



RollMatic Roadshows
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Final

On the road with Hörmann RollMatic T

Hörmann UK have been out and about holding a series of roadshows to showcase their fitter friendly RollMatic T roller garage door. The first two events took place during June in Glasgow and Bradford and were specifically held to demonstrate just how easy it is to transport and install the RollMatic T door. Proving to be the most popular roller garage door on the market today, Hörmann reports that they have seen sales increase by 40% when compared with this time last year

Attended by both dealers and installers, attendees had the opportunity to see a live installation of the RollMatic T door, demonstrating just how quick and straightforward it is to fit. They were also able to ask questions of the Hörmann experts during the demonstration and see the recently launched new Agate grey colour option (RAL 7038).

With the Roller Garage door market becoming ever more competitive, Hörmann wanted to take the opportunity to reinforce the key features and benefits of the RollMatic T and emphasise that not all roller doors on the market meet its exacting quality and safety standards. Designed to be a 'fit and forget' product, it offers consumers excellent value for money and provides dealers and installers with a real chance to optimise every sales opportunity.

Constructed from robust 77mm lath, RollMatic T is available with either internal or external roller options. To help speed installation, the door is packed in two sturdy and easily transportable boxes which contain all the components needed to fit and operate the door. Preparation on site is reduced by the inclusion of pre-assembled and pre-drilled components.

The door is supplied with a wired, opto-sensor in the bottom seal which comes as standard, stopping the door if there is an unexpected obstacle and it operates to DIN EN 13241.

Alternatively, a wireless version is available as an upgrade. A space saving tubular operator and two hand transmitters operating on the Hörmann BiSecur radio system are supplied as standard. RollMatic T is also now supplied with the Hörmann DuraBelt technology as an option, which helps reduce the risk of marking or scratching during its operation due to grit or other foreign objects.

A 'Watch before you buy' end consumer video has been widely distributed by Hörmann as part of their drive to ensure that consumers are aware of the fact that not all roller garage doors are the same in terms of quality and operational safety. It provides consumers with clear information about the Hörmann product and encourages them to ask the right questions when they are choosing a door to ensure that they are comparing like for like products. The video is available to view on the Hörmann YouTube channel and has been supported by an extensive social media campaign which links consumers to the video. Consumers can also search the Hörmann dealer finder to find their local supplier - all with the ultimate aim of generating extra sales volume.

Two further roadshows are scheduled for October, in Stratford on Avon and Reading on the 1st and 3rd respectively. Once again attendees will have the chance to enter a draw to win a trip to Germany to visit the RollMatic factory in Amshausen and the Christmas market in Bielefeld, plus they will receive a free DuraBelt upgrade on the next three RollMatic T doors they order from Hörmann.

For further information on Hörmann UK RollMatic T roadshows and to book your place at the Stratford on Avon or Reading venues please scan the QR code or call 01530 516868

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