



# GUTNEWS

ISSUE 1/19

## **GUTMANN goes digital**

Digital networking with our customers is one of our most important strategic development areas.

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## **Coating system**

Add some colour to your life.  
Powder coating from GUTMANN.  
Fast & flexible.

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## **ORIGER**

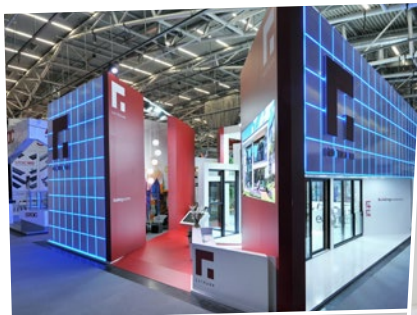
The competence of our partners and our trust-based cooperation are the keys to success.

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# GUTNEWS – Good news from GUTMANN

The creators of the new GUTMANN customer magazine talk about its coming about

*Dear Reader,*

for the last three years we have been intensively working on interfaces. Here at GUTMANN, interfaces are a focal point. We need to minimize them in order to become faster and more flexible towards our goal which is to be of service to you.

On the other hand we have interfaces which we want to maximize, especially the communication exchange with you, our dear and valued customers. The best and proven way is of course the direct contact which is generated from our colleagues in the distribution and the application technology departments. A new way is our GUTNEWS newsletter for you, our customers! We will be publishing and sharing with you news about our activities and about joined projects. This is our first edition which we are very happy to share with you!

Our cooperation is always meant to be including joy of work and of working together. GUTNEWS is a building element towards this end. We are looking at the big picture as well as at every detail in it, so that the end result can be a tailor made solution for you and for your needs, delivered on time and at your place.

Your working processes are our guidelines to achieve this goal. This is why we are constantly debating, because this is the only way that we can grow together. Always having our partnership in mind, I wish you an enjoyable reading of this first edition, and remain until next time

**Sincerely yours Arnd Brinkmann**

MANAGING DIRECTOR  
GUTMANN Bausysteme GmbH



*Storytelling...*

... is a popular trend in corporate communications. One might think that there are no real stories to tell and for that reason they are fabricated. Nothing could be further from the truth, the world is full of real stories. You all have stories to tell, as do we. We only have to write them down.

This was the intention of our editorial team as they started to work on GUTNEWS. They went backstage, talked to the people who construct GUTMANN products, to the people who buy them, to the people who install them. This is how we want to transfer our Know-How, between our customers and GUTMANN and vice versa, but also between our customers. Because we strongly believe that the power in competition lies in working together and not against each other.

We plan to publish GUTNEWS quarterly. We know what is going on here, in our house. You know what is going on in yours. So please tell us about you. If you are working on something special with our products, if you manage to handle a construction out of the ordinary, let us know. Together we will handle the Know-How-Transfer. And of course, if you have a complaint or if you have any remarks, please tell us also.

We are wishing you a nice time with our GUTNEWS and look forward to the future stories.

**Sincerely yours Kati Benesch**

HEAD OF MARKETING & COMMUNICATION  
GUTMANN Bausysteme GmbH



*Closer to the customer!*

## SOCIAL MEDIA

 [gtmnn.de/facebook](https://www.facebook.com/gtmnn.de)

 [gtmnn.de/youtube](https://www.youtube.com/gtmnn.de)

## IMPRINT

GUTNEWS – Magazine for  
Customers and Partners of the  
GUTMANN Group  
Nürnberger Strasse 57  
91781 Weissenburg, Germany  
[www.gutmnn-group.com](http://www.gutmnn-group.com)

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Alfons W. Gentner Verlag  
GmbH & Co. KG, Stuttgart

## CONCEPT & DESIGN

Kommunikation & Design  
im modulbüro  
Siegbergstrasse 73  
57072 Siegen, Germany  
[www.modulbuero.de](http://www.modulbuero.de)

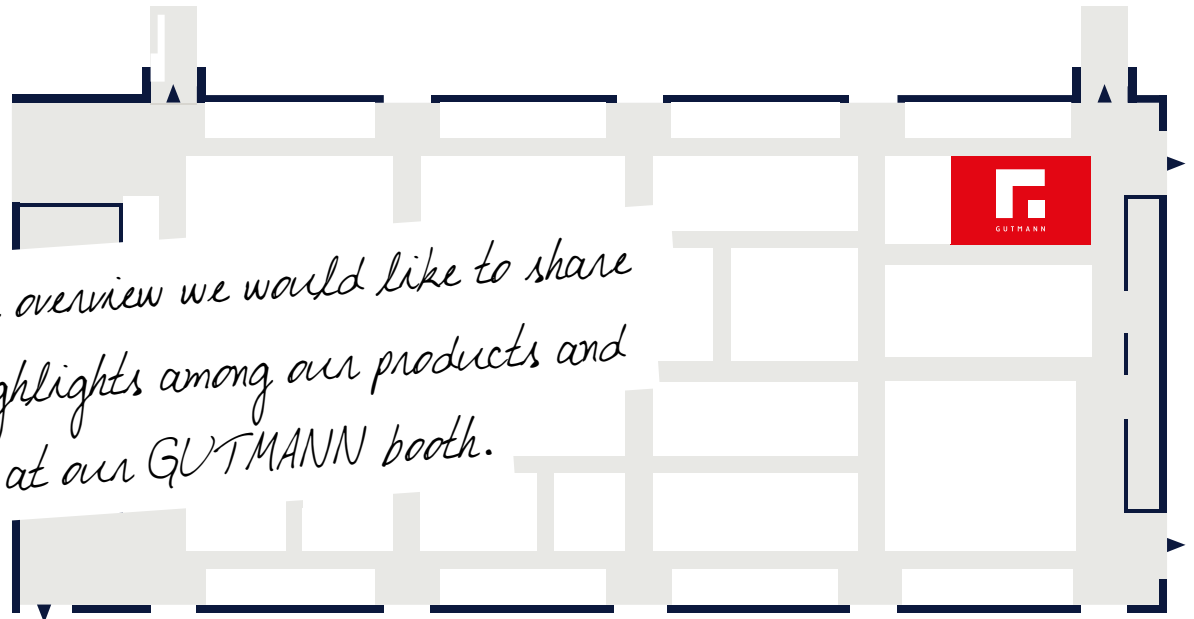


*GUTMANN would like to say thank you !*

## **GUTMANN under the motto 'When performance matters' at the BAU 2019**

Once again, BAU 2019 in Munich was a complete success this year according to reported record figures. From 14.01 19.01.2019 exhibitors and visitors from all over the world visited this event and confirmed that the BAU 2019 is internationally recognized as the world's leading trade fair for Architecture, Materials, and Systems. Undoubtedly digitization has been the central topic which reflects the long term evolution of the Building Industry. We would like to thank you for visiting our stand this year and present you our GUTMANN products.

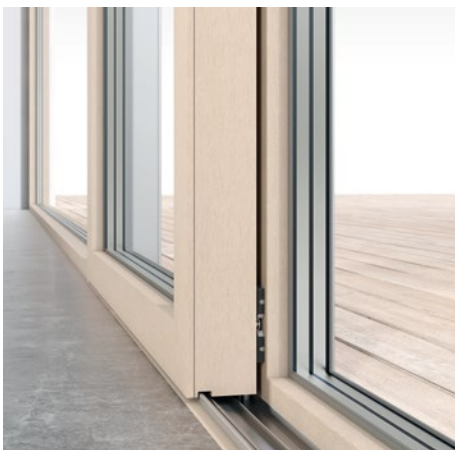




*In the following overview we would like to share with you the highlights among our products and systems at our GUTMANN booth.*

### Wood-aluminum systems from GUTMANN Bausysteme GmbH

First we would like to present you a 2-leaf wood-aluminum door with a 2200 mm wide, frame-integrated fall protection FPS.I and an 1-leaf wood-aluminum door with a fall protection FPS. Another highlight was the wood-aluminum sliding door GUTMANN MIRA contour with ROTO INOWA fitting. The wood-aluminum solution of the sliding system originates from a project work of Leitz GmbH & Co. KG, Deventer Profile GmbH, Roto Frank AG, Erich Schillinger GmbH and GUTMANN. The high-quality aluminum cladding-system GUTMANN, combined with the hidden technology of the fitting, al-



lows modern design through room-high glazing and thus the largest possible glass surface. It is therefore ideal for applications with extremely high wind loads. The locking is functional without needing exceptional skill or effort to be installed. Due to its innovative functionality high extrusion pressure is transversed across the frame profile. Sliding elements and filigree guardrails made of glass, is the current trend worldwide confirmed by positive customer feedback.



### Aluminum systems from GUTMANN Middle East

For the first time, systems from GUTMANN Middle East were also integrated and presented to the public. On display were facades with an enormously narrow face width, lifting and sliding doors and a parallel opening window system. The highlight of these systems was a 4.50 meter high glass element with floor, ceiling and wall mounting. Minimal frame geometries and opening options as sliding door and pivot door. The visitors were obviously impressed and a lot of valuable discussions followed for the first time. These systems are currently not yet designed for the European market and require appropriate adjustments. Now many positive trade-fair talks will be implemented with our aim to meet the steadily increasing quality requirements and the demands of our customers.

### The digitalization of distribution channels

One target of GUTMANN Bausysteme GmbH is to accelerate and simplify the purchasing processes for all our products. As a leading supplier, GUTMANN Bausysteme GmbH also looks at a variety of requirements that our customers have for digital communication in the context of a three-stage distribution channel. For this purpose, a suitable strategy was developed together with the company Integrated Worlds in order to establish a B2B platform that can cover all requirements - from the online e-commerce system to the integration in procurement processes of local WWS and the networking of their own configuration solutions with the online portals for wholesalers. At the BAU 2019 in Munich, the highlights of the new GUTMANN integration and order portal (GIB) were presented. 'The presentation was a great success, our fabricators and retail partners gave us an entirely positive feedback,' summarized Michael Benesch, Head of Technical Documentation and Project Manager, concerning the digitalization in GUTMANN Bausysteme GmbH.



(from left) Patrick Sönke, Managing Director Integrated Worlds, Michael Hertle, Support In and DirectOrder Systems and E-Commerce, GUTMANN Bausysteme GmbH, Michael Benesch, Head of Technical Documentation & Project Management E-Commerce, GUTMANN Bausysteme GmbH

## GUTMANN's references

Be inspired by our references. All objects 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 so than any other system manufacturer, GUTMANN Bausysteme GmbH places great stock in the modularity, versatility and combinability of its products.



**SYSTEM** GUTMANN MIRA contour, GUTMANN LARA GF

**COMPLETION OF THE BUILDING** 2017

**ARCHITECT** Peter Krebs, Karlsruhe, Deutschland

**BUILDING OWNER** Ev. Kirchengemeinde Karlsruhe



Cultural-historical Center Westmünsterland – KULT, Vreden, Germany

**SYSTEM** GUTMANN MIRA contour integral

**COMPLETION OF THE BUILDING** 2018

**ARCHITECT** Pool Leber Architekten & Bleckmann Krys Architekten, München/Münster



Residential House, Bruchsal, Germany

**SYSTEM** GUTMANN MIRA contour

**COMPLETION OF THE BUILDING** 2015

**ARCHITECT** Dettling Architekten, Karlsruhe



Residential Complex Annaberg, Baden-Baden, Germany

**SYSTEM** GUTMANN Fensterbänke GS 40 / GS 25 Flügelabdeckprofile

**COMPLETION OF THE BUILDING** 2014

**ARCHITECT** Baurmann.dürr Architekten, Karlsruhe

IMAGE RIGHTS

A: Brigida González, Stuttgart / B: Daniel Wieser Architekturfotografie, Karlsruhe



IN INTERVIEW WITH ARND BRINKMANN

## How will your ordering and buying procedure change in the future?

Fast, secure and unique - this is how the digital ordering process at GUTMANN can be described. On the one hand, for CEO Arnd Brinkmann, it is about supporting the customer locally and, on the other hand, significantly increasing the speed of service provision. Mr Brinkmann explains the potential in the e-commerce area.

*GUTNEWS – How important is e-commerce for GUTMANN and its customers?*

**Brinkmann** – The broad topic of e-commerce – digital networking with our customers – is one of the most important strategic development areas of our company. This includes the mapping of technical information, the order entry, the exchange of documents including a comprehensive multimedia catalogue system. I believe that the way business is going to be done over the next few years will change massively.

*Will the ordering and buying procedure change in the future? Business will change dramatically over the next few years. I mean can an order, a documentation or a catalogue actually be electronically mapped.*

I am firmly convinced of that. I believe that the way business will be done over the next few years is going to change dramatically. I don't just mean that an order, a documentation or a manual can be electronically mapped. Rather, it will be about working with a process-supporting electronic system that fully interconnects all relevant stations.

*Can you please be a little bit more specific?*

The documentation, for example, must be an expert system in which less is described and more is visualised. The subsequent ordering process becomes technical by including links and checklists so that the necessary queries for a consistent order are made at this stage. Of course, an order runs much more efficiently when the customer's ERP system is linked to the ordering software. Then the data is actually taken over automatically.

*I believe that the way business is done in the next few years will change massively.*

*Can it be set up this way?*

We are able to build on the software of the window manufacturers – Adulo, 3E, Klaes, Prologic or Cantor. The window manufacturer captures wood-aluminium or plastic aluminium elements using its usual window construction software. Then the transfer takes place to the ordering tool, where the data is provided

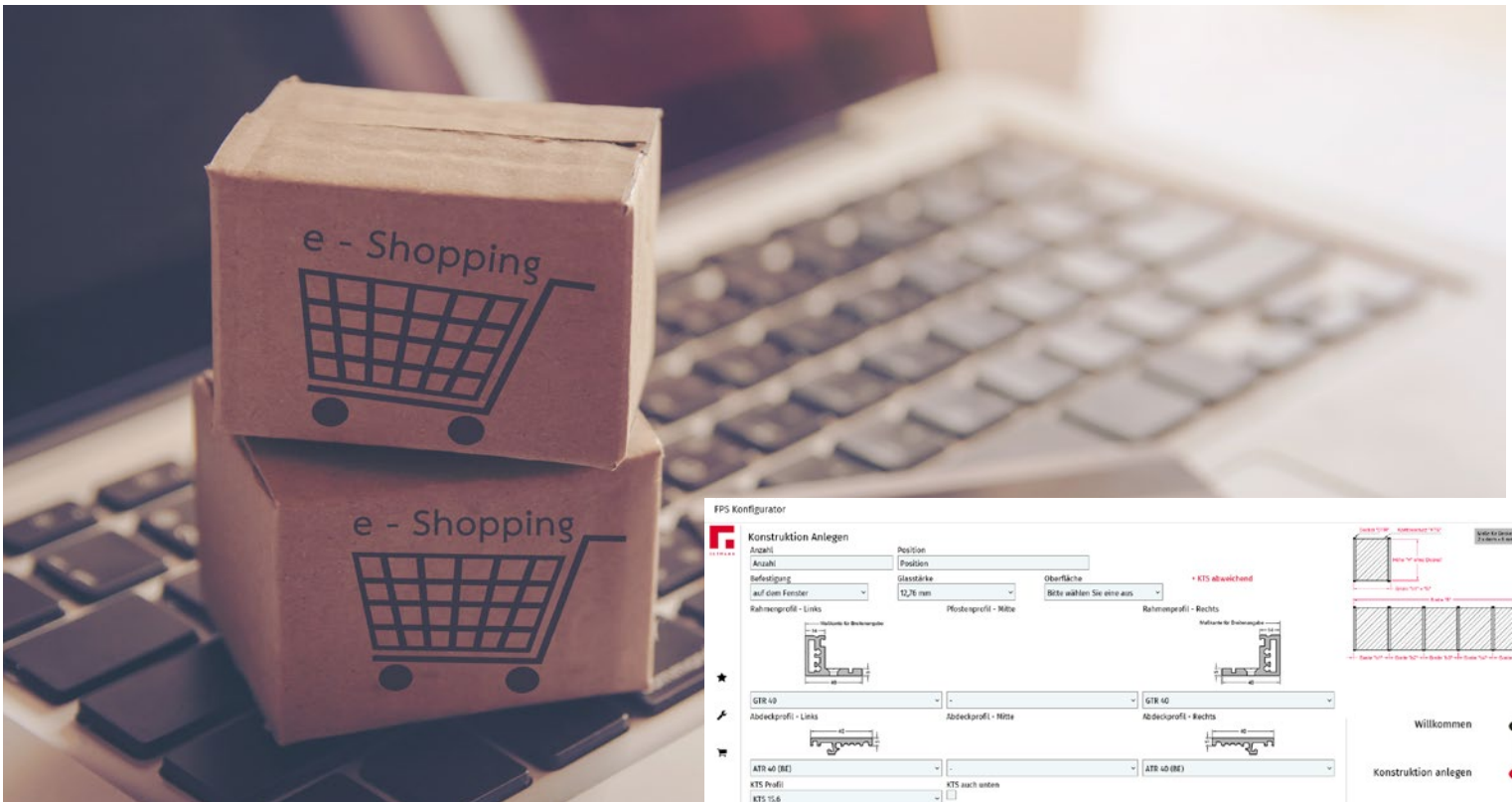
with important information – such as the choice of corner joint and accessories – to be supplemented. Then this tool completes the ordering process. This interface is called 'DirektOrder'.

*How many customers order at GUTMANN via DirektOrder? What are the advantages of the ordering tool?*

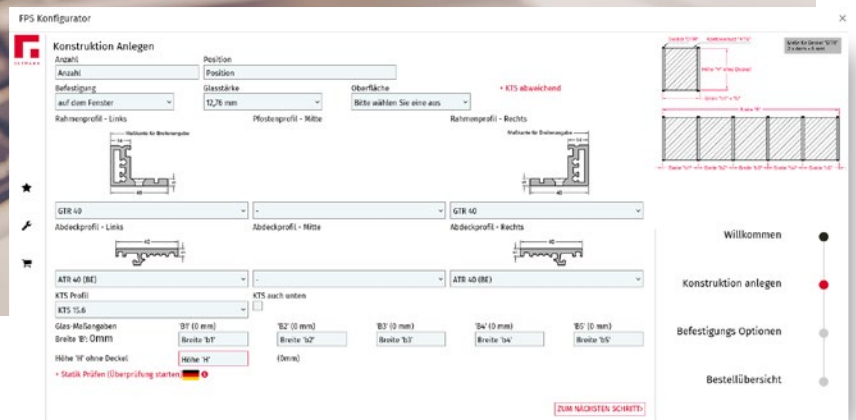
The proportion of those who use this process at GUTMANN has already increased to over 40 percent. The customers will receive an order confirmation and more planning security. It ensures that nothing is lost in the ordering process. Much more problematic is the manual order, since important components are overlooked.

*What about the delivery times? Will you be able to cope with the customers' order via DirektOrder promptly?*

Our priority is the reduction of delivery times. Orders received via DirektOrder are ready the next day and the following day they are in the production. After the third day, the powder coating can be done here in house. This has tremendously shortened the process.



*Fall protection configurator* →



*Which areas want to be digitalised in the future?*

We also want to support our customers when it comes to managing their orders. That means we have to offer our customers a marketing platform for their own documentation. Create opportunities for them to integrate these documents into their sales organisation electronically. To say it more clearly: We are talking about configurators or webshops where this data can be automatically incorporated so the products are bought more easily.

*Will GUTMANN provide its customers with the appropriate tool here as well?*

The point is that we integrate our data into a portal. All ERP systems or window building software can obtain the necessary data. Eventually this will be like Amazon: The customer thinks he buys at Amazon, but the ordering process is activated elsewhere. Amazon – and in our case the window trader – provides the online platform through the buying process. Suppliers such as GUTMANN Bausysteme GmbH are directly linked to this platform.

*This sounds simple but as you already know, the devil is in the detail. Where is your 'devil'?*  
It depends mainly on the master data. That's why we have restructured them and made

them logical in order to communicate better. Master data maintenance is already very important and will become much more important in the future.

*Does this procedure already work with your products?*

Yes, we have developed a corresponding configurator for our fall protection. This can be integrated in the web shops of the customer's software. The provider can use this as an offer documentation and of course this can be used to process the order.

*Will the building trade have to rediscover its role in this process?*

The building hardware trade will continue to play its important role in the future because it is assembled and commissioned. But it has to find its added value, because now the market is transparent and the customer may not even know where the products come from.. In any case, retailers must be able to play their part in this e-commerce world in the future.

Because the market lacks brands, companies are compared more closely.

*How do you think a window will be sold in the future? Can that be personally at the POS in the exhibition?*

That's where the online sales channel will certainly establish itself in the future. Customers who visit an exhibition, and this has been observed for the last 10 years, want to feel a window before buying it.

*Can digital window portals be developed well, because the classical trade still suffers with a high-quality consulting service?*

Yes, it is a problem for the industry: the window is not always given the value it deserves.

*Why is that?*

Maybe it is because the industry does not manage to build a clean brand strategy. The market lacks brands, so the players are compared more closely. The technical differentiation is not comprehensively recognised by the customer or they are poorly. There remains only the price comparison.

*Thank you very much Mr Brinkmann for the information.*



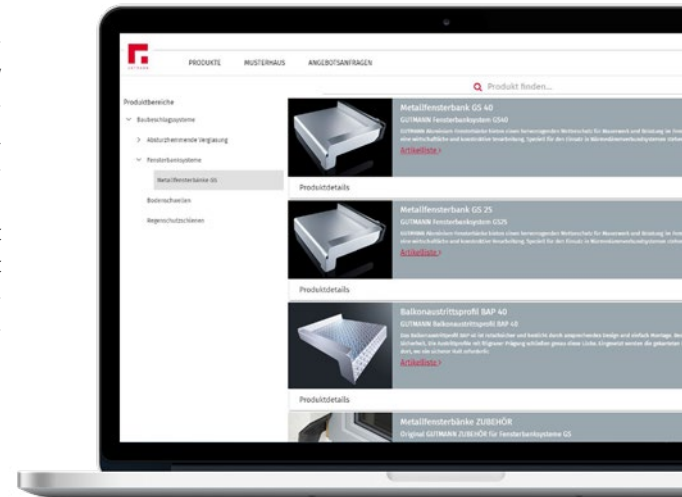
# The digitalisation of distribution routes

How do you effectively bring innovative products and solutions to the market in an increasingly complex network of customer relationships? The opportunities of digital transformation in B2B as well as B2B2B relationships were recognized and taken up at GUTMANN. The goal is not only to develop innovative products, but also to accelerate and simplify procurement processes for increasingly complex products.

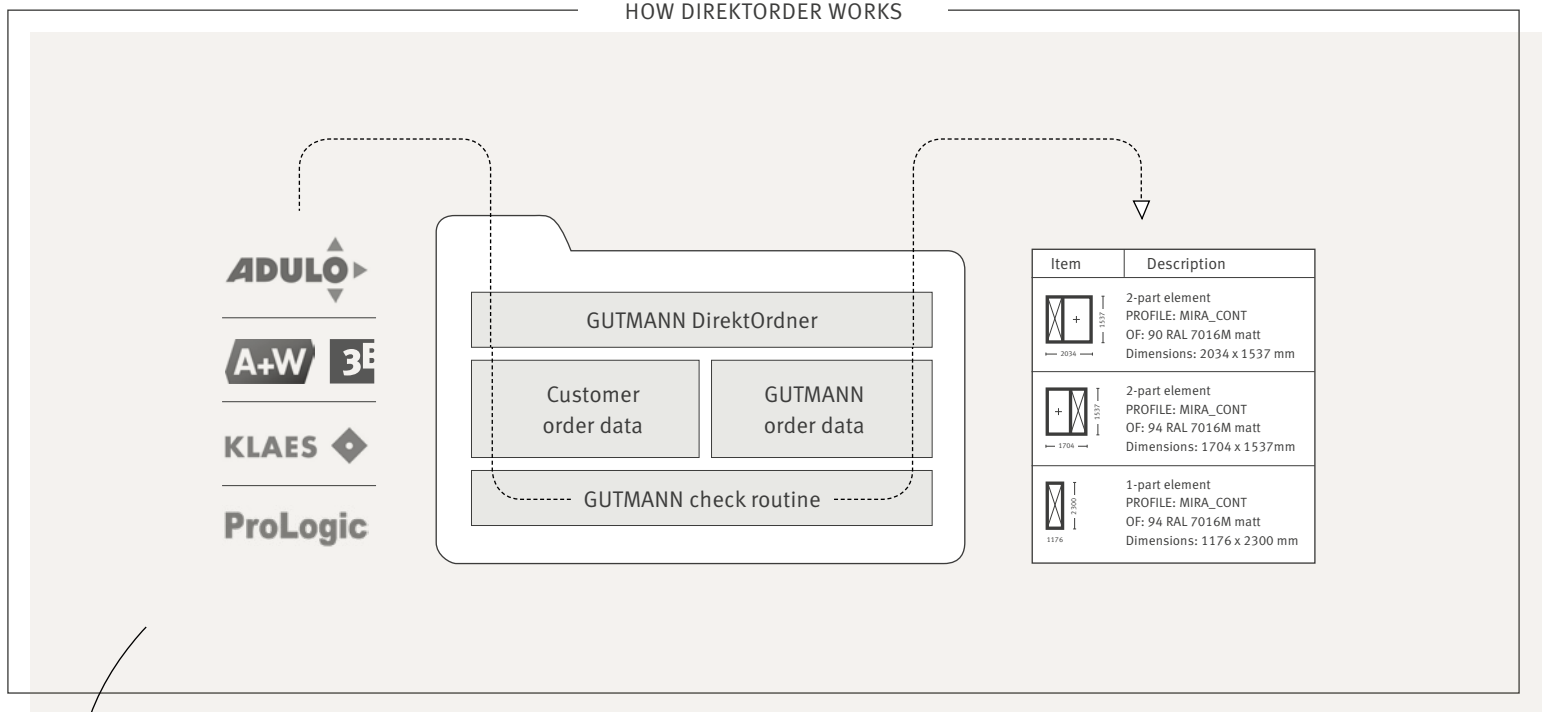
As a leading supplier, GUTMANN Building Systems GmbH also looks at the wide range of requirements our customers may have for digital communication within a three-step sales channel environment.

A strategy has been developed together with the company Integrated Worlds in order to establish a B2B platform which can cover all requirements – from the online e-commerce system to integration in the procurement process of local goods management systems and the networking of our own configuration solutions with the online portals of affiliated wholesalers.

The highlights of the new GUTMANN integration and order portal (GIB) were already presented at BAU 2019 in Munich. ‘The presentation was a great success, and our retail partners and fabricators gave us entirely positive feedback,’ summarised Michael Benesch, Head of Technical Documentation and Project Manager for the digitalisation offensive at GUTMANN Building Systems GmbH. The roll-out of these portals to a wide range of customers will now pick up the pace.



## HOW DIREKTORDER WORKS



The data for the order are usually integrated in the window construction software. Michael Hertle is the man who explains the ordering tool DirektOrder to the customer and sets it up:

‘The window manufacturer captures his wood-aluminium or plastic-aluminium element as usual in his own windowing software – be it Adulo, 3E, Klaes, Prologic or Cantor. In the ordering tool, the data is supplemented with important information – such as the choice

of corner connection and accessories. Then the order process is triggered. The customer receives an order confirmation and more planning security the very next day. It also ensures that nothing is lost in the ordering process.’



IN CONVERSATION WITH ARND BRINKMANN AND BRUNO FIJTEN

## Colours are still trendy



GUTNEWS wanted to know from Managing Director Arnd Brinkmann (GUTMANN Building Systems GmbH) and Bruno Fijten (CEO of GUTMANN AG) what is behind Colour G, why did the company invest in a horizontal coating line, and to learn more about which investments are planned this year.

### VIDEO ANSEHEN

As early as 2018, investments were made in a highly flexible, horizontal coating system with two quick-change cabins at our premises in Weissenburg. 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 means that everything that surfaces need can now be completely handled.



*GUTNEWS – What is the reason GUTMANN has invested in its own coating line?*

**Fijten** – The anodising and powder coating line we used to have for many years through a supplier worked well, however it took time. We invested in a new coating line which will make us independent of suppliers and enable us to offer coating services to our customers. Colour G is located in a detached building within GUTMANN's premises. What we were looking forward to, was that the whole implementation process would go incredibly fast. Three months later, we were able to drive three shifts with the highest quality. The employees in the coating line are well trained, dedicated and highly motivated.

**Brinkmann** – Yes, our employees work together extremely harmoniously and always give us optimum material.

*Which inquiries and challenges are coming from the market?*

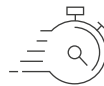
**Brinkmann** – We have many colour requests, which means that Colour G has a lot of colour changes per shift. What makes it more difficult is when planners and builders make the decision for a colour very late. Now, if wood-aluminium windows are required, the coating of the aluminium profiles depends on the timing of our window-building customer: Once the planning is completed, our frames must be done as fast as wooden windows. We have to manufacture

### COATING AT GUTMANN



#### High-tech machines

In order to better meet the needs of its customers, last year GUTMANN invested almost seven million euros in a new powder line using two coating lines. The plant has a capacity of 1.4 million m<sup>2</sup> and is designed for the coating of small batch sizes.



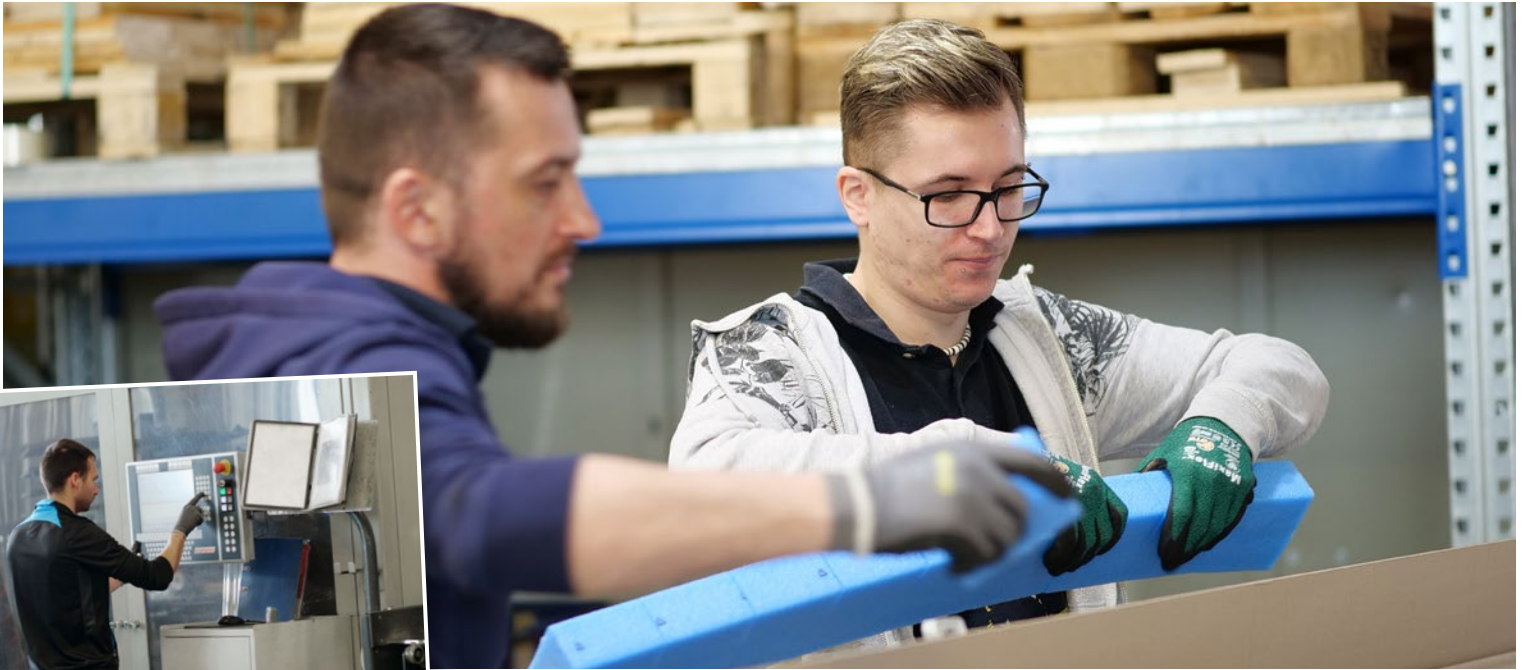
#### High production rate

In addition to profiles, aluminium trays for wood and plastic windows as well as edged parts in U and Z shapes can also be coated. One of the two lines is designed for a high production rate, so that up to 60 different colours can be produced during the day.



#### Decor and special colours

GUTMANN offers countless combinations and variations. All colours according to RAL, NCS, decor and special colours are available. This way, windows, doors and facades can be exactly matched with the surroundings.



and deliver our profiles parallel to its production processes. This way, there is no gap in the entire production process.

*How does this work in practice?*

**Fijten** – Parallel to the production planning of the window manufacturer we receive the necessary data provided. We are already digitally linked, so that we take over the data 1:1, keyword Industry 4.0. The error rate is virtually zero since no manual incorrect entries are possible. We can respond very quickly, however once an order has started, it is difficult to be stopped. That's the consequence of digital networking.

*In order to be able to shorten delivery times, we have aligned the complete coating in such a way that we can economically implement lot size 1.*

CEO Bruno Fijten

*What does digital networking mean for window and facade manufacturers?*

**Brinkmann** – In order to remain competitive in the future, companies have to deal with digitalisation. And that's because things won't work without merging the production flows.

*How do you handle the colour changes during coating?*

**Fijten** – In order to be able to shorten delivery times, we have aligned the complete coating in such a way that we can economically implement lot size 1. And that is independent of how many profiles are required per order. Previously, we collected different orders for the same

colours and then had them coated together. We do not do that anymore. There is no more buffering when the same colours are pooled. Today everything is done immediately.

*Customer satisfaction today is closely linked to prompt delivery and speed is our top priority. In our coating line this means around 50 to 60 colour changes per day.*

CEO Arnd Brinkmann

**Brinkmann** – If we handled this differently, we would waste a lot of time. Customer satisfaction today is closely linked to prompt delivery and speed is our top priority. In our coating line this means around 50 to 60 colour changes per day.

*Which colours are currently trendy?*

**Brinkmann** (laughs) – Fifty shades of grey! Grey is clearly ahead. Of course it has the advantage of being able to be combined with almost all colours. Grey usually harmonises very well with the reflection of the panes. Another trend we are seeing is that the gloss level of the colours is tending towards matt. The positive effect of this is that matt is less sensitive during assembly, cleaning etc.

*The keyword is 'new investment'. Are you planning something here?*

**Fijten** – As I said, our coating line runs around the clock. Now we also want to coat our profiles more effectively. In 2019, we will be commissioning a vertical plant with a capacity of 2 million m<sup>2</sup> for building hardware and aluminium systems, as well as for wood-aluminium

profiles. We don't want to mix the coating systems, because the first system is optimised for speed and we certainly don't intend to modify it. The new plant is due to commence operations at the end of the first quarter.

**Brinkmann** – We will then be able to coat rods up to 7.40 m in length. For the aluminium systems sector, we also need a system that can handle our products for thermal bonding and directly connect the half-shells after coating. This allows aluminium windows to be produced efficiently in different colours (inside and outside).



WATCH THE VIDEO

The video 'future begins HERE' was created through cooperation between GUTMANN Building Systems and the Vocational Academy for Glass, Window and Facade Technology in Karlsruhe.



EDUCATION AND TRAINING WITH GUTMANN REGARDING THE WINDOW AND FACADE INDUSTRY

## 'We have to do something about it'

The great challenge of our time does not only involve the fabricators, but also the suppliers: Will there be well-qualified personnel in the future? Within this context, GUTNEWS spoke with Werner Spohn, Key Account Manager Building Systems in GUTMANN, and Waldemar Dörr, Head of the Commercial Academy for Glass, Window and Facade Technology in Baden-Württemberg.

*GUTNEWS – Does GUTMANN have the sufficient number of skilled employees? Does the company feel a shortage of skilled employees?*

**Spohn** – It has always been GUTMANN's responsibility to train its specialists. 25 skilled employees are currently being trained in the GUTMANN Group in a wide variety of professions. Thus we can still provide enough young talents – but there is also more to be done still.



*How do you see the window and facade industry?*

**Spohn** – Every single day, I hear that we have so few specialists. The problems faced by the com-

panies have nothing to do with machines or property boundary, but with the available specialists.

*Is training unattractive for young people?*

**Spohn** – Both our training and the industry professions are highly interesting. It's fascinating to see how much know-how and technology there is involved in modern wood-aluminium window. Training itself is often presented uninteresting. In society's perception, the job of the window manufacturer or glazier are often regarded as minor, inferior, and uninteresting. Therefore this job does not appeal to young people who want to seize their opportunities.

**Dörr** – It is certainly a bit far from the reputation of the glazier profession. Everyone has an idea about what a carpenter does, about a glazier though it is often more difficult to understand. The question is whether the training companies represent effectively the value of the industry. Many companies evolve from manufacturer to retailer and then wonder if they can even train themselves. But on this point we offer support on education and training.



*Have the educational institutions played a negative role in the past?*

**Spohn** – I would not say that. Maybe it's due to their professional representatives: they have not been able to adapt this to the modern society and have failed to present it attractively to people.

*What can the GUTMANN do to change this?*

**Spohn** – Our aim is to support the training centers and to convey the importance of this job to young people.

*Can you be more specific?*

**Spohn** – We have decided on a job training agreement with the academy in Karlsruhe. There are different areas in which future professionals are taught. In the all-aluminium and wood-aluminium sectors, we are the industry partner for this academy and support them with our effective know-how and materials.

**Dörr** – A cooperation in the wood-aluminium sector has existed for some time. We now develop the topic of all-aluminium together with GUTMANN. This is especially important to me, because we can act as a full-range provider of training. We want to support the notion that an aluminium window can also be produced with high quality by using simple means. After all, students show their own customers that they are able to turn an aluminium window into a small representation. It is always important to give our students the initiative for their professional development.

#### PEOPLE AT GUTMANN

**Werner Spohn** has been active as Key Account Manager in the Building Systems for GUTMANN since 2017. Spohn has over 30 years of experience in senior positions in the wood / aluminium systems business and an extensive network in the window and facade industry.



*GUTMANN is located in Weißenburg. It is not in close proximity to Karlsruhe. Why have you chosen this specific school for glass, window and facade technology in Baden-Württemberg?*

**Spohn** – This cooperation exists because it is the most important technical school for glass, windows and facades. Last year, Karlsruhe

made the important step of offering a Bachelor's degree in glass, window and facade technology. Graduates receive the title 'Bachelor of Engineering (B.Eng.)'.

*Does GUTMANN provide the material for work samples?*

**Spohn** – Yes, we provide the material for the sample windows. At school the students can already produce their presentation models for the future. In addition, we provide exhibits and posters for the school.

*So the school is also supported with the material needed?*

**Dörr** – We are already implementing the cooperation aspect in the plastics sector; this will be further extended to the wood-aluminium and all-aluminium range. Material-specific topics such as constructive details and possible applications are taught. Students should actually understand the material and their craft in the true sense of the word.

**Spohn** – We talked to Academy Director Mr Waldemar Dörr about curriculum content coordinated for the class and the inter-company training. Experts such as product managers, development engineers and sales experts, will convey important and interesting contents to the students. Meanwhile, there is a completely new approach: The apprentices and students are encouraged to show off their exceptional knowledge to the companies so as to promote the importance of being educated at Karlsruhe.

**Dörr** – We invite young people to participate and provide them with the appropriate knowledge and career opportunities.

*So the experts will also have to refresh their skills...*

**Spohn** – Right. Waldemar Dörr established the concept under the term 'life-long learning' and he wants to implement it there now, as well. For example, there are plans in place for events.

*How do you evaluate the VFF career campaign?*

**Spohn** – We are glad that the VFF took the money and the initiative as a website via the YouTube channel! Of course, I would be happy if the individual window makers really use this campaign themselves.

**Dörr** – Of course, the industry association has a slightly different approach and there are companies that have a correspondingly higher marketing budget. It is important to make young people understand that this is a great career opportunity.

*Thank you for the information, gentlemen!*



#### WHO IS WALDEMAR DÖRR?

**Waldemar Dörr** has been Head of the Commercial Academy for Glass, Window and Facade Technology in Karlsruhe since 2012 and thus the association's own education and technology center for the window-building specialist guilds of the southwest German glass trade. At the same time, he is a managing board member of the affiliated technical school for glass, window and facade construction in Karlsruhe as a state-approved master school.





IN CONVERSATION WITH FRANÇOIS WELKER AND MARIO ODERMATT

## **‘We are unique’**

We spoke to François Welker, Product Manager Facade & Building Aluminium Profiles, and to Mario Odermatt, Group Sales Director Aluminium Profiles, about the extensive offering of the GUTMANN Group. It is very important to learn more about the background information as to why our group is in a particularly strong position. Below you will find out why the interplay and consistent production depth are so decisive for the wide range of products and high quality standard of the GUTMANN Group.

*GUTNEWS – What separates you from your competitors and makes you more reliable? What constitutes the uniqueness of the GUTMANN Group?*

**Odermatt** – We are unique because we think like facade constructors . Building and construction profiles are in the DNA of GUTMANN. It is something which did not previously exist in the industry.

**Welker** – Yes, we are able and pleased to effectively meet all our customers' requirements. On the one hand, there are the facade builders and fabricators who utilise systems from our (standard) range, but also those who develop customised facade project solutions. The latter belong to our clients in the project business.

*Which target groups do you focus on and how do you support your customers?*

**Odermatt** – By providing continuous advice to the facade constructors, architects and general contractors, we support the development of the facade. We advise our partners on design optimisation with a continued focus on improving cost efficiency.

**Welker** – Facade projects imply an urgent need for something more than just profiles! End- product properties, regarding high surface quality, mechanical processing, thermal separation, pre-assembled seals, etc. are parts of the product range, as they are options for anodising aluminium profiles up to 12 m long.

*What other services do you offer?*

**Odermatt** – A very important point, which should not be underestimated: the deadline reliability we guarantee our customers. We continue to provide support for packaging and logistics solutions, by taking into account the needs of our customers. Ensuring traceability

of worldwide deliveries is our top priority. GUTMANN Group aims for customer satisfaction in both process and product innovations providing optimum solutions.



*Wir sind einzigartig, weil wir wie Fassadenbauer denken. Bauen und Bauprofile sind in der DNA von GUTMANN!*

Mario Odermatt  
Group Sales Director Aluminium Profiles

**Welker** – We provide training programmes for facades/metal workers. Basic and advanced training represents a key element of our efforts to boost the quality of the experience for our customers and employees. Our goal is to stay up-to-date and therefore be able to give our customers a market advantage and increasingly innovative solutions.

*Where do you manufacture your systems?*

**Welker** – We only produce in Germany. ‘Made in Germany’ has a very high status among the national and international facade manufacturers. This is underlined by our reliability, the highest quality and service. As already mentioned, we also offer a special in-depth service. ‘Customer satisfaction is the top priority at the GUTMANN Group’.

*Where, in your opinion, does the greatest challenge for your company lie?*

**Odermatt** – In the short duration of the projects! Dealing with all important tasks beginning from the customers 'requests, our professional planning in the tendering phase, to project development and implementation. Moreover, we possess valuable experience and we are very well organised in order to accelerate customer service processes.

**Welker** – In addition, we take over the complete processing, even if external partners are involved. We offer everything from one source. Flexibility through short distances, quick decisions and a contact person.



*‘Made in Germany’ hat bei den international führenden Fassadenbauern einen sehr hohen Stellenwert, und das unterstreichen wir noch durch unsere Zuverlässigkeit, höchste Qualität sowie einen umfassenden Service.*

François Welker, Product Manager  
Facade & Building Aluminium Profiles

Pictures: GUTNEWS

GUTMANN / GARTNER / NORDALU – A STRONG GROUP

As a manufacturer of high-quality aluminium products for almost all market segments, GUTMANN Group has decades of experience. The association of GUTMANN – GARTNER – NORDALU is unique. Hardly any other group of companies in the industry can offer such a broad range of services from a single source.

**GUTMANN AG**

Offering flexibility and a broad range of profiles makes GUTMANN AG a reliable partner for all industries. Furthermore, GUTMANN has been a successful provider of building system sections for decades.

**GARTNER EXTRUSION GmbH**

GARTNER EXTRUSION GmbH is the market leader in the field of high-quality precision profiles in the application areas of pneumatics and linear technology. GARTNER is also a leader in profiles and composite assemblies for facade objects such as component manufacturing.

**NORDALU GmbH**

The NORDALU GmbH focuses on the production of profiles with decorative high-quality surface in the plumbing industry. NORDALU meets the high requirements in terms of form, appearance and functionality with special machines.





## 'We want GUTMANN to become the largest facade company in the Middle East!'

*GUTMANN Middle East is growing and expanding. We are here to support this development.*

Waleed Dhaduk, Chief Executive Officer of Emaar Industries & Investments based in Dubai, United Arab Emirates (UAE)

GUTNEWS met Mr Waleed Dhaduk, CEO of Emaar Industries & Investments (EII), a subsidiary of Emaar Properties (Emaar), which is one of the biggest property companies in the world. EII is a partner in GUTMANN Middle East. We asked Mr Waleed Dhaduk, what does this close cooperation mean for his company and how he sees GUTMANN as a partner? Mr Dhaduk explains: 'As EII we are always interested in partnerships with rapidly growing and profitable companies in the UAE that operate in the eco-system of Emaar Properties. First of all, we invest in the value chain of the various

verticals that Emaar operates including Real Estate, Hospitality, Malls and Entertainment. EII acts as a catalyst for the rapid growth of our investee companies while helping them institutionalize and improve their capital structure. The partnership with GUTMANN Middle East follows the same investment thesis. GUTMANN is a recognized and market leading brand in Europe. This makes it also easier in Middle East.

The company has successfully delivered many iconic projects and is a brand of choice for high quality building systems based on aluminum solutions, curtain walls, building fitting, windows, doors and facades. Furthermore, the introduction of GUTMANN Middle East in our portfolio compliments with the existing investments of EII.

Asked about the economic value Mr Dhaduk explains: 'In our first two years as partners the company has grown over 30 % in profitability. This trend is expected to continue in 2019. As we are fully aligned with the vision of GUTMANN Middle East to become the dominant player in the region, we will continue to support it.

### A STRONG DEVELOPER



Emaar Industries & Investments (EII) is a strategic partner with leading businesses, that are complimentary to Emaar ecosystem. EII seeks solid partnerships with businesses that are vertically integrated with the wide spectrum of the manufacturing and service industries.

The company is focused on becoming the partner of choice for businesses with high growth potential across the UAE. GUTMANN is one of these partners. EII focuses on capitalising on the potential of promising projects that operate within the pre and post construction, hospitality, malls, entertainment and related sectors in the UAE.

[WWW.EII.AE](http://WWW.EII.AE)

### SPECTRUM LIGHTING TECHNOLOGY

## Lighting, media-facades and more

Spectrum, since three years a part of GUTMANN, is focused on lighting technology for facades. Spectrum's Managing Director Mr Shawkat Jaghoub explains: 'As leading players in this market we have 35 years of experience in lighting and we provide complete turn-key solutions for facade architectural light. We focus on our products to have both commercial and industrial use as well as light audiovisuals and virtual reality'.

Before GUTMANN and Spectrum got connected it was always a problem to get facade systems together with electric and electronic systems. The connection of the two products solved that problem and created impeccable solutions. Mr Shawkat Jaghoub continues: 'Being part of GUTMANN means that aluminium is in our DNA. The three years that we are with GUTMANN

now gave Spectrum a real world push. So we know exactly the capacities of aluminium and its limits. With that knowledge we know the do's and don'ts about light and facade integration. Nowadays we provide everything from scratch, from planning up to the readymade for the mounting. As GUTMANN we offer a facade with or without light. To say it simple, it's like a burger with or without cheese.'

Asked how he sees the fusion with GUTMANN, Mr Shawkat Jaghoub smiles: 'Our mother company has a good name, is flexible and ready to invest, and open to new technologies. One crucial point is also the good relationship between responsible people and chemistries. Another practical reason for an effective workflow is working in the same building. That makes our work much easier. Last but not least our

companies have the same goal which is to be creative and always looking forward to develop new products and new projects.'

Spectrum as part of the GUTMANN FAMILY, is a well diversified system integrator company that provides turn-key lightning media facades and ELV solutions. Apart from providing incorporation design, assist supply, installation, integration, testing and commissioning we are here to solve any problems with our after sales support system. Spectrum is based in Dubai Investment Park II, P.O. 54563, Dubai, United Arab Emirates (UAE).

[WWW.SPECTRUMLT.COM](http://WWW.SPECTRUMLT.COM)







Picture: GUTNEWS

GUTMANN NORTH AMERICA

## Expansion to Canada and the United States of America

The GUTMANN branch in Beirut (Lebanon) has been active for the last four years. During this time General Manager Samer Noureddine and his team were very successful in the Middle East as well as in the opening new of markets. 'We started in Lebanon in 2015', explains Samer Noureddine, 'and from here we began to develop markets for GUTMANN not only in the Middle East, but also in Africa, Egypt and Southeast Asia. Our customers there are served by our branch in Beirut as well as from other branches of the GUTMANN group. The next big step will be the one to North America, a market with high potential. We will set up a new base in Canada, serving the North American market from there.'

Due to their experience and their success to expand to new areas and markets Samer Noureddine and his crew are now in charge to set up a business for GUTMANN in North America. Samer Noureddine: 'Within the last years, we have proven that we can start businesses in new areas and solid networks with customers, which is the base for a successful entry into new markets.'

The expansion of GUTMANN to Canada and the US will be connected with all the other existing branches of the group. The operative spearhead will be the specialists from the Beirut Office. Samer Noureddine: 'We will send Ramzi Jalbout, our supply chain manager, to Canada. He will bring in all the experience needed to start a successful business for GUTMANN. He will build and set up everything necessary to develop the new market from the new base in Toronto, Canada.'

The setup of the new branch will start in spring 2019. Ramzi Jalbout says: 'First of all we have to get to know the American market and build up a network of customers and processors. Our goal is to have the new branch running by the end of 2019.' His focus there will be to bring attention to GUTMANN aluminium and the facade systems.

Why Canada? Samer Noureddine explains: 'It is easier to start a business in Canada than in the US. In Toronto We see a high potential to establish a strong partner network there, including developers, fabricators and facade specialists. We have high expectations, but we see this as a long-term project.'

*We will reach our goal because we have the right products, the experience and the basis for customer service – all of which important prerequisites for being successful in new markets.*

Ramzi Jalbout adds: 'We will spread the know-how of GUTMANN in the markets there. At the same time, we will build up a network to give the best support to the clients and fabricators, as well as, for architects and developers. We will work it out step by step, because it takes time to earn the trust of the market.'

For GUTMANN it is promising to set up a new business in North America: There lives more than 350 million people, the economy is on the rise and last but not least there is a big demand for aluminium facades.

Samer Noureddine and Ramzi Jalbout point out: 'We are sure to be successful, because we have the right products and the experience to bring them into new markets.'



Pictures: Leopold

## ‘Customer satisfaction is our priority’

Company Leopold fulfills the household dream using glass, wood and aluminium. The editors of GUTNEWS met with CEO Michael Leopold and Roland Egenhofer (manager in building systems at GUTMANN) at BAU 2019. We would like to know how the partnership between customers and GUTMANN is. Which product portfolio the window makers from Leopold can actually place successfully on the market.

Michael Leopold’s enthusiasm for his craft and his profession is always very palpable. The window expert manages this family business, with 12 employees in Swabian Alb in Baden-Württemberg. The company has been around for 44 years and his father was a loyal customer of GUTMANN in the field of wood-aluminium window systems. For GUTMANN, however, the head of the company he runs is more than just a consumer who masters his craft perfectly. Leopold actively seeks conversations with his contact persons at GUTMANN and provides important feedback as a fabricator.

### Learn from the fabricators

Leopold is enthusiastic about the products and cooperation with his aluminium system partner, Roland Egenhofer. ‘Roland Egenhofer transfers the input of the processors to those who are concerned,’ says Leopold. ‘The interaction of the entire GUTMANN team makes the company valuable.’ The window maker goes into greater detail: ‘To develop a window system and pro-

vide necessary tests is one thing – how the system has to be processed, however, will come about in actual practice. That’s why it’s so important to listen to the customers and to learn from them.’

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*The interaction of the entire GUTMANN team makes the company valuable.*

In fact, after the development of a system or a new product, GUTMANN begins to work on a network: ‘The ideas are confronted with reality,’ says Egenhofer. ‘If our development has brought out something, it does not mean that it will work. Once we encounter problems, we solve them.’ Egenhofer sums up: ‘There is nothing better than the customers’ satisfaction. It is important to convey to the customer the width and depth of the assortment; everything depends on the alu-

minium shell. For example, you have additional options for concealing dimensional tolerances from the glass without having to finish the wood immediately. These are features that we incorporate into our aluminium shell.’

### Burglary protection required

The ‘window forge’ Leopold is thus characterised by Egenhofer: His company is a model company for me. I have access to all manufacturing areas, Michael Leopold is always talkative and we can talk about all things good and bad. The window manufacturer uses the entire GUTMANN system range. Object-specific requirements are also implemented and ‘existing systems can be supplemented individually in a special case,’ says Leopold. The RC2 system solution is used intensively and enables it to meet the customers’ request for more burglary protection. ‘We are very grateful that GUTMANN enables us to have a tested RC window system in our portfolio through this licensing process.’

In general, GUTMANN offers system safety in test certificates and building approvals. If you ask Leopold about the innovation in the home system provider, he is absolutely satisfied: 'The variety of programs is absolutely available and we can finally exploit it, because we brought the CNC technology in our house with a new Biesse system.'

The wood-aluminium expert is pleased, 'We are one of the few that can actually implement the entire portfolio of GUTMANN with its more than 20 systems.' GUTMANN consultant Egenhofer explains: 'Many suppliers can only map three wood-aluminium systems. This restricts architects in their design. We need such companies that do more than the 'standard', which can fulfill the wishes of architects and builders.'

### Customers choose the best

Leopold: 'It was clear to me that with the CNC investment, the system had to be ready for the entire GUTMANN portfolio. The programming effort was immense at the beginning, but it is paying off now. We're becoming more and more well-known as the specialists who also realise things that are very special. And for that customers are willing to spend a few euros more.'

The window manufacturer is one of the companies that presents their expertise in a particularly appealing way. The exhibition is set up like a car dealership: Modules can be moved at short notice, repeatedly repositioned and attractively designed. District Manager Egenhofer explains: 'This great exhibition represents a real sales promotion. The showroom offers the possibility to focus on accessories for windows and doors. That's how architects would like to perform to get exactly what they need.'

Leopold can thus best market the company's most expensive product: Around 70 percent of his customers actually opt for wood-aluminium windows in the end. Leopold adds: 'Our arguments for the best window is the variety of colours, the longevity, the value and the feeling of living. Many come with the expectation

that premium windows are here. But there are also prospects with the idea of a cheap plastic window in mind and end up ordering wood-aluminium windows, because they recognize the difference.'



#### CUSTOMERS OF GUTMANN

**Michael Leopold** is Managing Director and owner of a window construction company in Rosenfeld in southwest Germany. 11 employees are employed here. In 2017, investments were made in a new Biesse CNC and in the new Leitz-ProfiCutQ tooling system. Based on 3E Look, paperless production and the digital order process DirektOrder from GUTMANN were introduced. Michael Leopold is a window maker with a heart: With the founding of the Nina Leopold Foundation he draws attention to the concerns and needs of children with disabilities.

### Unbeatable delivery times

When asked about the delivery performance, Leopold is pleased that GUTMANN has repositioned itself here. 'In the past, we ordered aluminium trays as bars, cut them ourselves put them together and finally coated them.' At GUTMANN, however, the procedure has changed: 'We now purchase finished welded frames, which we measure and have them promptly delivered.'

In fact, more than half of the orders for aluminium shells are executed as prefabricated, welded frames. The advantage: Customers receive a frame that is completely closed on the outside without a seam. If you choose from the 25 exclusive colours, the order process will be shortened by another 30 percent.

### Process-safe order

In addition, Leopold was one of the first to use the digital GUTMANN ordering tool Direkt Order via the 3E window building software. Once, he receives an order confirmation the next day can count on his welded frame for 11 days. It ensures that nothing is lost in the ordering process. That's fast, safe and unique for the industry. Thus, the window provider is able to deliver premium products within 3 weeks.

Looking at Leopold's business development in recent years, it has definitely been on an upward trend. He has done a lot of things right, like investing a lot of time and money. 'We could do even more, but we lack in personnel, in production and assembly.' Leopold believes that he has set the right foundation for the investment in the CNC system economy. After all, thanks to the good state of the economy, he can now utilise the plant efficiently and position the company on the market as a high-quality supplier. In this particular segment, suppliers are obviously still few and far between.

On the question of pricing Michael Leopold answers: 'Discounts and price negotiations are out of the question for us. The market has only itself to blame if you offer window products at prices significantly below their actual value and fail to gain customers at the exhibition by not fulfilling their wishes. Then all you can do is to lower the price.'



#### PEOPLE AT GUTMANN

**Roland Egenhofer** is District Manager Building Systems at GUTMANN. 'I have been working with my customers for 20 years and have been permanently employed at GUTMANN since 01/04/2010.'





Picture: GUTNEWS

ORIGER S.A. IN LUXEMBURG

## The facade experts from Schieren

Origer S.A. is a family business from Luxembourg managed today by Raoul Origer. The fourth generation is already active in the business through his son Tom. Alongside facade construction, the business and its 90 employees also work in glass processing. From Schieren in the centre of the country, the facade construction specialists focus on projects in the Benelux countries as well as in Germany.

Today, mullion-transom systems are the focal point of facade orders at Origer, while the company also manufactures element facades. Raoul Origer explains: 'Around 80 percent of our facade orders are carried out with GUTMANN systems. We have been working together successfully with the system provider for around two years. This quickly developed into a strong and cooperative partnership.'

*The competence of our partners  
and our trust-based cooperation are  
the key to success.*

Raoul Origer, Owner of Origer S.A.



As an example, the Bitburger Brewery Tower is currently under renovation. The special construction selected is a combination of a warm and cold facade based on the GUTMANN (EF 68) element system. A special feature of this facade project are the forward-space impact panes weighing up to 300 kg. Another recently completed facade project using GUTMANN systems was for a school in Luxembourg. This allowed the fast and reliable installation of a series of facade elements with motorised opening sashes.

On the question of why he works almost exclusively with GUTMANN systems, Raoul Origer emphasises: 'GUTMANN responds very quickly, even with more complex tasks. This quick reaction time and reliability is always at the forefront of our cooperation. Furthermore, GUTMANN constructively supplies high-quality and individual solutions which are also financially proportionate. That is not always the case in the industry.' And Norbert Berg, Technical Manager of Origer S.A., elaborates: 'With GUTMANN, we receive an appropriate technical solution to our inquiry after two to three days. The entire planning is then implemented by us, based on the suggestions by GUTMANN.'

*GUTNEWS: What makes your company so successful?*

**Raoul Origer** – It is very simple: For us, the architects' demands and the users' requirements lie at the centre of our work. And together we find a suitable answer which satisfies all participating bodies. In a nutshell, the architect makes the specifications, including the geometries, and we do the rest together with GUTMANN.

[WWW.ORIGER.LU](http://WWW.ORIGER.LU)







GUTMANN CURTAIN WALL SYSTEM

## EF68/EF68+

### System description

- + Element facade with 68 mm or 78 mm view width
- + High degree of prefabrication and superior workmanship quality with low installation costs
- + Frame appearance with surrounding glass bead or as SG or semi-SG variant with basic 10 mm butt joint (20 mm optional)
- + Corner connections manufactured with mitre joint
- + Overlapping sealing system using butt joints
- + Glass thickness 26 mm to 38 mm
- + Size W x H 2,600 mm x 3,600 mm with max. 300 kg element weight
- + Components optionally S70+ and S80+
- + Special construction EF68+ for property solutions with optimised insulators and gaskets for holding glass thickness up to 52 mm
- + Not in stock

### System properties of classes

 Water tightness	<b>RE750</b>
 Wind load	<b>1,35 kN/m<sup>2</sup></b>
 Air permeability	<b>AE</b>
 Operating forces	<b>E5/I5</b>

