

Press release

All-round support for maximum fabrication efficiency

Comprehensive offer for the efficient fabrication of heroal systems

Verl, February 2024. heroal – Johann Henkenjohann GmbH & Co. KG offers its specialist partners a range of services along the entire process chain—from customer acquisition through to digital ordering and production. The offer for efficient processes when working with heroal systems will be presented at R+T 2024 in Stuttgart.

As the skills shortage continues to bite and energy and material costs increase, the aluminium systems provider heroal is firmly committed to supporting the operating activities of its customers with offers that make processes more efficient. As part of these activities, heroal pays particular attention to digital configuration and ordering, maximum flexibility in the level of assembly of the heroal system solutions, as well as production and installation support. heroal will present just how efficient workflows operate and how the various heroal offers can be seamlessly combined in a workshop area at its exhibitor stand at R+T 2024.

Generate online interest

heroal employs a range of marketing activities, especially in the online segment, that aims to draw the attention of potential end customers to its high-quality aluminium system solutions for the building shell and the interior early on. Potential customers are addressed through marketing campaigns on social media, Google, etc. and directed to the heroal website as well as the in-house product configurators for roller shutters, sun protection, patio canopies and front doors. From there, they are referred to heroal specialist partners to process the order.

heroal configurators: paperless and time-saving thanks to digital ordering

The entire ordering and production process for the heroal VS Z EM clamp-on sun protection will be presented at R+T in Stuttgart. The process chain starts with the configuration of the sun protection in the heroal sun protection configurator by the end user (e.g. private builder). The heroal sun protection configurator can be accessed on the heroal website or integrated into the websites of heroal customers upon request. Once the configuration of the sun protection system is complete, an individual configuration ID is assigned that allows it to be

accessed and worked on by the fabricator within the Business configurator in the “heroal Communicator” customer portal. Here they are supported by various features, such as automatic cost calculation, a technical feasibility check as well as the constant availability of the latest product data, which allows an offer to be created in no time. Once configuration is complete, ordering takes place directly in the Business configurator—which prevents errors and saves time and paper.

Maximum flexibility thanks to a choice of different stages of assembly

When placing orders, heroal specialist partners can always choose between systems, kits and prefabricated finished elements.

Systems can be ordered for the entire heroal product portfolio. In this case, the profiles are delivered and sold by length and fabrication is taken over entirely by the fabricator.

While heroal has been offering the higher level of prefabrication of curtains in the form of finished roller shutter curtains and heroal VS Z textile assemblies for some time already, the kit offer in the heroal VS Z product segment will soon be expanded with box and guide rail assemblies. This eliminates the cutting and machining of the components for the fabricator as well as their storage. For fabricators that do not yet have the heroal VS Z zip screen in their portfolio, this facilitates the expansion of their range and provides the opportunity to respond to increasing customer interest in textile sun protection systems.

The heroal Ready finished elements for roller shutters, sun protection and roller doors provide the highest level of prefabrication. In this case, the elements are delivered to the specialist partner completely prefabricated so that the partner can focus more on marketing the products and their installation for the end customer. This allows heroal partners to enjoy maximum flexibility, particularly in times of high demand.

All assembly stages of the heroal systems are delivered to the heroal specialist partners as quickly as possible and with fantastic punctuality thanks to the in-house fleet of lorries.

Production equipment for efficient operation in the workshop

Once the goods have been delivered to the heroal specialist partner, systems and kits undergo further fabrication. To make the fabrication and installation as quick and easy as possible, heroal places great emphasis on well-engineered construction when developing new and existing heroal systems. In order to ensure that the work steps during fabrication and installation flow smoothly, heroal offers a range of production equipment such as punches, drilling templates and assembly tables. This makes production quick, efficient and

economical, no matter which level of assembly the customer has selected for the heroal system.

Images



[heroal_Sonnenschutz Konfigurator]

Private builders can configure their dream sun protection in the heroal sun protection configurator. © heroal



[heroal Business Konfigurator]

Paperless and fast: heroal specialist partners can create digital offers and place orders in the heroal Business configurator. © heroal



[heroal Ready VS Z EM_Montage_Schritt 2]

heroal supports its customers with a range of production equipment, such as assembly tables, drilling templates and punches, for fast, efficient and economical installation. © 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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