

Press release

150 year-old family-run company with pioneering spirit

heroal celebrates its anniversary

Verl, February 2024. What started off as a small workshop in 1874 has grown to become an international market leader in aluminium system solutions for the building shell and the interior. heroal – Johann Henkenjohann GmbH & Co. KG is turning 150 and R+T 2024 in Stuttgart marks the start of the anniversary year.

2024 is a very special year for the family-run company heroal from Verl as it celebrates its 150th anniversary. A range of events will be held during the year to celebrate this achievement, to be kicked off by R+T 2024 in Stuttgart. Customer events at various locations as well as an anniversary celebration in the summer for all heroal employees are also being planned. The anniversary year will be brought to an end by a final celebration at BAU in Munich in January 2025.

Success with a pioneering spirit

heroal was founded in 1874 as a small workshop that produced wooden clogs before eventually switching to wooden furniture legs. The year 1969 marked a significant milestone in the company's current direction, when Johann Henkenjohann, the grandson of the company's founder, invented the roll-formed and foam-filled aluminium roller shutter slat—a groundbreaking innovation that became a new industry standard. This also inspired the company name heroal (Henkenjohann roll-formed aluminium). The former heroal Managing Director Dr Vera Schöne, member of the Advisory Board, fondly remembers her father's pioneering spirit: "My father was a true inventor. He was constantly coming up with new ideas and was always experimenting. Whenever he had a new idea, it had to be put onto paper—in a pinch, even the margins of the daily newspaper would do."

The product portfolio was constantly expanded over the decades: in the early 1970s, window and door systems were integrated into the range. During the 1990s, curtain wall systems were added, and since 2015 heroal has also been supplying the market with sun protection systems. Trend-setting innovations have always been at the heart of the ongoing development of the comprehensive heroal product and service offer.

The company, now in its fifth generation managed by Dr Max Schöne together with Jürgen Peitz and Dr Ramon Knollmann, with around 900 employees, is an international market leader in aluminium system solutions and is involved in the construction of sustainable, high-quality residential and commercial buildings worldwide. The systems for roller shutters, sun protection, roller doors, windows, doors, sliding doors, curtain walls and patio roofs are developed and produced at the German company locations in Verl and nearby Hövelhof before they are distributed to Europe, North America and Australia via the logistics centre in Hövelhof.

Successful together

heroal's 150-year success story has also largely been made possible by the close collaboration with a vast number of heroal specialist partners all over the world. "A lasting partnership as well as the development of our product and service offer in constant dialogue with our specialist partners is part of the heroal company philosophy and the foundation for joint development. This allows us to respond to the requests of our customers and the market requirements with system solutions that help make the buildings of today and tomorrow more sustainable, secure and comfortable, all while meeting the highest standards for design and architectural freedom", explains Dr Max Schöne. This approach is highlighted by the company's claim "*simply better spaces for life*".

In 2024, a major focus is on the development of heroal's product and service portfolio, with a number of innovations already being presented at R+T in Stuttgart at the start of the year. This includes new configuration and ordering options to make workflows faster, more efficient and paperless. New products, such as an innovative combination box system, solutions with an integrated solar motor as well as new angled end slats and guide rails that can withstand driving rain will expand our roller shutter system offer and make it more flexible. When it comes to sun protection systems, the focus is on innovations such as the heroal VS Z CS system, which seamlessly integrates into mullion-transom curtain walls. The topic of surfaces and design freedom will also remain front of mind as a heroal core competency in 2024: for instance, the roller door design possibilities will be extended with the heroal SD coating technology for effective wood, rust and concrete looks. New solutions for smart building automation round out the heroal offer and once again help to improve energy-efficiency, comfort and security in residential and commercial construction.

The heroal company history at a glance

- 1874** **Foundation of a wooden clog manufacturer**
In 1874, Johann Henkenjohann, grandfather of the founder of heroal – Johann Henkenjohann GmbH & Co. KG, sets up his own business manufacturing wooden clogs.
- 1948** **Johann Henkenjohann joins the company**
His grandson Johann Henkenjohann (1922-2010) joins the business, representing the third generation. A few years later, he produces the first wooden and plastic roller shutters.
- 1968** **Aluminium roller shutters**
Aluminium roller shutters are roll-formed for greater stability. The idea for the new company name heroal (Henkenjohann roll-formed aluminium) is born.
- 1969** **Groundbreaking invention**
The world's first double-walled, foam-filled aluminium roller shutter slat is invented
- 1971** **Expansion of the range**
heroal expands the aluminium system portfolio with windows and doors. Over the coming years this is followed by curtain wall and lifting-sliding systems.
- 1984** **Plant II**
heroal expands its production and coating capacities with the opening of Plant II in Hövelhof.
- 2008** **Fourth generation**
Dr Vera Schöne, daughter of Johann Henkenjohann, joins the company as managing director.
- 2011** **Plant III**
heroal opens Plant III in Hövelhof, a logistics centre covering 40,000 m² with its own fleet of trucks.
- 2012** **Vertical powder coating system**
heroal has been continuously expanding its coating know-how since the first powder-coating system was put into operation in Plant II in 1986.

- 2015** **Sun protection**
heroyal expands its product range to include sun protection systems.
- 2015-2017** **International branch offices**
In 2015, heroyal opens its branch office in the Netherlands. This is followed by branch offices in the USA and France in the coming years.
- 2017** **Fully-automatic quality control**
heroyal commissions the quality line in Plant II to offer fully-automatic quality control for completely objective and seamlessly documented quality.
- 2018** **Architectural freedom**
heroyal expands its range of designs and colours with the heroyal SD (Surface Design) coating technology for wood, concrete and rust looks as well as the Les Couleurs® Le Corbusier shades.
- 2019** **heroyal Ready**
The heroyal Ready service offers heroyal customers the opportunity to also order roller shutters, sun protection and roller doors as finished elements.
- heroyal Forum**
The new heroyal Forum brings together the heroyal Bistro, training rooms and offices at the company's location in Verl.
- 2020** **Fifth generation**
Dr Max Schöne joins the Management Board and leads the family-run company into its fifth generation.
- 2021-2022** **heroyal showrooms**
heroyal opens showrooms in Prague and Verl.
- 2022-2023** **New services and digital solutions**
The heroyal service portfolio continues to grow with training, marketing, costing, ordering, production planning and optimisation offers.

Pictures



[heroal_Gerda und Johann Henkenjohann]

Johann Henkenjohann, former proprietor of heroal and inventor of the double-walled, foam-filled roller shutter slat, with his wife Gerda. © heroal



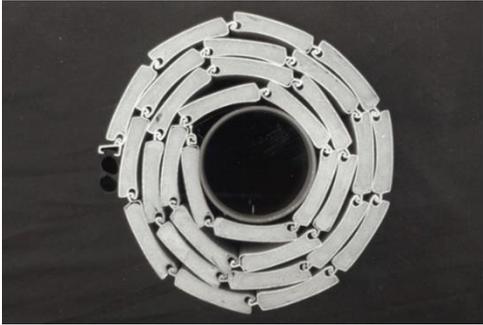
[heroal_Vera Schoene]

Dr Vera Schöne, heroal Managing Director (2008 to 2020) in the fourth generation of the family. © heroal



[heroal_Geschäftsführung]

Dr Max Schöne, the fifth generation, has been managing heroal together with Dr Ramon Knollmann and Jürgen Peitz since 2020 (from right to left). © heroal



[heroal_1969_ausgeschäumter Rollladenstab]

In 1969 Johann Henkenjohann developed a true innovation with the double-walled, foam-filled roller shutter slat that became the new industry standard. © heroal



[heroal_19_Standort Verl]

Early aerial photograph of the heroal company location on Österwieher Straße in Verl © heroal



[heroal_Verl_DSC0177]

Current headquarters of heroal – Johann Henkenjohann GmbH & Co. KG on Österwieher Straße in Verl © heroal



[heroal_Showroom_Verl_07]

The new heroal showroom at the company headquarters in Verl opened in 2022. © heroal



[heroal_1982_Werk-II]

Aerial photograph of heroal Plant II in Hövelhof, which produces heroal window, door, sliding door, curtain wall and patio roof systems. © heroal



[heroal_Pulverbeschichtung_DSC0559]

The hwr powder coating sets itself apart with its exceptional durability and colour stability. The vertical powder coating system in Plant II is pictured here. © heroal



[heroal_2011_Werk-III]

Aerial photograph of the heroal logistics centre (Plant III) in Hövelhof that opened in 2011
© 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 North America and Europe, and is involved in the construction of sustainable buildings in residential and commercial construction projects worldwide. heroal focuses on innovative and high-quality systems for fabricators, architects, planners, investors and building owners. heroal products are characterised by first-class quality, industry-leading customisation options and consulting and services in every phase of the building lifecycle. heroal systems are developed and manufactured in Germany.

More information is available at www.heroal.com.

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YouTube: <https://www.youtube.com/user/heroalVerl>

LinkedIn: <https://www.linkedin.com/company/heroal---johann-henkenjohann-gmbh-&-co.-kg>

XING: <https://www.xing.com/pages/heroal>