

RollMatic T video promotion

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Final

‘**Watch Before You Buy’ video to support sales of**

**Hörmann RollMatic T**

A factual, informative video has been produced by the marketing team at Hörmann UK to provide advice to end consumers looking to purchase a new roller garage door. At a time when roller doors are being offered at extremely low, and often eye-watering prices, the video is being made available to support Hörmann dealers in the sale of the RollMatic T, the Hörmann entry level roller door.

The video, which is now available to view on the Hörmann YouTube channel, is being supported by an extensive paid social media campaign which will link consumers to the video, and then onto the Hörmann dealer network with the ultimate aim of generating extra sales volume.

Setting out the fact that not all roller garage doors are the same in terms of quality and operational safety, Alex McKay, Product and Technical Support Manager at Hörmann runs through the main features of the RollMatic T. He explains how the Hörmann door has been designed and developed to provide a door which offers a consistent quality construction, safe operation, security and the guarantee of excellent after sales support.

Alex comments, “With the cost of living remaining high, price continues to play a big role in consumer choice, and at the moment we are seeing some really low offers on roller garage doors. However, at Hörmann we want to support our dealers to sell our RollMatic T door and are keen that consumers realise that not all garage doors are the same.

The video provides consumers with clear information about the Hörmann product and encourages them to ask the right questions when they are choosing a door. Price will always be a key driver, but we want to ensure that consumers choose a product that meets all the relevant standards and is safe, and that they are comparing like for like products.

At Hörmann we have always been committed to supporting our dealer network and providing clear, concise, and factual information in an accessible manner, with this video and social campaign being yet another example.”

To view the video please scan the QR code provided or click [LOOKING FOR A NEW GARAGE ROLLER DOOR? WATCH BEFORE YOU BUY! (youtube.com)](https://www.youtube.com/watch?v=yJbb09j7xrs)

For further information on Hörmann UK’s RollMatic T Roller garage door visit [Roller Garage Doors | Hörmann (hormann.co.uk)](https://www.hormann.co.uk/home-owners-and-renovators/garage-doors/roller-garage-doors/) or call 01530 516868

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