



GUTMANN

FENSTERBAU FRONTALE 2020

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IN NUREMBERG  
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**FENSTERBAU  
FRONTALE**

# GUTNEWS

ISSUE 2/19

## **Everything under one roof**

New combined plant up and running: Since mid-July, all of GUTMANN Bausysteme GmbH's production processes for profile constructions have been combined under one roof.

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Arlt Fenster-Türenbau GmbH and GUTMANN Bausysteme GmbH have been working together for five decades.

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*Managing Director  
GUTMANN Bausysteme GmbH*

## MR. BRINKMANN,

*The second issue of GUTNEWS is here. And, on the first page, you are publicising the next major trade fair, FENSTERBAU FRONTALE. Can you give GUTNEWS readers a little taste of why it's worth dropping by the GUTMANN stand?*

It's always worth visiting the GUTMANN stand! Visitors go to a trade fair to find out about the latest innovations in the industry. Our goal is to be the technology and innovation leader in our market segment. So visitors can be sure of seeing plenty of new products and innovations on the GUTMANN stand, in all areas – building fittings, wood/aluminium systems and all-aluminium systems. But it's not just about the products. Digitalisation is creating a huge number of new opportunities for making business processes easier. Visitors will be thrilled by what we've set up for them.

*Mr. Brinkmann, at the Rosenheim Window & Facade Conference and elsewhere, it is apparent that companies, consumers and politicians alike face one massive issue – climate change. Isn't it true that window and facade manufacturers are excellent problem solvers when it comes to replacing old prefabricated elements with new ones?*



If you were to replace every car on the roads in Germany with electric cars - and we know from the political and technical discussions that have been going on for years how long that takes - we would save just a fraction of the CO<sub>2</sub> emissions that we could easily achieve by replacing windows and facades with technology that is already available. Wood/aluminium windows are a top choice in terms of the overall energy balance, environmentally and economically. It seems that politicians are slowly starting to recognise this and significant subsidies have now been provided for energy efficient renovations, alongside the existing subsidies. GUTMANN has suitable products for all areas and material groups, and they can definitely be presented as solutions for exactly these current issues – especially in discussions with responsible end consumers. We actively support our partners, not only with products, but also with the right data and facts to make objective and factually correct arguments.

*Awareness of environmentally friendly and resource-saving use of aluminium is increasing significantly in the face of climate change. As a system provider GUTMANN is also a member of A|U|F, which is the organizer of a closed-loop and monitored recycling process. So is it worthwhile for fabricators and dealers to join this organisation?*

AUF is an important element in objectively correct classification of aluminium as a material. GUTMANN is in an exceptional position here. Because we integrate all production processes, we have direct control of our products' "ecological footprint". We buy aluminium directly on the raw material market but also have our own aluminium smelter. A high recycling rate for aluminium has been a standard for us for a long time. Our own combined heat and power station helps to save electricity. Joining all our production processes under one roof (smelting, extrusion, processing, coating) not only makes us fast and flexible, it also reduces unnecessary transport costs and emissions.

*Mr. Brinkmann, thank you very much for talking to us. GUTNEWS editorial team*

### IMPRINT

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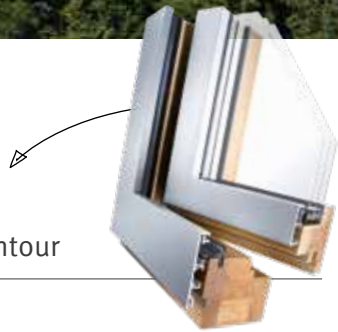
*Closer to the customer!*

### CONCEPT & DESIGN

Design & Kommunikation  
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57072 Siegen  
www.modulbuero.de

### ABOUT US

The GUTMANN Group is a global company and is one of the leading manufacturers of high-quality aluminium products for the construction sector and manufacturing industry. The Group is made up of GUTMANN Bausysteme GmbH and GUTMANN AG with its subsidiaries GUTMANN Aluminium Draht GmbH, GARTNER EXTRUSION GmbH and NORDALU GmbH. The Group employs around 1,300 people at three production sites in Germany and has an annual turnover of around 340 million Euro. Founded in 1937, the company has its headquarters at Weißenburg in Bavaria.



**SYSTEM**

GUTMANN MIRA contour

**LOCATION**

Oberstdorf, Germany

**COMPLETION**

2017

**ARCHITECT**

Renn Architects, Fischen im Allgäu, Germany

**PROJECT SIZE**

100 m<sup>2</sup> windows and facades

**BUILDING OWNER**

Markt Oberstdorf, Allgäu, Germany

**FABRICATORS**

Bietsch Holzverarbeitung, Ofterschwang, Germany

## “One of the largest ski jumps in the world”

Following extensive renovations to make it ready for the Ski Flying World Championships in 2018, the Heini-Klopfer ski jump – affectionately known as the “leaning tower of Oberstdorf” – reopened to visitors at the start of July. From the top, you can take in the thrilling view of the Freibergsee lake and the Stillachtal valley, and dive into Oberstdorf’s rich ski jumping history. “The most unusual part of the construction was the installation of the facade elements at a dizzying height of over 90 metres. The base facade was built in a sensational time of just three working days, which included manufacturing the ‘eagle’s nest look’ and installing the glazing,” says Franz-Josef Bietsch of woodworking firm Holzverarbeitung Bietsch.



3.33 m

Ski jump platform height

72 m

Total height of start tower

39°

Run-up incline

122.5 m

Run-up length incl. platform

58

Number of start steps

### *Experience the world of ski jumping*

Find out how it feels to be a ski jumper! Visit the new Heini-Klopfer ski jump platform, one of the largest jump facilities in the world. Thanks to the new, accessible inclined lift, you can now reach the “foot” of the jump tower effortlessly. From there, you can see the entire facility. Of course, the lift is also a way to get to the hiking trails around the Freibergsee lake.

Experience the stunning view from the “leaning tower of Oberstdorf”, taking in the Stillachtal valley, the Freibergsee lake and the Oberstdorf mountains. Stand 70 metres above ground level and feel what goes through a competitor’s head before they make their jump. The jump platform is open to visitors every day. Further information is available at: [www.ski-flugschanze-oberstdorf.de](http://www.ski-flugschanze-oberstdorf.de)

## GUTMANN references

Be inspired by our references. All projects were designed and realised by GUTMANN Bausysteme GmbH or by GUTMANN Middle East LLC. We offer the chance to use windows, doors and facades exactly as intended in the building concept. It doesn't matter whether you are focusing on public or private use – supporting your creativity and finding unusual solutions is what we love. More than any other system manufacturer, GUTMANN Bausysteme GmbH places great stock in the modularity, versatility and compatibility of its products.



**SYSTEM** MIRA Therm 08

**START OF THE CONSTRUCTION** 2016

**COMPLETION** 2016

**ARCHITECT** Pierluigi Pastori



**SYSTEM** GWD 070

**START OF THE CONSTRUCTION** 2014

**COMPLETION** 2015

**ARCHITECT** Raumwerk AG, Amriswil, Switzerland



© PDSIGN Photography and Editing – Pascal Rohner, Zürich/Switzerland

The new commercial building in Kreuzlingen, which was completed in the industrial zone along the railway line in a construction period of just one year, provides a harmonious spatial

connection. The ostensible concern for the architects and the building owners was to have a modern design language and clear geometric shapes, visually as well as functionally. Simi-

larly there was a focus on large-area glazing for an unimpeded view outwards and an enhanced amount of incoming sunlight combined with simultaneous energy savings.



*Quartier West,  
Darmstadt, Germany*



**SYSTEM** GWD 080i windows and FPS fall protection

**START OF THE CONSTRUCTION** 2016

**COMPLETION** 2018

**BUILDING OWNER** unit Gesellschaft für Projektentwicklung mbH

**BUILDING VOLUME** 16,410 m<sup>2</sup>

**ARCHITECT** Max Dudler



This new mixed use complex has a hotel, restaurants, conference facilities and offices adjacent to one another and is designed to enliven the area into the evening hours. The buildings are connected by a shared underground garage. The design of the office building allows for flexible interior work, with cubicle, open-plan or combined office configurations. The L-shaped structure provides two main access routes, reached by the interior courtyard. These are designed to be impressive entrance

areas with two-storey air spaces. Natural stone floors and elevator portals round off the high-grade impression. The upper floors can be divided into four possible rental units (250 m<sup>2</sup> – 450 m<sup>2</sup>). Flexible interconnection of the rental units allows them to be rented by different large companies. The generously proportioned ground floor of the hotel contains the lobby and the restaurant. There are 178 hotel rooms on the upper floors.

**SYSTEM** F50+ mullion-transom facade

**COMPLETION** 2018

**BUILDING OWNER** Schwarz Immobilien Management GmbH & Co. KG

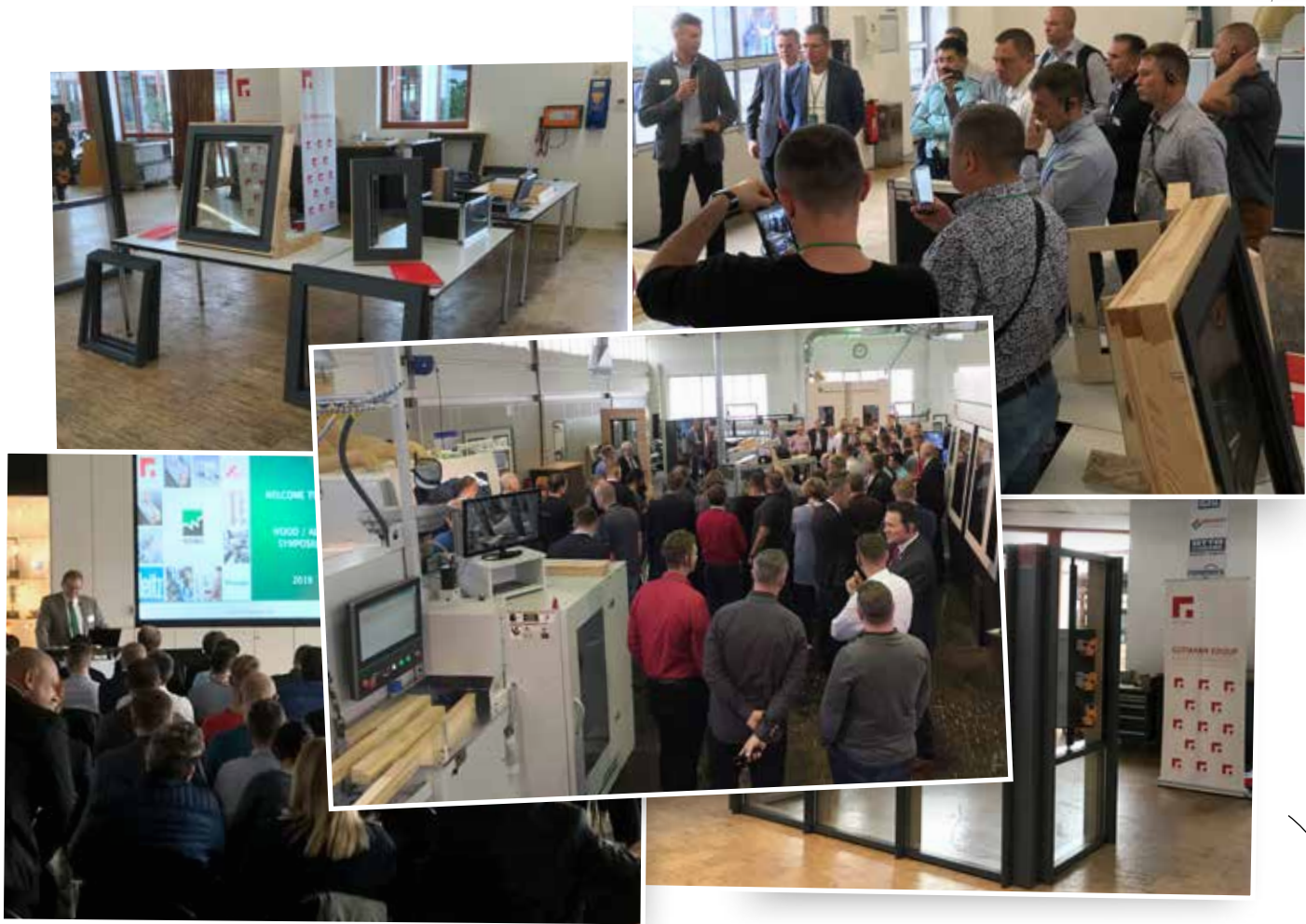
**GROSS AREA** 9,800 m<sup>2</sup>

**ARCHITECT** Auer Weber Architects

*TUM Campus, Heilbronn, Germany*



The TUM campus in Heilbronn was officially opened at the end of January 2019. It is the latest site for the Technical University of Munich and is the first campus of a Bavarian university to be located in Baden-Württemberg. With its bright clinker facade and the clearly grouped ribbon windows, the building is an unmistakable part of the educational campus. Inside, the storeys are connected by air spaces, while large corridors provide access to occupied zones and meeting points. Glass panelled entrance areas characterise the access routes to each storey. All of the materials used are exceptionally durable and carefully coordinated.



NEWS › EVENTS

*Thanks for the great conversations!*

## Wood/Aluminium Symposium 2019

A highly successful event! With the slogan “Welcome to a thrilling mountain tour”, project partners GUTMANN, Leitz, ProLogic, Roto and WEINIG welcomed almost 200 guests to the Wood/Aluminium Symposium 2019.

New products and useful facts were presented to visitors in informative keynote talks by participating project partners and on guided tours of the companies’ demonstration stands. Alongside the presentations, there was of course a big focus on networking.

GUTMANN gave a presentation on the topic of “We put ideas into motion”, providing a practical demonstration of the modularity of their various wood/aluminium window systems with the same wood cross-section. In parallel, Lohmann presented the advantages of glass bonding with adhesive strips in vents on the GUTMANN stand.

Other topics covered included “Smarter fittings” by Roto. The Patio Inowa slide fittings developed in cooperation with GUTMANN were presented.

By contrast, Leitz gave a presentation on “Forward-looking system solutions for window design”, including HSC HighSpeed tools and the ClimaTrendStyle (CTS) window system coordinated with GUTMANN.



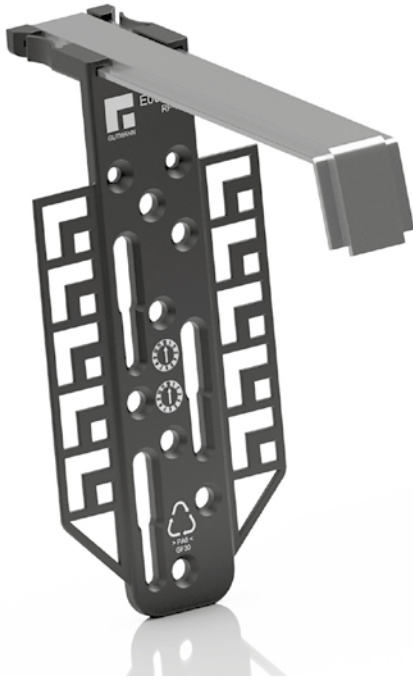
As a partner for solid wood products, WEINIG impressively demonstrated the incredible performance of its latest machine generation – from gouging, profiling through to automatic glue application with injection of wooden plugs.

Project partner ProLogic’s presentation was devoted to “Interfaces in the plant” and they recorded the production data for specimen windows in front of the guests’ eyes using the new FenOffice NG software generation, which allows direct transmission to the machines. Feedback from the guests was extremely positive and confirmed the choice of format, with short keynote talks, guided tours of the demonstration stands and plenty of time for networking. The WEINIG event location and excellent catering rounded off the event perfectly.

GUTMANN Bausysteme GmbH would like to take this opportunity to thank the project partners for their cooperation and the visitors for the numerous informative conversations.



## GUTMANN RP-KSI window sill holder



Once again, GUTMANN is expanding its accessories range for aluminium exterior window sills. It is another expert and consistent enhancement of the overall system concept. The new, innovative GUTMANN RP-KSI window sill holder is made of high-quality polyamide plastic. This material significantly improves thermal insulation performance in the facade. The bracket is a response to the clear trend towards high-insulating bricks without ETIC. It is suitable for installation with a thickness of approx. 20 mm on wall constructions without ETIC. The new accessory from GUTMANN ensures reliable stability as well as rapid fastening to the window sill thanks to an intelligent clip mechanism in the front area of the bracket. This results in additional benefits when it comes to fabrication. The GUTMANN RP-KSI window sill holder is suitable for use in GUTMANN GS 40 and GS 25 window sill systems.

### Product details

- + For secure fastening of the window sill
- + For use on wall constructions without ETIC
- + Fast and economical installation using screws or adhesives
- + For use with overhangs of 150 mm or more in line with installation guidelines
- + Significantly improved thermal insulation values
- + Infinitely adjustable using tension springs



Product data sheet:

[www.gutmann-bausysteme.de](http://www.gutmann-bausysteme.de)

*Coming soon!!*

## GUTMANN Window Sill Configurator

Aluminium window sills made to measure! Our smart configurator makes it quick and easy to plan and order the window sill you need. Choose your projection, colour and matching accessories. Convenient planning tool for a wide variety of applications.



Output digital orders to GUTMANN or GUTMANN trade partners



Easy operation.  
Uncomplicated ordering process.  
Secure and transparent.



RAL, DB (German Railway standard), Trend, Decoral, Eloxal coatings



Choose from over 650 powder/surface variations in stock.



Location specific, including pre-fabricated accessories. Optional pre-assembled accessories.



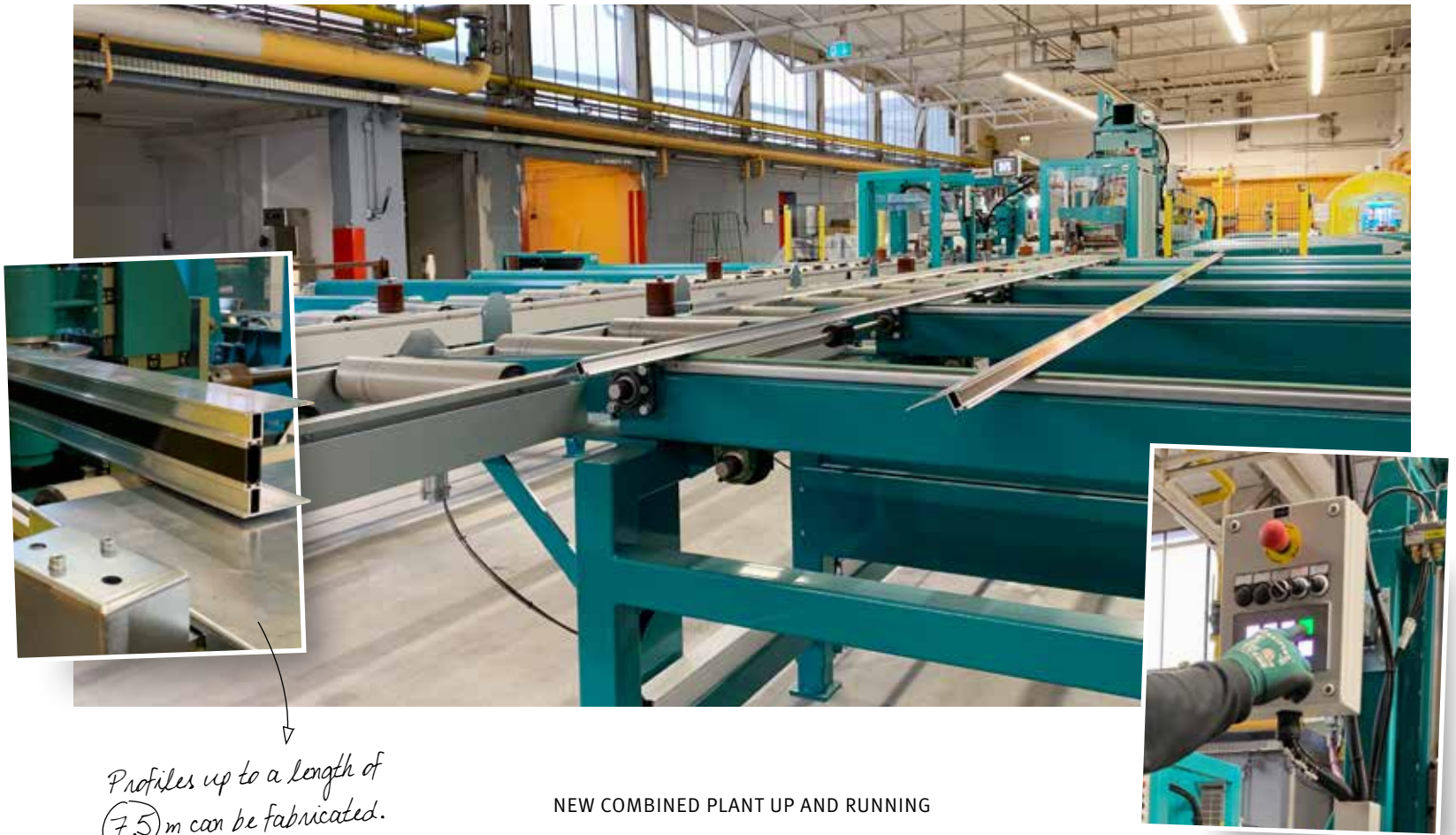
90° or 135° outer and inner corners configurable with system accessories



Everything from a single source, with short delivery times



Delivery time for standard colours 48 h, delivery time for coating 7 working days



*Profiles up to a length of 7.5 m can be fabricated.*

NEW COMBINED PLANT UP AND RUNNING

## Everything under one roof

The gap has been closed. Since the middle of July, all of GUTMANN Bausysteme’s production processes for profile constructions have been combined under one roof at its main plant in Weissenburg, Germany. The final stage was an installation that automatically joins individual aluminium profiles (half profiles) and composite bars to create thermally insulated composite profiles. GUTMANN is consistently aiming to shorten its process chains, reduce interfaces and combine tasks and processes at a single location – with the goal of delivering to customers more quickly, more securely and more reliably.

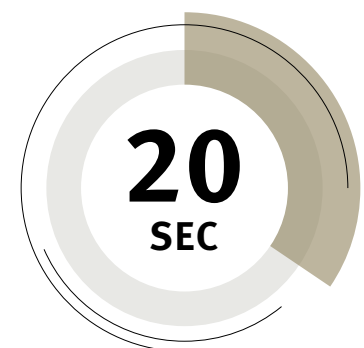
From in-house tool correction to presses, coating and connecting, GUTMANN now has a manufacturing depth that is unrivalled in the industry. Because everything comes from a single source, the company can be significantly faster, more flexible and more controlled in responding to customer requirements.

*We can maintain stocks of prefabricated half profiles and use them to produce custom composite profiles,*

”

says Managing Director Arnd Brinkmann. In addition, compared to conventional production processes involving external partners, time-consuming, expensive and high-risk transport processes are eliminated.

The new system – a product from the Swiss manufacturer Müller Technologies - is made up of several modules. The individual components are first provided on assembly tables, where they are automatically knurled and moved into position, where a feed mechanism takes the composite bars into the two half profiles. The pre-assembled module is automatically conveyed to a rolling in system, which uses a total of twelve rolling discs to reshape the half profiles and create a shear resistant connection between the composite bars and the half profiles. The rolling discs are automatically adjusted, allowing the profile geometry to be changed without significant preparatory work. The system fabricates profiles up to a length of 7.5 metres, with a throughput time per profile of around 20 seconds.



*Throughput time per profile*

In mid-July, the team led by production manager Simon Brunauer commissioned the system and „full production output was reached just four weeks later”, the head of production proudly says.



COLOURS ARE ALL THE RAGE

## Black & white is out – it's all about colour!

Back in 2018, investments were already being made in a highly flexible, horizontal coating system with two quick-change cabins at our premises in Weissenburg, Germany. In addition to the horizontal system and the anodising plant, a highly innovative, vertical coating system with two unique X-cabins is now also in use. This enables all surface requirements to be met in full. In 2019, the company gained certification for the GSB Premium and Sea Proof coating classes defined by GSB International e.V. (Gütegemeinschaft für die Stückbeschichtung von Bauteilen e.V. GSB international – Quality Standards Institution for Coating of Structural Parts).

/ **01**

### Horizontal/vertical

Whether they want straight lengths up to 7.50 m, frames, accessories or edgings, thanks to the two coating systems we can optimally satisfy any requirement from our partners. One of the two lines is designed for high change rates, meaning up to 60 different colours can be produced per day.

/ **02**

### 650 powder/surface variations

Partners can now choose from 650 powder/surface variations. Convenient and transparent: GIB contains all variants including price information. Other colours are possible on request. Delivery speed has top priority. These days, customer satisfaction is closely linked to delivery speed. The coating system is set up to enable one-off products to be realised.

/ **03**

### Highly weather resistant

Highly weather resistant – further optimisation. The top selling colours are now also available for order in a highly weather resistant variation. There are a range of surface gloss options, from smooth matt to fine structure matt.

/ **04**

### Economy

The pricing logic has been adapted so that highly weather resistant powder and fine structure surfaces can be offered significantly cheaper.

# Looking for some colour?

How important is “colour” as a consultation issue? Can convincing consultation on colour turn a customer into a fan? Is the surface quality and variety an important sales argument? We asked around...

*Gregor Bröcking,  
Managing Director,  
Bröcking Fenster  
GmbH & Co. KG*



## No. 1

*How important is the colour of a facade or window to your customers? How much time do you spend on the colour scheme for elements during a sales meeting?*

**Martin Kampwirth**, Head of Product Management, EGE GmbH: Very important – even in the PVC sector our colour percentage is around 50%, and much higher for aluminium, where white plays a far less important role. During a sales meeting, the choice of colour is usually quick; the customer normally knows what colour they want. We tend to talk more about details, for example explaining to the customer that a fine structure surface will give them a much less sensitive solution than smooth.

**Michael Leopold**, Managing Director, Fensterbau Leopold: The colour scheme for windows and the facade is hugely important to our customers and we spend a lot of time with customers on colour. After all, we are talking about the “eyes” of the building.

**Gregor Bröcking**, Managing Director, Bröcking Fenster GmbH & Co. KG: Very important, and coordinating the window colour and the facade colour is very often done by sampling.

**Jan Sehlmann**, Managing Director, Sehlmann Fensterbau GmbH: We know our customers and don’t produce for an anonymous market like many of the major players. Our customers for wood and wood to metal windows don’t want to just close a hole in the facade, they have specific ideas, demands and requirements for a custom design. Our customers place great value on creating a pleasant atmosphere, especially in connection with wellness and green living.

## No. 2

*Is the surface quality and variety a sales argument for you?*

**Martin Kampwirth**: Definitely. Previously we had white aluminium at a basic price and colours at significant mark-ups – but we wouldn’t get very far with that model these days.

**Michael Leopold**: Yes, quality and variety is what makes it exciting and we like talking about it in our sales meetings. GUTMANN has created a great basis with its “Exklusiv” and “Premium” colour charts.

**Gregor Bröcking**: Yes, we use the “Exklusiv colour charts” from GUTMANN a lot.

**Jan Sehlmann**: We take a lot of time to work with our customers to identify the optimum window system for them and to coordinate the individual materials and components. As well as the building physics and technical requirements we need to take into account, we pay a lot of attention to the surface design and the profiling of the window and facade elements. To do this, we often produce different surface samples or complete specimen windows or facades so that we can create an integrated colour concept. As well as the colour scheme for the window frame outside and inside, we have to carefully coordinate the type of wood, the glazing, the edge bond, the sealing strip, seals, fittings, handle, window sills, edgings, lining, fall protection, thresholds, sunblinds, facing blocks, floor coverings etc.

*Martin Kampwirth,  
Head of Product Management,  
EGE GmbH*



Jan Sehlmann  
Managing Director  
Sehlmann Fensterbau GmbH



## No. 3

*What customer preferences do you come across most frequently at present – everything grey in grey or are there outliers?*

**Martin Kampwirth:** Grey is absolutely dominant, but no longer just anthracite – we use a lot of lighter shades of grey. We have also noticed a slight trend towards brown. Things are more interesting when it comes to front door panels. Here, there are plenty of exciting surface designs, for example in steel or concrete.

**Michael Leopold:** You can definitely see colour trends, currently lots of grey but we are trying to advise customers to use other shades of colour, which have good chances of success. After all “A picture is worth a thousand words”.

**Gregor Bröcking:** Dark grey tones are in high demand, but RAL 7016 is slowly starting to be frowned upon as the “standard mass market shade”. Black and anodised shades are on the way up.

**Jan Sehlmann:** For exterior aluminium profiles, there is currently a lot of demand for angular designs, very often flush-fitted, in matt grey shades. As well as anthracite, we are frequently asked for German Railway (DB) standard shades or iron mica shades, or a hard wearing structured coating combined with a natural wood interior surface, preferably only oiled. The more design-focused the architects’ office is, the more frequently we see an increased demand for anodised shades. For the modernisation of the Wehrhahn Centre in Düsseldorf (office building with 1500 wood/aluminium composite windows) the chosen shade was E4 C31, polished and brushed. That is a warm bronze shade that proved popular after intensive sampling and provides a different play of colours depending on the angle of view, the solar altitude and the time of day. The architects’ office Ortner & Ortner Baukunst from Berlin used it to create a stylish and vivid facade. The whole thing was combined with a light larch wood interior surface, which creates a pleasant working and learning atmosphere.

## No. 4

*Is a standard range of just a few shades sufficient, or can you really impress a customer by offering the very specific colour they like?*

**Martin Kampwirth:** The right mixture is the key. In our experience you can get a long way with a well-chosen top ten – that would be fine for most customers, and they like the competitive prices. Too much choice – with colours and elsewhere – can quickly lead to confusion. But of course we can provide a much more extensive range of colours for a fair mark-up.

**Michael Leopold:** For a long time the standard range has not been enough for us, and customers really value a wider choice. Our sales agent from GUTMANN, Mr. Egenhofer, always provides us with the latest colours – thanks!

**Gregor Bröcking:** Yes, we often deal with individual requirements, from customers and particularly from their architects, who are responsible for these exclusive construction projects.

Michael Leopold,  
Managing Director,  
Fensterbau Leopold

## No. 5

*Which customer preferences are particularly noticeable in terms of gloss or other effects?*

**Martin Kampwirth:** Glossy is by now used only for white. Grey shades are mainly matt. We deliberately push fine structure surfaces as in practice they have proved significantly more robust and suitable for everyday use – and if the customer is satisfied, so are we.

**Michael Leopold:** Matt shades and structured coatings are particularly popular.

**Gregor Bröcking:** Matt surfaces or fine structures are very much in demand.

**Jan Sehlmann:** At the moment we are involved in plant and assembly planning for Lanserhof Sylt. The architects Ingenhoven have chosen an exterior bronze shade E6 C34 for the million-transom facades, combined with a natural oak wood interior surface. This choice is an appropriate product for the exceptional location and stresses involved. At the same time, it pays sufficient attention to the high demands of future guests. For schools and nurseries, slightly brighter and more colourful surfaces are often preferred on the outside. For example, the “Kita Bunte Stifte” nursery in Wismar is having aluminium caps in the shades RAL 2002 (blood orange) and RAL 7006 (beige grey), while the Waldschule school in Buchholz has gone for the RAL design shade 040 40 30 smooth matt (rust brown). In both educational institutions, a light spruce wood on the inside creates a pleasant atmosphere for learning.





## CUSTOMER STORY

# Because we can depend on each other

Arlt Fenster-Türenbau GmbH and GUTMANN Bausysteme GmbH have been working together for five decades.

If you don't know exactly where to turn off, you'll drive right past the company's premises. A little approach road leads into the Central Franconian village of Neuendettelsau, where a modest little sign points the way into the yard and the building with the company name on it is in the second row – Franconian understatement at its best.

But for three generations Arlt Fenster Türenbau GmbH has been very much in the front row when it comes to quality products in this market segment. Striving for quality and reliability have always been the foundations of the products and services provided by the joinery company, which celebrated its ninetieth anniversary on 09 November 2019. The range includes almost all wooden products relating to facades: wooden and wood/aluminium windows, lifting/sliding and front doors, mullion-transom facades and conservatories.

## High demands

Peter Arlt, who has managed the family company since 2008, manufactures all products in-house and assembles them with his expert team on the building site. He targets primarily the mid-range and upper price segment, as the increasing complexity of the elements calls for sound craftsmanship and know-how. The joinery's entire process chain – from in-house production to raw materials and supplied parts through to logistics and services – is designed to achieve perfection at every stage.

*In addition to wood/aluminium windows, the joinery uses GUTMANN elements to produce wood/aluminium facades, hybrid facades, and complete aluminium clamping frame windows, front doors and door systems.*

It's hardly any wonder, then, that the manager is so passionate about wood/aluminium windows. "An oak window with aluminium face shell marks the highest technical standard." He gets the wood – like the other types of wood used in production, namely pine, spruce and larch – from established trade channels within a 100 kilometre radius and from native forestry, while the aluminium systems come from GUTMANN Bausysteme. As well as the high quality level, Peter Arlt values the full range of products available from the aluminium specialists in Weissenburg. "With the GUTMANN range we can obtain all our window, door and facade systems as

well as the corresponding edge parts and accessories from a single source." Alongside wood/aluminium windows, the joinery uses GUTMANN elements to produce wood/aluminium facades, hybrid facades and complete aluminium clamping frame windows, front doors and door systems.

## Close cooperation

The majority of the prefabricated elements that leave the company in Neuendettelsau are produced for a specific property. As a result, most of the expert staff's working time and knowledge goes into ensuring the highest level of craftsmanship rather than being wasted on preparatory measures or routine jobs. On average, Peter Arlt plans two employees per window unit and he has introduced targeted automation to support them. "We create the design and therefore also the production plans using the Klaes window construction software and the BIM-compatible CAD software Spirit, and the production data then goes to production online. There we combine the window types in such a way that we can provide access to the tool magazine on the production system for as long as possible, enabling us to make optimum use of the Gubisch window line." GUTMANN receives the data at the same time and uses it to generate an order for the next delivery, along with the required date. "While the joinery work is going on at Arlt, we produce the aluminium systems ordered and deliver them ready to install and precisely when needed for final assembly", says GUTMANN sales advisor Stefan

Treibmann, outlining the close cooperation between the two companies, who have been working together for decades. Even the boss doesn't know exactly when it all started: "My father built the first wood/aluminium design in 1969 and the partnership began shortly after that."

For Peter Arlt, it is important that his partners keep pace with technical developments - just as he keeps his own company up to date. In 2017, he invested around a million Euro to install a surface system, in which elements with dimensions up to five by three metres can be coated in one operation. Flow coating chambers and coating robots apply the layers from the primer to the top coat and glaze without any intermediate steps. The vapours from the water soluble paints are collected and separated in a closed circuit. As a result, not only is Arlt taking care of his employees and the environment, the throughput times are also reduced and, at the same time, his wood products have a perfect surface finish. "The feel is just as important as the look", says Peter Arlt, referring to the trend towards authenticity of materials, which customers want to be able to actually feel.

### Security essential

Another Arlt speciality is anti-burglar protection. The company is certified for manufacture of burglar resistant products complying with resistance classes RC2 and RC3 and is also registered with the Bavarian State Office of Criminal Investigation as a specialist company for mechanical security devices. The requirements

are stringent. For example, an RC3 must be able to withstand the levering effect of a 70 centimetre crow bar – the glass is allowed to splinter but not break. "Maximum precision is required, both in the wood working and in installation of the fittings, as despite their huge dimensions the door and vent frames need to be easy to open and close", says the owner, touching on the demanding requirements for the fittings. Arlt fits exclusively Siegenia products.

Thanks to the company's decades of experience and its strict quality standards, Arlt is also regularly involved in the construction or renovation of high value private buildings, and in public sector construction projects such as retirement homes, nurseries, schools and hospitals. The best known projects include Schloss Elmau, where Arlt was heavily involved in the reconstruction of the castle after the devastating fire in 2005. The Eibsee Hotel in neighbouring Grainau and the Anna-Sophie School in Künzelsau are other past projects.

### Strong links to home

These days, the Central Franconian craftsmen are constantly travelling throughout Bavaria and Baden-Württemberg, but never forget their roots in their home region. Business and commercial training is very important for the company. "At present we have two joinery apprentices – one male, one female – and one administration apprentice", Peter Arlt says. The design of the nursery school immediately adjacent to the company's 7,500 square metre premises reveals his concern for future generations, with typical Arlt quality workmanship ensuring a great environment for children to develop. And when it comes to those in society who seem to be plagued by bad luck, the company works with the Bavarian Joinery Association as part of Bavarian radio's "Magic Moments" campaign to put smiles on faces. Just like those that Peter Arlt and his employees are used to seeing on their customers.



Peter Arlt and Stefan Treibmann (right to left)

### ARLT FENSTER-TÜRENBAU GMBH



On 09 November 1929, the joinery business was established by Wilhelm Arlt in Neuendettelsau.



In 1950, a sawmill was added, and in 1968 the second generation of the Arlt family took over.



Peter Arlt and his wife Manuela have been running the company since 2008.



Today, the company employs 30 people and generates an annual turnover of 3.2 million Euro.

**Peter Arlt** is a passionate joiner and entrepreneur involved in numerous professional and business organisations. He is senior master craftsman of the Ansbach/West Central Franconia joinery guild and, at the same time, Chairman for the Central Franconia district, deputy master craftsman of the Ansbach local craftsmen's association, a director of the Bavarian joinery association – where he is chairman of the specialist windows/doors group – deputy chairman of the national windows/facades advisory committee, and a director of the institute for window technology in Rosenheim.

## What makes the window and facade market tick?

GUTNEWS readers can be found all over the world – as a system provider, GUTMANN supplies its products in numerous countries around the globe. For any company, knowing what is happening in the market in individual countries is extremely important. For this reason, each issue of GUTNEWS will focus in more detail on the market data, events and outlook for a particular country. In the first of this series we will put the spotlight on GUTMANN Bausysteme GmbH's home market, Germany – but we will simultaneously look beyond the borders to the whole of Europe.



### What's happening in construction?

At the Rosenheim Window & Facade Conference in October **Martin Langen**, Managing Director of the forecasting experts B+L Market Data, presented the latest study results and market assessments for construction trends and their impact on the window market. Let's take a look at his descriptions of current construction trends throughout Europe: Langen highlights countries such as Turkey as being particularly noticeable. House building there suffered hugely in 2019 due to extremely high interest rates. Even though housing demand remains high, house sales and house building have both collapsed by 30 percent. With interest rates over 20 percent, potential buyers with sufficient capital are ultimately preferring to leave their money in the bank. This market will only start to move again when interest rates fall below 10 percent, as has been announced.

Construction trends in Poland are stable and there has been additional demand from a source that has not really been considered in Germany. In recent years, more than 1.2 million Ukrainians have come to Poland. Many of them work in the booming construction sector. They have replaced the many Polish workers who now earn their money on building sites in Germany or England.

In Switzerland, we can observe the exact opposite trend. The Swiss population decided in a referendum to reduce immigration. Even though the net immigration figure only fell from around 80,000 in 2016 to 45,000 in 2018, rents have fallen in large parts of Switzerland. As a result, there is likely to be a fall in house building in the years 2020/2021. A similar trend can be observed in Sweden. With very high immigration between 2014 and 2017, demand for housing meant that house building was booming. Due to the high level of prefabrication in house building, completion rates were increased extremely quickly and the demand was rapidly met. In 2019, house prices have been falling almost everywhere in Sweden. Even in Stockholm there has been a decline in demand and prices. It seems that the construction peak has been passed.

### Germany: Peak construction will be passed in 2020

For Germany, forecasters expect construction to reach its preliminary peak level in 2020. This applies equally to residential and non-residential construction. Particularly in single family house building, the number of completions is set to drop significantly by 2023. There will then be greater opportunities in the renovation sector. In recent years, fabricators have often rejected renovation projects as they have been at full capacity with new build business. If new builds now decline, this capacity will be freed up.

This is good news for the window sector. For private renovators, window replacement is the fifth most common renovation measure. As well as energy savings and sound insulation, it frequently plays a key role in the look of the renovation measures, as the facade is a building's calling card. According to many of the experts surveyed by B+L, sound insulation will be an aspect that will continue to gain importance in the future in window construction due to in-fill development and urban house building.

Window replacement as part of energy efficient renovation has also become an issue again, not only for private renovators but also in the housing sector. More than half of properties in the housing sector have not yet undergone energy efficient renovation. Debates and resolutions on environmental protection and energy savings will be a key driver here. A current study of the housing sector by B+L shows that high renovation rates and increasing investments in modernisation measures will provide plenty of future potential for the construction supplier industry.



### Winner from climate change

On stage at the Rosenheim Window & Facade Conference, **Prof. Claudia Kemfert** from the German Institute for Economic Research (DIW) put forward an encouraging scenario regarding climate change. Based on quantitative, computer-based models, we can estimate what climate protection, climate change, energy price fluctuations and sustainable mobility would cost. And based on these model calculations, we can confirm that:

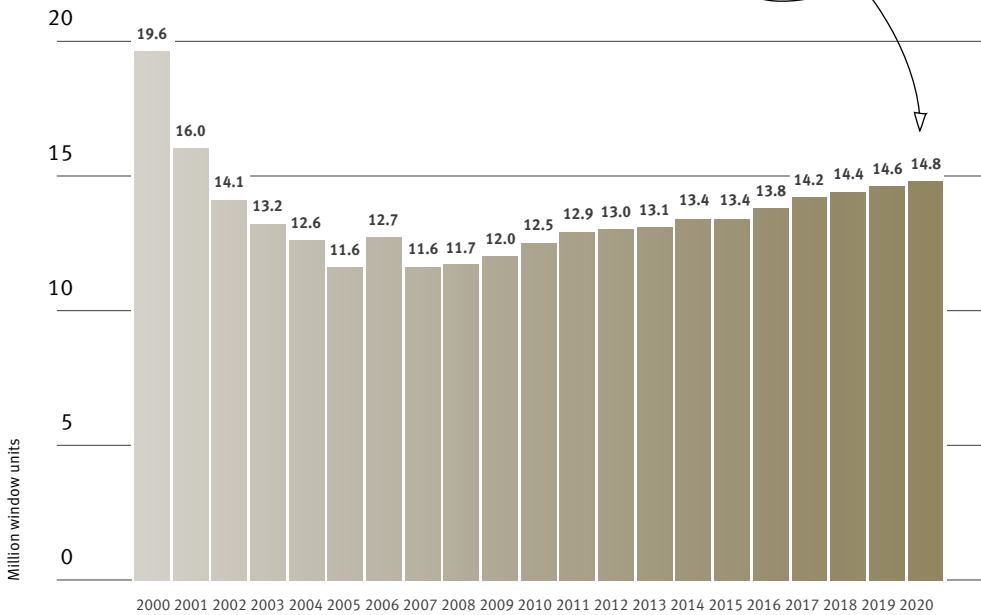


**DIAGRAM: OVERALL WINDOW MARKET**

Source: heinzemedien.de

*Estimate for 2020:*

*+1.4%*



*“If we do nothing, it will be more expensive than if we commit to climate protection. Climate protection is affordable and also generates economic opportunities.”*

The DIW believes that these opportunities will be particularly pronounced in the construction industry – particularly when it comes to German window and facade technology. Modern prefabricated elements can reduce buildings’ CO<sub>2</sub> emissions and simultaneously protect them against the consequences. “Germany has a modernisation backlog and needs a more environmentally focused economic policy”, Kemfert said. Much more needs to be done in the construction sector, for example increasing building renovations by tax relief or incentive schemes. However, courageous companies that adopt a proactive approach can be very successful.

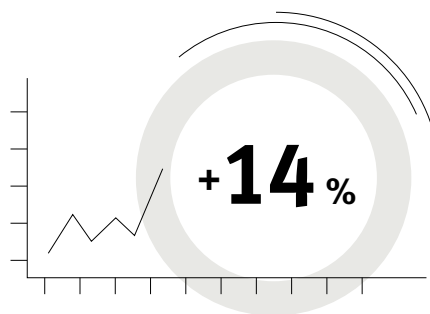
**How the Window + Facade Association sees the situation**

“The situation is still very positive and the main construction industry is starting to feel the effects”, said Holger Lipp, Chairman of the Statistics & Market committee at the VFF, at the last conference of this year. The biggest problem remains a lack of trained staff and this is an issue that cannot be resolved in a hurry - you only have to look at the age pyramid and the immigration rate: Germany is shrinking.

When it comes to house building permit figures, Lipp believes that the current restraint will

come to an end in the next year. There are many indicators suggesting that apartment building will start to pick up again. At the conference, he also spoke about the huge construction backlog of almost 700,000 homes. “There are plenty of permits in place that have not yet been realised.” He thinks there are attractive market conditions for window constructors – and explicitly mentioned international suppliers making inroads into the German market.

Dr. Kaiser from Heinze GmbH, which regularly produces the forecast figures for VFF, takes a similar view: He also expects a recovery in building permits for apartment buildings in the next year – he actually thinks that there will be a 14 percent rise in this area.



*Forecast recovery in building permits*

In terms of the general window market in Germany, the association’s market analysts have now settled on an increase to 14.8 million window units in the next year. The market is therefore continuing to grow (2018: 14.4; 2019 14.6 million window units), although the growth will be significantly weaker than in past years. There

will be no significant changes in frame materials – except that the association is predicting a slight reduction in metal in the next year, because it has such a strong link to non-residential construction, which is set to decline slightly over the next year.



**Fittings supplier says politics has a stranglehold on business**

A very informative market analysis is also provided every year by Roto-Holding Director **Dr. Eckhard Keill**: This year, Keill urgently draws attention to the risks and negative impacts of current political conditions, “which no company can influence”. He believes that “politics has a stranglehold” on business. Trade conflicts between USA and China and USA and the EU, the “Brexit chaos and its still uncertain outcome”, the flashpoints of Syria / Turkey, Hong Kong / China, Iran / USA and Russia / Ukraine are just a few examples. There are also events linked to climate change that involve a “high potential for conflict”. Protectionism, populism and social resentment are direct or indirect consequences of these crises.

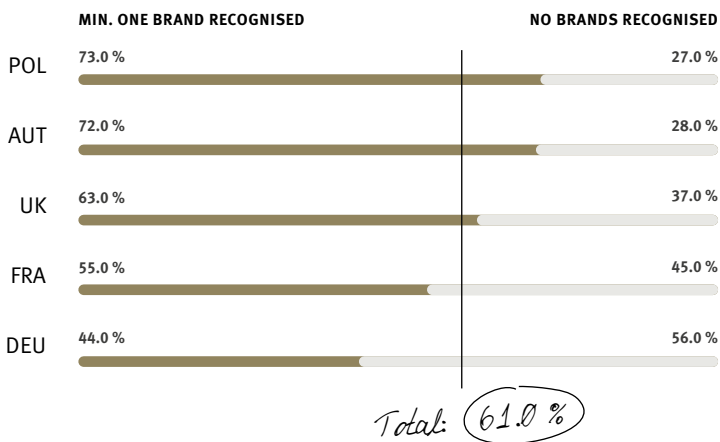
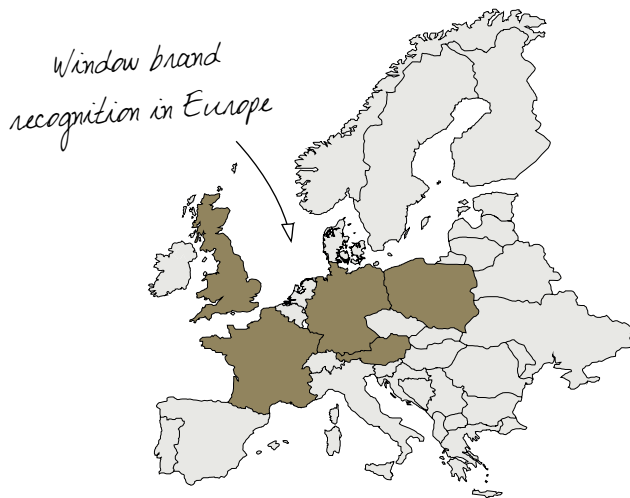
Looking at Roto and particularly the window and door fittings division the sole director of the holding company confirms that these significant political stresses have definitely left their mark. This specific division of the window fittings market leader is at the same level as the previous year. In his outlook, he delivered good and bad news forecasts: “Some of the geopolitical crises will be resolved in 2020 due to better insights or under pressure of circumstances”. This leads to hope for an economic boost in 2021, which will also improve the situation in the relevant markets.

In terms of the Roto situation, particularly in Germany, a slight fall in turnover was confirmed up to the end of October. The market trends has been characterised by the lack of a new building boom and a weak renovation sector due to a lack of skilled labour capacity. The fittings expert has observed a declining market



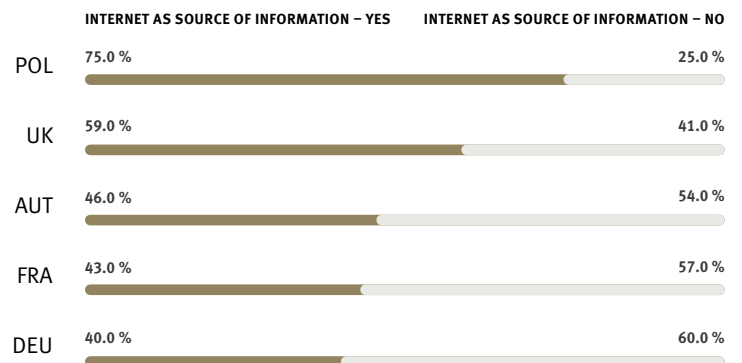
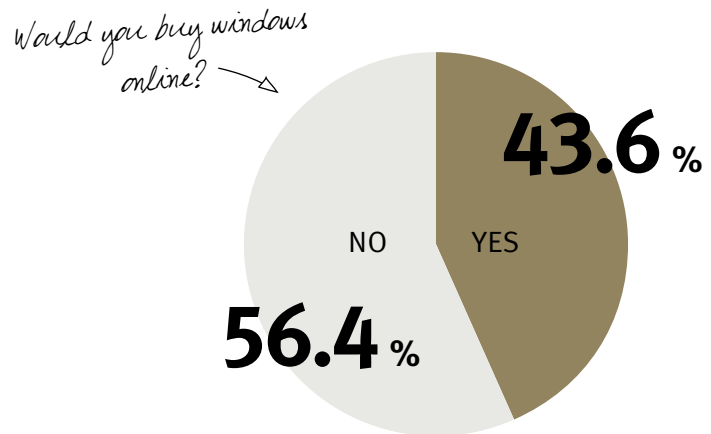
## LARGE GEOGRAPHIC DIFFERENCES IN TERMS OF BRAND AWARENESS

Source: IC Window Insight© Future windows in Europe 2019



## CUSTOMER JOURNEY: INFORMATION AND BUYING BEHAVIOUR OF HOME OWNERS

Source: IC Window Insight© Future windows in Europe 2019



for producers in Germany for some years, as a result of sustained increases in import pressure.

### Where does the brand matter, where is the price war dominant?

As a product, windows are becoming increasingly similar throughout Europe, but in terms of buying behaviour there are huge differences. According to the results of the current study by InterConnection, anyone who wants to be successful in the European window market needs to understand the different buying behaviour and focus their sales and marketing strategy accordingly.

We would like to reproduce some of the findings from this study: It is based on a survey of 500 home owners from Germany, Poland, France, Austria and the UK.

The market research institution has identified Poland as the country where window brands have the highest significance: Oknoplast, Drutex &

Co.have succeeded in creating an exceptional level of brand awareness. The situation is similar in Austria, where Internorm and Josko have similarly good results. The situation in Germany is totally different. Leading window brands are almost unknown, while Velux (a roof window manufacturer) and Schüco (a system provider) achieve much higher figures.

### Bargain hunters dominate the German market

There are also differences in respect of buying motives and price sensitivity. Germany has the highest proportion of bargain hunters at 35%. Window buyers are often focused on discounts, compare prices and are not prepared to pay more for specific brands. In contrast, in France 35% of window buyers tend towards higher prices. These customers are excited about innovations and are happy to pay more if the product meets their high expectations. Distribution by buyer types is very different in each of the countries studied.

### Wooden window buyers have no material loyalty

The window study asked home owners about the window material. In all of the countries studied, PVC is the most frequently used frame material among home owners and also the most popular. Overall, home owners are satisfied with PVC windows and do not have much willingness to change to a different material. The willingness to change is 15%, lower than for any other material. The picture for wood is very different. Across Europe, home owners with wooden windows have a high willingness to change. Between 53% and 67% of wooden window owners would choose a different material for their next purchase, preferably PVC. Wooden windows are falling victim to the high maintenance costs and are (as yet) unable to benefit from the new level of environmental and climate awareness. ■

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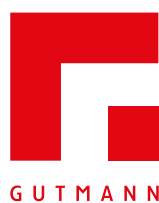
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