kadeco brand for interior and exterior sun protection. „As a comprehensive full-range supplier, we can offer our specialist dealers customized and individual solutions for indoors and outdoors from a single source.

This is a valuable advantage,” says managing partner Ulf Kattekmann. With a new Profi Portal, Kadeco is focusing more on its specialist dealer partners, while the company is addressing end consumers digitally. Whether for the awning business or decorative interior shading, the premise applies: The new, exceptional customer orientation is the basis for continuous further development.

To make outdoor part livable for four seasons



Nevten is a family company that manufactures pergola, bioclimatic, zip screen, awning and glazing systems in factory that established on 10.000 square metres area. Nevten provides the most economical, safe and fast solutions with his experienced dealers in interior and 40 countries.

We provide the most suitable solutions for 10 years with our

wide range of products, modern machines and expert persons to make outdoor part livable 4 seasons.

Our company is mentioned with its qualified workforce, competitive prices, investment in technology and its high quality products.

www.nevten.com



Protex 2.0 roller shutter system

In addition to simplified assembly of the box and installation on the window, the developers at Deceuninck placed particular importance on a new type of plaster and structural solution for brackets and center bearings in PROtex 2-0. The innovative system with optional patented clip connection makes a fast, simple and standard air-tight assembly possible.

The Protex 2.0 plastic roller shutter system from Deceuninck delights professional users with a well thought-out installation concept, while end users and architects benefit from the increased airtightness: the optionally available, patented clip system does away with the need for screws altogether.

It is obvious that this considerably reduces the effort required



The Protex 2.0 roller shutter box is suitable for quick installation thanks to screwless patented clip connection. Its clear design language meets the requirements of a modern design.

for installation. The profiles of the new box are connected to the headers by the recesses. These are punched or simply integrated in the machining center. The components are joined together airtight as standard. Energy-saving living can thus be achieved without additional measures such as

specially applied sealing pads or the addition of silicone. The new solution is simply snapped on - this means that the Protex 2.0 roller shutter system can be installed extremely flexibly with both horizontal and vertical elements.

www.deceuninck.de/protex2



Protex 2.0 is available as a plaster box in two different sizes on request, this allows a high degree of flexibility for various installation situations.



All around sun protection

ISOTRA is dedicated to the issue of sun protection technologies and their influence on energy saving.

The technologies, developed processes, research and development in this field rank it among the leading manufacturers of sun protection technologies, being perceived as one of the technological leaders not only in the Czech Republic, but worldwide.

The production program includes interior and exterior blinds, fabric roller blinds, solar blinds, pleated blinds, panel blinds, exterior roller shutters, insect nets, awnings, screen blinds and pergolas. An important part is the production of components, profile equipment, cutting tools and for the production of blinds.

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