

Press release

Flexibility from order to after-sales

Meeting custom requirements with a comprehensive portfolio of products and services

Verl, March 2026. With a full portfolio of products and services, heroal strengthens the market position of its partners. Maximum flexibility is offered through tailored delivery of roller shutter, sun protection, and roller door systems, available as systemware, kits or prefabricated elements. Services individually tailored to the requirements of each customer – from order placement, through production, to installation and after-sales management – simplify daily operations and enhance efficiency across the entire process chain.

Tailored delivery in multiple configuration levels

For maximum flexibility and optimal adaptation to operational requirements, heroal offers the option of choosing between systemware, kits and heroal Ready prefabricated elements in the product areas of roller shutters, sun protection and roller doors. This allows heroal specialist partners to respond quickly and easily to short-term requests and current market requirements (e.g. fluctuations in workload) and to seize sales opportunities. The systems can be combined with other heroal aluminium system solutions as well as with systems made of materials such as plastic, timber or timber-aluminium.

Aluminium profiles and accessory components ordered as systemware from heroal are processed by specialist partners in their in-house production. Profiles are delivered as full-length stock; cutting and fabrication are fully carried out by the fabricator. Systemware can be ordered across the entire heroal product portfolio.

Kits provide particular support for fabricators with fluctuating capacity or limited ability to machine profiles in-house, allowing them to work economically. They include pre-assembled units and are available in different levels of prefabrication.

Maximum time savings are offered by the heroal Ready service, which provides prefabricated elements made from tested heroal components for roller shutter, sun

protection and roller door systems. These elements can be transported to the construction site and installed by the heroal specialist partner without any further processing.

Optimising processes with digital tools

Digital solutions help heroal's specialist partners from the very beginning of an order. Through the heroal Communicator, the online workspace for efficient operations, the aluminium system house provides all relevant documents in digital form, from price lists to planning drawings. Interfaces with software providers such as picos, Ingenious and others ensure that data can be quickly and easily integrated into the software solutions in use – for noticeable time savings and increased efficiency in daily work.

The heroal Business Configurator greatly streamlines planning and ordering from start to finish. Fabricators can configure prefabricated elements, create quotations and place orders directly. heroal specialist partners benefit from up-to-date pricing, automated workflows with integrated plausibility checks and significant time savings. From 3D configuration for heroal terrace roofs, front doors, roller shutters and sun protection solutions to integration with industry-leading software from LogiKal and Klaes, the Configurator supports seamless digital workflows.

State-of-the-art production technology for maximum quality

heroal system solutions are produced on state-of-the-art, highly efficient equipment. With its in-house powder coating plant, a high-performance roll-forming facility, screen production and dedicated in-house fabric production for textile screens, heroal achieves a high level of vertical integration, ensuring excellent quality and maximum design freedom. This is complemented by a department for custom profile bending and sheet metal processing, as well as fully automated quality control. Efficient processes at the modern logistics centre and delivery via the heroal truck fleet ensure reliable and rapid shipment to customers.

Maximum flexibility in element fabrication

Kits and prefabricated elements are produced on a state-of-the-art machining centre operated by heroal's cooperation partner Schirmer, with subsequent (partial) element assembly also performed. For systemware, cutting and machining are carried out by heroal specialist

partners themselves. For greater fabrication efficiency, heroal offers extensive consulting on production and process optimisation: from material flow planning and the conception of workstations, machines, tools and production equipment, to optimisation of production workflows and order digitalisation. This enables heroal to work with its partners to identify optimisation potential and develop tailored solutions for specific operational requirements.

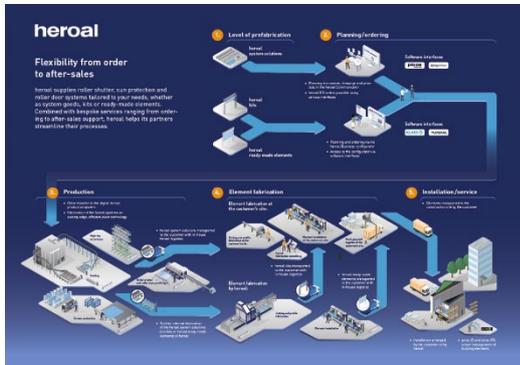
Solutions for simple, efficient installation

Solutions such as heroal's Easy Mount technology (EM), which forms the basis for developments like the clamp-on sun protection system heroal VS Z EM, deliver significant efficiency gains during installation for specialist partners. The delivery of largely pre-assembled components eliminates time- and cost-intensive installation steps.

A central interface between fabricators, installers and end customers is offered by the digital picos ID product passport. This smart solution gives fabricators continuous access to all relevant information about a building element throughout its lifecycle and helps accelerate installation, maintenance and repair processes. Digitising processes offers tangible benefits, including complete traceability for each building element, increased efficiency, optimised project execution and higher customer satisfaction.

From planning through execution, acceptance and after-sales services, the picos IFS app enables fast and cost-efficient installation. Maximum efficiency during preparation is achieved through the import of installation orders from picos ID and third-party systems such as Klaes and LogiKal. Integrated deployment planning for installers, easy access to all relevant information – even on the construction site – and quality control options, including digital acceptance protocols, ensure operational reliability and measurable gains in fast, safe project execution. After-sales services such as service and maintenance requests are also managed centrally via picos IFS.

Images



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heroal delivers roller shutter, sun protection and roller door systems tailored to demand as systemware, kits or prefabricated elements. Combined with custom services from order to after-sales, heroal supports its partners in making their processes more efficient. © heroal



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Aluminium profiles and accessories ordered as systemware are processed by heroal specialist partners in their in-house production. Profiles are delivered as full-length stock. © heroal



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Kits with pre-assembled units help fabricators work economically and flexibly even with fluctuating capacities or limited profile machining capabilities. © heroal



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heroal Ready offers maximum time savings through prefabricated elements made from tested components for roller shutter, sun protection and roller door systems – in proven heroal quality. © heroal



[heroal_Profilbearbeitungszentrum Schirmer]

For solutions with the highest level of vertical integration and quality, heroal produces its aluminium system solutions on highly modern, efficient equipment with in-house coating, screen and textile production, as well as high-performance roll-forming technology. © heroal

heroal – the aluminium systems supplier

As a manufacturer of aluminium system solutions for roller shutters, sun protection, roller doors, windows, doors, sliding doors, curtain walls and patio roofs, heroal is one of the international market leaders. Founded in 1874, the family company employs around 900 people at its headquarters in Verl, Germany, and locations in France, the Netherlands and the Czech Republic, and is involved in the construction of sustainable buildings in residential and commercial construction projects worldwide. heroal focuses on innovative and high-quality systems for fabricators, architects, planners, investors and building owners. heroal products are characterised by first-class quality, industry-leading customisation options and consulting and services in every phase of the building lifecycle. heroal systems are developed and manufactured in Germany.

More information is available at www.heroal.com.

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