

Press Release

Modern Design for heroal Showroom

Opening of redesigned showroom at the company's headquarters in Verl

Verl, May 2022. heroal, the aluminium systems provider, has extensively renovated and extended its showroom at the company site in Verl. The complete range of heroal products and services is displayed in an area of around 440 m², divided into separate themed areas. The new showroom was officially opened on Tuesday and Wednesday, May 3-4. The showroom is now also available to all heroal specialist partners for meetings with investors, architects and private customers.

“With the redesigned showroom, we have created a communication platform that allows for live and even more extensive presentations of heroal's system and service portfolio as well as innovations from various product lines. In addition, we offer our specialist partners the opportunity to use the showroom with its comprehensive range of products for discussions with customers and prospects,” explains Dr Max Schöne, Managing Director at heroal. However, the showroom not only serves to exhibit heroal's products and services during customer visits, it also plays a central role in the training of new recruits; fulfilling an important dual function.

There was great interest in the new showroom among heroal's specialist partners. During the opening ceremony, many of them used the opportunity to see for themselves the new possibilities that the extended exhibition space offers. The supporting marketing programme with information stands, presentations of new products and services as well as guided tours of the heroal production sites was also very popular and much appreciated.

Structured layout and comprehensive information

For the relaunch of the showroom, the previous exhibition space at the company site in Verl was redesigned and extended to around 440 m². The foyer of the main administration building now welcomes visitors with a first insight into the world of heroal products. For this purpose, the aluminium system solutions for roller shutters, sun protection, roller doors, windows, doors and curtain walls have been arranged in different themed areas. Through the well-structured layout and subtle colour design of the showroom, the focus clearly is on the products from heroal. The digital signage and activation of the exhibits ensure an easy

orientation and information. This is additionally supported by interactive presentation screens offering a wide range of images and videos and further information.

Clearly divided into nine themed areas, the showroom addresses the core offerings of heroal's system and service portfolio. A compact overview of the company is provided in the reception area "Living Spaces". With a focus on system solutions that meet the highest requirements for function and design, the "Commercial" area displays solutions for building projects including systems for commercial doors, curtain walls, sun protection and fire protection. The curtain wall system heroal C 50 with its various supplemental systems and the new fire protection door system heroal FireXtech D 93 FP are among the highlights of this area. Next is the "Residential" area, which focuses on residential construction and displays heroal's wide range of solutions for a comfortable, safe and individual home. This area puts special emphasis on certain elements of heroal's comprehensive range for residential buildings, and shows heroal systems for front doors, lifting-sliding doors, security roller shutters and roller doors. In the access area to the heroal Academy, partners can also experience hands-on displays of the patio roof heroal OR and its accessory systems – the moving glass wall system heroal S 20 C and the vertical and horizontal blinds heroal VS Z OR and heroal HS.

A variety of themes and an innovative VR tool

The topics "Design", "Comfort", "Sustainability" and "Details" grant a deeper insight into the world of heroal products. The "Design" area gives visitors to the showroom an insight into heroal's great variety of designs and colours. Solutions for more comfort of living and healthy living spaces are presented in the "Comfort" area, displaying the lifting-sliding door heroal S 77 SL with all-glass corner, equipped with a new sun protection for all-glass corners, the motorised drive heroal SF Drive, and the drainage system heroal DS, designed as fully accessible (barrier-free) element. In addition, the "Sustainability" area displays heroal window systems with different thermal insulations, samples of all insulation variants, as well as insulation options using roller shutters and sun protection. For the first time, the new product in heroal's product portfolio is exhibited in the new showroom: The clamp-on sun protection system heroal VS Z EM, which is particularly easy and efficient to install. The Cradle to Cradle Certified® Product Standard also underlines the sustainability of the range of products on display.

Digital services from heroal are also shown in the showroom. Here, specialist partners can find out about innovative solutions for all phases of a building project, such as digital

planning options, product configurations, ordering and manufacture. The innovative highlight of this area is a VR tool that can be used to visualise heroal systems.

Appointments and reservations made easy for heroal specialist partners

heroal specialist partners who would like to visit the new showroom or use it for their own meetings and discussions with architects, investors and private customers, can make arrangements via their contact in External Sales. It will also soon be possible to reserve the showroom for your own events via the heroal Communicator, the online working environment for heroal specialist partners.

www.heroal.com

Pictures



[heroal_Eröffnung_Showroom_Verl.jpg]

During the official ceremony, Dr Max Schöne and Jürgen Peitz, Managing Directors at heroal (right to left), opened the redesigned showroom at the company site in Verl. © heroal



[heroal_Showroom_Verl.jpg]

From residential and commercial buildings to design variety and sustainability: The new showroom displays heroal's product and service portfolio on an exhibition area of around 440 m². © heroal

heroal – the aluminium systems supplier

As a manufacturer of aluminium system solutions for roller shutters, sun protection, roller doors, windows, doors, sliding doors, curtain walls and patio roofs, heroal is one of the international market leaders. Founded in 1874, the family company employs over 800 people at its headquarters in Verl, Germany, and locations in North America and Europe, and is involved in the construction of sustainable buildings in residential and commercial construction projects worldwide. heroal focuses on innovative and high-quality systems for fabricators, architects, planners, investors and building owners. heroal products are characterised by first-class quality, industry-leading customisation options and consulting and services in every phase of the building lifecycle. heroal systems are developed and manufactured in Germany.

More information is available at www.heroal.com.

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