



digital

#rtexpodigital daily newsletter



Friday 26.02.2021

Messe Stuttgart: THAT is digitization!

With the Archikon - State Congress for Architecture and Urban Development, R+T digital came to an end yesterday in terms of live events and the supporting program. In Stuttgart? Also. But above all worldwide, on the web and in thousands of companies and enterprises in the manufacturing industry.

Starting from a high-end production studio at the trade fair center, or more precisely in the congress center, which the makers of the R+T team around department head Technology Sebastian Schmid played with technical content together with the event technology professionals from Neumann&Müller in nearby Esslingen, a dynamic developed that also reached the virtual participants.

„I personally found it touching how the industry implemented digital communication,” ITRS President Sandra Musculus is quoted as saying: „There was a wish for a good trade fair - just like we would do when we went to our booths in the morning.” Who has thrown the week over from 22. to 25 February only times a view of the contact network LinkedIn, sheer did not get past the fact that here a specialized industry presented itself alive in the digital age.

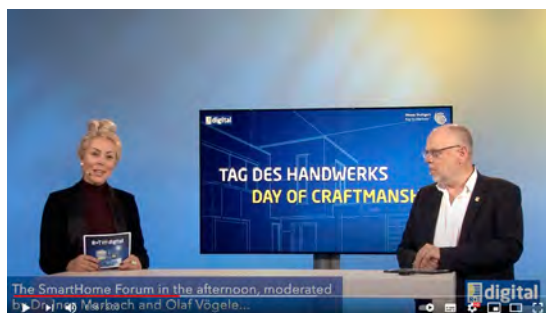
And, most importantly, it has lost none of its professional respectability. This was evident right from the start, when on the first evening the Innovation Award ceremony was broadcast from said studio into countless seminar and meeting rooms, where - masked or behind glass - those hoping to win one of the prestigious R+T



Eight participants in the panel discussion on the Day of Gastronomy live and two participants via live transmission had television level.

Awards were following the proceedings spellbound. „We were very tense. There were three of us in the big room wearing

back and Olaf Vögele. He said it had provided „a simultaneously compact and detailed overview with expert discussion”; further-



The environmental scientist Dr. Ines Marbach and the technical expert & journalist Olaf Vögele led through the live program.

masks, watching the event for two hours - a great thing,” says Elero CEO Enzo Viola, describing his Monday evening, which ended for him with silver for the RoIMotion. The good thing is that all content will continue to be available for retrieval until R+T 2022.

What followed was Innovation Day the next day. „The solution is totally great and R+T could not offer it like this before,” said BVT President Dr. Claus Schwenzer, who sat on the panel moderated by Dr. Ines Mar-

more, the applicants' videos on the developments submitted, which the jurors got to see, had added real value. In the end, R+T digital, in succession with the Crafts Day and the Architecture Day, was a lesson in what potential digitalization really offers.

Namely, when it is filled with content and not just an empty shell.

www.rt-expo.digital



EXTERIOR ROLLER BLIND SOLIX

Quickly mounted - with battery drive

The lightweight, battery-operated Solix exterior roller blind fits in almost all windows and can easily be inserted into the window frame from the inside - without any scaffolding, electrical work or damage to the window or facade.

The innovative sun protection solution reliably protects against heat and is optionally available with integrated insect screen and a solar panel.

<https://www.mhz.de/en/solix/>

MHZ Hachtel GmbH & Co. KG
Sindelfinger Straße 21 · 70771 Leinfelden-Echterdingen · www.mbz.de



R+T digital bringt die Branche virtuell zusammen

On February 22, 2021, the starting signal was given for R+T digital - and that after only a few months of preparation for all involved. Since then, the virtual platform of the world's leading trade fair for roller shutters, doors and sun protection has been live and has offered numerous trade visitors versatile insights into the current trends and product innovations of the industry. „R+T digital has set new standards as Messe Stuttgart's largest virtual event format to date,“ sums up Managing Director and Spokesman for the Management Board Roland Bleinroth.



Since 22.02.2021 the virtual industry platform of R+T digital is live

„With over 300 people on site, we implemented the live program of R+T digital in our studios with the utmost professionalism and passion in order to offer the global R+T network an information platform in a class of its own. Thanks to the support of our reliable partners, we were able to ensure a smooth running of the platform, support as well as technology and bring our expertise in digital events to a new level.“

Sebastian Schmid, Head of Technology at Messe Stuttgart, adds, „With the attractive and innovative product presentations by our exhibitors, numerous live lectures and video sessions, as well as a diverse supporting program, the industry was once again able to demonstrate its capabilities and innovative strength. We are pleased that all participants filled our platform with life over all four live days and this shows how valuable our network is for the industry.“

Four Days Live

During the live period of R+T digital, visitors were offered an extensive supporting program. On the first live day, various representatives from the catering and hotel industries as well as the trades exchanged views on the current challenges and trends in the outdoor catering

sector. „Especially in these times, solutions must be found that meet the special requirements. For this the exchange of all involved ones is inevitable,“ notes Heinrich Abletshauser, president of the BVRS registered association. In addition, the presentation of the prestigious R+T Innovation Award took place on the first day of the trade show.

The award-winning products were presented in detail via live broadcast on the following day of the innovations. „It was really very impressive to see how much innovative power there is in the roller shutter, gate and sun protection industry,“ says Sandra Musculus as President of ITRS e. V. „Even if

tic door sector in the morning in the Gate Forum. „This program item in particular was important for our industry to stay in touch with each other,“ explains Dr. Claus Schwenzer, Chairman of BVT - Verband Tore. „The virtual format can personal meeting of course not replace, but build a bridge for the time being.“

In the afternoon, presentations and discussion panels in the Smart Home Forum enabled visitors to gain a comprehensive overview of the many possibilities and benefits of smart home. On the fourth and final live day of R+T digital, the state congress for architecture and urban development, ARCHIKON 2021, was broadcast live on the R+T digital platform by the Institute



Roland Bleinroth, CEO and Spokesman of the Board



Sebastian Schmid, Head of Department Technology Fairs

social life currently stands still - our industry does not. And it's a pleasure to see that confirmed in the form of diverse innovative products.“ On the third live day, association representatives and experts dealt with current trends and technical developments in the gate and automa-

for Advanced Training in Construction of the Baden-Württemberg Chamber of Architects. In addition, visitors to the R+T Alliance Forum were treated to exciting lecture programs on international industry topics from the most important R+T markets across all four live days.

In addition, during the live period there were continuously numerous lectures, workshops and video sessions both in the exhibitor forum and in the exhibitor auditoriums, in which the various product innovations were presented in detail.

www.rt-expo.digital



On the four live days, the trade visitors were offered an extensive supporting program with the trend topics of the industry.

NEVTEN
AWNING &
PERGOLA
COMPANY

We are manufacturer of Pergola - Awning - Bioclimatik - Glazing Systems that established on an area, of 10.000m2 we exports to 40 countries and we have 70 dealers in Turkey. We can desing your outdoor livable for 4 seasons.



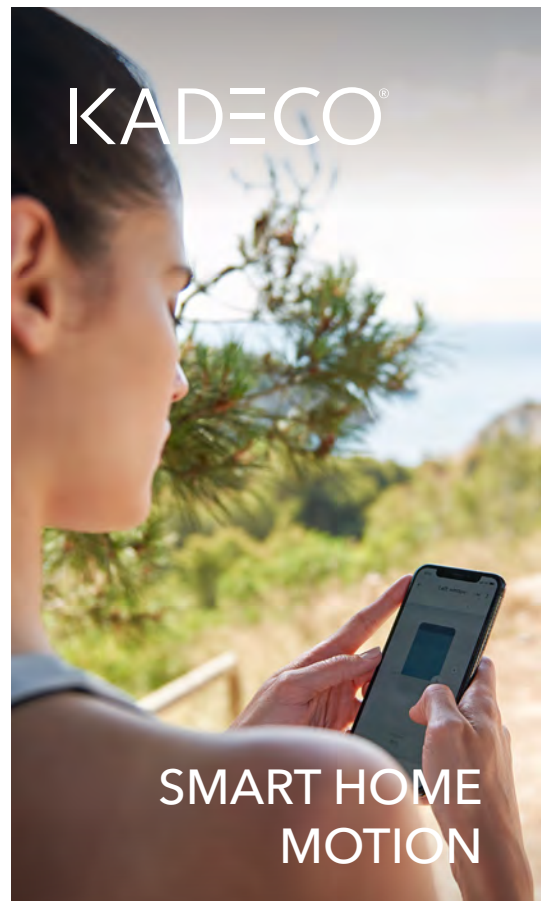
www.nevten.com



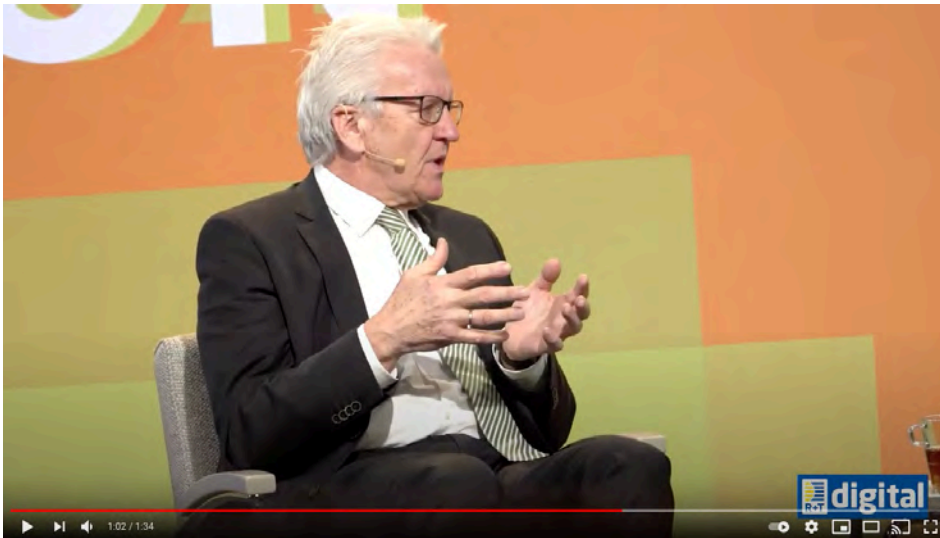
Motorized Pergola
Glass System - Awning
Rolling Roof - Bioclimatic
Zip Curtain
Articulated Awning
Cassette Awning
Wintent

KADECO®

SMART HOME
MOTION



The final day belonged, also at R+T digital, to the architects



Winfried Kretschmann, the Minister President of Baden-Württemberg also participated in the Archikon.

Archikon - State Congress for Architecture and Urban Development: R+T digital from February 22 to 25 ended with a bang. Under the title „Rethinking our country“, the online event organized by the Institute for Advanced Training in Construction (IFBau) of the BW Chamber of Architects in cooperation with Messe Stuttgart, parallel to the show for roller shutters, gates and sun protection, dealt with the development of rural areas and small and medium-sized cities. In addition the panel rounds and lecture blocks gave impulses, in addition, interviews - like with Alexander charcoal burner in the Breakout Session of AIC over condition agreements in the work contract and their insurance-technical effects on planners - provided for exciting views. Just how attractive

the environment of the world's leading trade fair has become for architects was demonstrated by the debate moderated by Gabriele Renz from the Baden-Württemberg Chamber of Architects between the top candidates for the state elections, with Minister President Winfried Kretschmann (Bündnis 90/Die Grünen), Minister Dr. Susanne Eisenmann (CDU) and the parliamentary group leaders Andreas Stoch (SPD), Dr. Ulrich Rülke (FDP) and Bernd Gögel (AfD). After a week of R+T digital, one cog was naturally meshing with another in the production studio of the ICS and in the processes of the event professionals from Neumann&Müller.

www.rt-expo.digital

High internationality among visitors and exhibitors

In the live period from February 22 to 25, 2021, R+T digital counted a total of 22,000 visitors. These logged in from 121 countries - predominantly from Germany, Italy, USA, China, the Netherlands, Poland and Spain. The innovations and new products were presented on 299 virtual exhibition stands by companies from 23 countries, 193 exhibitors (65%) of which came from abroad. Exhibitor countries Italy, China, Spain, Turkey and France were particularly well represented. „We now want to evaluate all the data obtained and assess the findings together

with our partners and exhibitors in order to further develop our projects in a targeted and efficient manner.

We are pleased that we were able to offer the industry an innovative and international information platform within the short preparation time, but of course it cannot be compared with a R+T in Stuttgart,“ says department head Sebastian Schmid.

www.rt-expo.digital



In an interview with Manuela Keller, Senior Project Manager and responsible for the R+T Alliance.

C4MICE

CONSULTING FOR MEETINGS • INCENTIVES • CONVENTIONS • EXHIBITIONS



MEETINGS



INCENTIVES



CONVENTIONS



EXHIBITIONS



PRINTMEDIA



ONLINEMEDIA

INFO@C4MICE.COM
WWW.C4MICE.COM

Coulisse launches motor range with Apple HomeKit technology for interior window coverings

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, and the result of the collaboration with Eve Systems, a leader in the development of accessories for the Apple HomeKit ecosystem. The motors allow for super easy installation, programming and control of the blind with your iPhone. Jerome Gackel, CEO of Eve Systems: 'As the blinds connect via Bluetooth, the set-up does not require any gateway or bridge. By simply scanning a QR code, the blinds



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

are automatically and securely set-up, ready to be controlled by app or voice. In just a few seconds you are done.' Software-updates for activation of the latest features and user-experience improvements appear automatically in the Eve app. As a result, limited to no service or support is required

after installation. Christiaan Roetgering, owner and CEO of Coulisse: 'Thanks to the Eve software, this new motor range is a gamechanger in the interior window coverings market. The simplicity of both installation and use is unmatched. All complexity is eliminated, and the installation time drastically

reduced. Combined with the fact that you don't need a hub anymore this offers major cost advantages. It opens up the way to make motorized blinds available to a broad audience and widely embraced as a product that brings joy and value to everyday life in the home.'

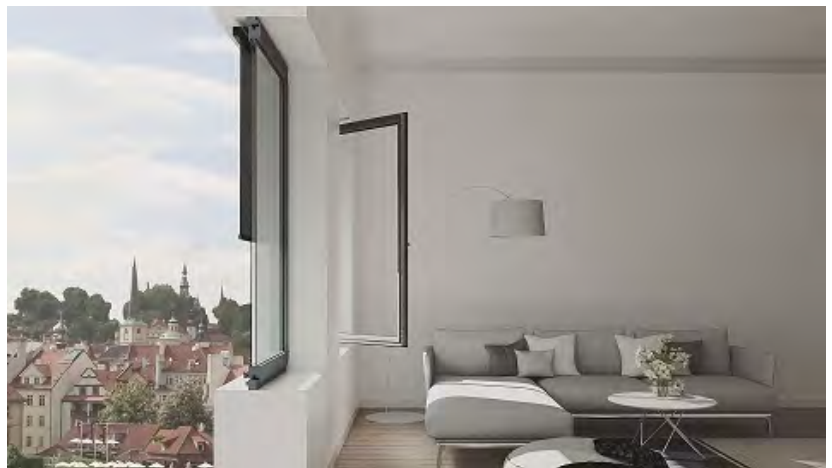
www.coulisse.com

Solix outdoor roller blind wins gold at the R+T Innovation Award 2021

Great cheers at MHZ: The Solix has won gold at this year's R+T Innovation Award. „The Solix is a true retrofit all-rounder“. This is how Andreas Kopetschny, Managing Director Sales, describes one of the latest innovations from MHZ Hachtel. And indeed it is. One cannot speak of assembly at all, means Kopetschny, because the Solix, a patented, accumulator-operated, external sun protection, optionally with insect protection available, can be installed within shortest time from the inside of the window into the framework. What makes it spe-

cial is that it can be removed without leaving any residue, as it does not need to be screwed or glued in place. It is therefore particularly suitable for rental properties and in listed buildings; architects like to plan the Solix because of its filigree nature. This is possible at any time, even in retrospect.

„The Solix was created from a combination of external roller blind and insect screen frame,“ explains Jochen Hachtel, Managing Director Technology. The combination of battery-powered motor and radio remote



The exterior sun protection it is particularly suitable for rental properties and in listed buildings.

control saves time-consuming wiring of the solution. Environmentally friendly operation via a solar panel is also possible. With the simple and fast assembly the Solix scores with the specialized enterprises, which fight for years with lack of specialists. For measuring, MHZ has put together a box containing all the templates and frames for ordering.

www.mhz.de



The Solix is a true retrofit all-rounder.



The Solix has won gold at this year's R+T Innovation Award.

SEE YOU
SOON!



To make outdoor part livable for four seasons



Nevten is a family company that manufactures of 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 personals 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



 **BOOK
YOUR VIDEO**
bookyourvideo.com



Hier Termin anfragen



**Was
wir tun**

Unsere Leistungen

**Wer
wir sind**

Unser Konzept

Pictures in motion are creating emotions



World ^{of} inspiration

Holen Sie sich frische Ideen und entdecken Sie innovative Produkte für die Gebäude von morgen – auf der **R+T 2022**, dem weltweit größten Showroom für Rollläden, Tore und Sonnenschutz.



Weltleitmesse
für Rollläden,
Tore und
Sonnenschutz



NEU
MO – FR

21. – 25. Februar 2022
Messe Stuttgart

www.rt-expo.com



Impressum

Landesmesse Stuttgart GmbH
Messepiazza 1
70629 Stuttgart
Tel.: +49 711 18560-0
Fax: +49 711 18560-2440
info@messe-stuttgart.de
www.messe-stuttgart.de

Aufsichtsratsvorsitzende:
Ministerin Dr. Nicole Hoffmeister-Kraut MdL
Geschäftsführer:
Roland Bleinroth
Stefan Lohnert
Amtsgericht Stuttgart HR B 585
USt-IdNr.: DE 147 866426

Dieser Newsletter wurde durch Dienstleister erstellt:
C4MICE UG (haftungsbeschränkt)
Ansprechpartner: Olaf Vögele
www.c4mice.com
Book Your Video GmbH & Co. KG
Ansprechpartner: Reinhold Kober
www.bookyourvideo.com