

Press release

In the spirit of partnership and innovation

heroal will present its new stand concept at R+T 2027

Verl, October 2026. Integrated in a novel trade fair concept, at R+T 2027 heroal is turning its focus to high-quality aluminium system solutions for residential and commercial construction. The aluminium systems supplier will showcase innovative new developments and provide insights into its comprehensive service portfolio for customers at Stand A12 in Hall 9 under the motto “spaces for life“. The completely redesigned trade fair presence creates a variety of opportunities for personal exchange and partnership in action: for the very first time, selected specialist partner will be actively involved in the trade fair presence and have the opportunity to let customers and business partners experience the company’s system solutions side-by-side with heroal.

Under the guiding theme “spaces for life”, heroal will present itself as a reliable partner for modern building shells at R+T in Stuttgart from 15 to 19 February 2027. The trade fair presence at Stand A12 in Hall 9 will focus on innovative system solutions that set themselves apart through premium quality and added value in design, functionality and efficiency of fabrication. Another specific focus area is the comprehensive presentation of heroal’s all-encompassing service offering. “As the world’s leading trade fair for roller shutters, doors and sun protection, R+T is the ideal platform to showcase what heroal stands for: high-quality system solutions, comprehensive services and close cooperation based on partnerships. We guide our customers throughout the entire process – from the order to after-sales service – all combined with the stability, reliability and customer proximity of a family-owned company”, explains Max Schöne, member of the heroal Management Board. “Our new stand concept brings this goal to life at R+T and creates space for personal encounters and direct specialist discussions.”

“The new concept integrates selected specialist partners directly into our trade fair presence and highlights the great importance of close, partnership-based cooperation to heroal. Our specialist partners also have the opportunity to invite their customers and business partners to the stand to present the heroal product portfolio on site. At the same time, the stand also

provides a range of opportunities for meetings and personal interaction. Seating areas, coworking nooks and meeting rooms provide a professional setting for consolidating existing contacts, establishing new relationships and developing tangible business opportunities. This establishes the heroal trade fair stand as a common meeting point for the entire partner network – from heroal as the systems supplier to the fabricators as well as their customers and business partners”, explains Sven Jensen, Sales Director International. A particular highlight is the heroal stand party, which provides the opportunity for one-on-one conversations and encounters in a relaxed atmosphere on one of the evenings during the trade fair.

Integrated design, function and efficiency

The heroal trade fair presence is focussed on new, coordinated system solutions for roller shutters, roller doors, sun protection, windows, lift and slide doors and curtain walls. They combine outstanding functionality and security with a wide variety of design possibilities. Visitors can also make use of colour and textile samples to gain an immediate impression of the exceptional design variety of the heroal systems.

With the partially-integrated heroal VS Z CS sun protection system, at R+T heroal presents an effective solution for shading transom-mullion curtain walls that fits harmoniously into the curtain wall and is easy to fabricate. heroal VS Z CS can be seen in combination with the heroal C 50 curtain wall system, which impresses with new functionalities and enhanced applications. Beyond this, a new, cable-guided sun protection creates a visual highlight and offers an aesthetic solution for effective glare and heat protection for sliding doors with particularly large glazed areas. The systems on display give architects and fabricators greater freedom to bring architectural concepts to life.

The company will also present heroal plus as an innovative complete solution for the heroal W 72 and heroal W 77 window systems. The modular accessories package for windows includes a heroal VS Z textile screen, an anti drop device, an integrated insect screen as well as a windowsill. The delivery of all made-to-measure system components from one place ensures maximum efficiency and reliability in manufacturing and installation.

The heroal roller shutter and roller door systems offer tailored solutions for every installation situation and requirement. For instance, the company creates design freedom with the

production of roller doors in a wood look, made possible by the heroal Surface Design (SD) coating technology. With its smaller panel boxes, the portfolio of new, particularly narrow-winding roller shutter slats enables maximum functionality and discreet integration into the building shell. At R+T, heroal will present the expanded product portfolio based on an accessible window with roller shutter curtain made from the new heroal RS 52 SW slat. In addition, solutions such as the driving rain-proof heroal DRP guide rails or the new platform for angled end slats enable the simple fabrication of durable, high-quality solutions. Building on the large crowds and positive feedback from previous years, at R+T heroal will once again set up a special workshop area that allows visitors to experience the benefits of heroal system solutions live. This is where practical demonstrations will be provided of new features in the area of roller shutter and sun protection installation.

Added value through services and digital solutions

For the economical and sustainable construction of residential and commercial building projects, heroal is also committed to providing a comprehensive service offering along the entire value chain. The goal is to offer heroal specialist partners tangible benefits in all project phases, right through to after-sales management. A key component of this offer is the wide range of digital solutions for process optimisation that extends from the rapid and reliable search for information using the digital product passport to configurators as well as a newly developed format for support in lead management. At R+T, heroal will also present its comprehensive support offering for marketing and sales. When incorporating an additional product area into your portfolio, heroal supports its specialist partners with targeted marketing measures. This allows them to rapidly unlock new sales potential while also focusing more heavily on their core business.

Efficient processes are a critical factor for the success of manufacturing companies. The offer of heroal system solutions in different stages of fabrication provides maximum flexibility for fabricators. For roller shutter, sun protection and roller door systems, they can select the optimal level of prefabrication as needed to flexibly respond to market requirements. At R+T, fabricators will be able to personally delve into the added value provided by these solutions.

Images



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Dr Max Schöne, heroal Managing Director, and Sven Jensen, Sales Director International, consistently oriented the heroal trade fair stand at R+T towards fostering networking opportunities and close collaboration. © heroal



[heroal 17.1 Neuheiten VP A+B_RS 37_A4]

Particularly narrow-winding heroal roller shutter slats support maximum functionality and discreet integration in the building shell thanks to the small box sizes. R+T marks the very first time that heroal will be presenting an accessible window with roller shutters manufactured from the new heroal RS 52 SW roller shutter slat. © heroal



[heroal 33.6 Fenster Neuheiten_Detail W plus_A4]

Modular structure and extremely efficient fabrication: The innovative heroal plus complete solution includes a heroal VS Z textile screen, an anti drop device, an integrated insect screen as well as a windowsill. © 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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