



# VBH Magazin 1/2011

The Expert Brand for Window and Door Hardware

- Innovation competition for door manufacturers, architects and designers
- logos easyScan
- Specialist windows installation with greenteQ



Simply everything.

Everything simple.



Dear Reader,

The first four months of 2011 are already behind us, and the economic forecasts are starting to become clearer.

The growth of our sector in Germany is on a more positive course than was first predicted last autumn. The renovation sector is still holding stable at a high level, spurred on by high energy prices, low interest rates, unattractive investment options, emerging inflation fears and the low rate of unemployment. Furthermore, after years of decline, the new housing market is also enjoying a noticeable rise. Public sector funding is also likely to remain virtually unchanged in light of the nuclear energy debate, which is being fuelled by the serious incident in Japan, and the resulting change in German governmental policy.

Nevertheless, the promising market situation does not alter the rising cost of wages and materials, nor the increase in fuel and transport expenditure. The surprisingly steep rise in bankruptcies in the early part of the year shows us once again that fixating on turnover alone is not the way to go.

In western and southern Europe, however, we are at best seeing a basis being formed, while markets such as England, Ireland, Spain, Portugal and Greece show little signs of growth potential for years to come.

This contrasts drastically with the eastern European segment, which is undergoing a significant recovery, particularly the CIS states. The economy of this region is heavily dependant on oil and gas prices, which as you know are currently very high.

The markets in Asia and South America are developing well, but we are facing the negative effects of weakening currencies.

VBH's strict adherence to its transformation plan – evolving from a dealer to a service provider – for the past several years is now reaping rewards. The service tools tied in with the second part of our market pledge: “Simply everything. Everything simple”, have generated many unique features for us that our clients consider to be of real benefit. This portfolio continues to be driven forward with great vigour and is being constantly expanded.

The next step is to fill more comprehensive topic areas, such as:

- our innovation competition called “House entrance of the future”.

We are trying to recognise new developments early and to design them for the benefit of VBH partners. Our objective is to encourage innovation, unite new technologies and materials and support the manufacturers of new product ideas. VBH is creating a marketplace for this.

- specialised window fitting with the motto: The quality of the window is decided when it's being fitted.

We analyse country-specific installation locations in old and new buildings and offer the best solution for sealing and mounting.

- advising on window designs and tool needs.

Our expertise is based on the experience gained from hundreds of tests as part of the CE fix, the upshot of which is a com-

prehensive knowledge about future-proof constructions and system security.

The transformation asks a great deal of VBH staff, as even the best strategies fall part if the staff do not take them on board and implement them. Although we expect high levels of technical qualification, mental flexibility and alertness and a readiness to keep on learning are being required ever more greatly so that we can transform the benefits of our service tools into market successes around the world.

After applying all this technology, we always come back to the same realisation, however: the staff make the difference! Investment in our multi-faceted staff training and further development programmes is increasingly resulting in a competitive edge that is very difficult to reproduce. This is decisive in safeguarding our future!

Best regards

Rainer Hribar



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Editorial Office:  
Johannes Rave  
VBH Holding AG  
Siemenstrasse 38  
70825 Korntal-Münchingen  
E-Mail [J.Rave@vbh.de](mailto:J.Rave@vbh.de)  
Telephone 0049 7150 15279





Frieder Bangerter

## Solid base for further growth VBH turnover rises to €800 million

**After the economically induced declines in previous years, VBH Holding AG was able to grow its group turnover again in 2010 by 5.9% on the year, significantly exceeding last year's figure (€755.1 million). Corrections to company figures and the withdrawal from the Australian market mean that the group made an annual net loss of €1.2 million. Nevertheless, VBH Holding AG is using this good result to remove the last effects of the economic crisis and create a solid base for further growth.**

"A perfect landing in every sense": this is how CFO Frieder Bangerter described

the 2010 turnover figures in his presentation at the financial results press conference. "With an annual group turnover of €800 million, we were able to exceed last year's figure by €44.9 million." The adjusted net operating income before tax rose during the same period by around 33% to €13.2 million. A major contribution to this was made by the strong business performances in Germany and Eastern Europe. The German window market was in good shape once again, enabling VBH to grow its turnover here from €382 million to a sustainable €411 million. With an increase of 7.6%, the performance was significantly better than the market

as a whole (4.9%), which is due to an increased market share. The most robust performance came from the renovation field, followed by a slightly recovering new housing sector. Industrial construction has also moved out of its 2009 slump and is slowly stabilising. With a turnover increase of 12.2% on the year, Eastern Europe is also growing again, supported by a strong performance in Russia and an enormous potential for renovation.

"The individual VBH regions are growing just as diversely as the global economy as a whole," said Rainer Hribar, CEO of VBH Holdings AG. "In Western Europe in particular we have seen turnover drops

A reflection of VBH's turnover: central warehouse in Ilsfeld





greenteQ is rapidly gaining ground on a worldwide scale, in 2010 at the Fenestration at Beijing

again of 7.4%, and while British turnover did rise, our sales offices have had to face revenue drops in Ireland, Belgium, Greece and Italy, primarily due to the generally difficult economic situation. In the Netherlands, however, VBH was able to profit from governmental measures to revive the economy in the fourth quarter, and thereby reduce our turnover decline. In the Other Markets sector (Asia, Mid East, Turkey, Mexico), turnover grew by a gratifying 22.6%, thanks mainly to our offices in Turkey and Singapore.

## Always one step ahead

“These good results are mainly down to the sterling efforts of our staff, whose high level of personal commitment and conscientious daily work brings life into our service promise ‘Simply everything. Everything simply’”, said Rainer Hribar. He believes the company’s positive operating result shows that VBH is best equipped for the upcoming upturn in growth. “Our 3-tier strategy – a broad international base, a successful range and own-brand policy, and our unique selling point of offering numerous services – is sustainable and has proven itself during these past economically difficult years.” The own brand greenteQ has established itself on the market as an anchor point within the range policy much more quickly than anticipated. Now offering more than 1800 articles, greenteQ’s turnover share amounts to 6% of the total turnover for VBH Deutschland GmbH. VBH will continue to consistently strengthen its own brand as a supplement to the VBH product portfolio with strong brands and accelerate the market penetration of greenteQ products in international markets. VBH’s services ranges is also resulting in a distinct segmentation in our competitive environment.

## Outlook for 2011

The building industry will also be benefitting from governmental investment programmes this year in several countries, as well as investment incentives for climate-efficient buildings. Therefore the VBH Holding AG is expecting another slight increase in turnover for the financial year 2011 in Germany, while turnover from the western and southern European segments are predicted to stagnate. Eastern Europe should undergo a significant recovery. The Other Markets segment should grow noticeably during the financial year 2011, given constant exchange rates. The window market in Germany is still enjoying a special business cycle at the moment due to the ongoing energy debate. “To that end, we expect 2011 overall to be a successful year for VBH, with single-figure turnover growth for the entire group,” said Rainer Hribar.

### Excerpt from annual report 2010

Adjusted operational earnings before interest and taxes (EBIT) was €21.6 million (2009: €17.2 million), and the adjusted EBIT margin was 2.7% (2009: 2.3%). The adjusted operational earnings before tax (EBT) improved by around 33% to €13.2 million. This includes the losses incurred due to the restructuring of our offices in Belgium, Italy and China. Working capital increased overall in proportion to turnover by 9.6% to €183.3 million. The sharp rise in turnover in the fourth quarter resulted in a decline in cash flow of €16.8 million due to an inventory and debt restructuring.

# Design the house entrances of the future

## Innovation competition for door manufacturers, architects and designers

**Which challenges do planners, door and metal mount manufacturers face in the future? How will the house entrances of the future? VBH Holding AG, together with architects, manufacturers and designers, are investigating this question and is offering a prize of €15,000 in an innovation competition.**

House entrances come in all shapes and sizes, which means the materials used to build them do too. The past decades have seen the classic materials of wood and steel supplemented by aluminium, glass and plastic. Moreover, numerous electronic components such as door openers, multi-point locks and video systems have now become the technological norm. The serious changes in physical construction requirements in particular pose a real challenge to planners and manufacturers. Therefore VBH, on behalf of the window and door segment, has set the task of gazing into the future and assessing the upcoming requirements so as to help door and metal mount manufacturers with new product ideas.

“The ‘House entrances of the future’ competition is intended to encourage innovation in order to unite technology with materials,” explains Markus Röser, VBH Vice President of Category Management. “Many architects, designers and manufacturers are putting their minds to the problem – each in their own areas –, but ultimately what is often missing is the compatibility of the individual elements. This means that there is no interface solution, as industry, manufacturers and architects all have different requirements and objectives.” But as a commercial enterprise, VBH is in contact with all these parties. This gives us the opportunity to address the issue holistically in all its facets.

### Competition should provide suggestions for manufacturers

The innovation competition is aimed toward door manufacturers, architects, designers, as well as master class and university students from these disciplines.

Together with a manufacturer, each team has the task of designing a house entrance for a residential building with one or more apartment units. “It is important for us that the whole issue of house entrances is handled extensively,” said Markus Röser. “For one as a designing task, but also as a technical challenge.” Besides the house door leaf, this also includes the metal mount technology, the braces, door handles, door closers and doorsteps, the communication area with doorbells, intercoms, TV screens, media technology and letterboxes, as well as the topic of intergenerational construction. The result should be to found out what innovation opportunities exist for house entrance design and technology.

Imagination and design insight are required both for the entrance area (image below) and exit area (image right).





## Winners to be presented at fensterbau/frontale trade fair

VBH would like to offer the sector the opportunity to tackle this issue completely free from the daily factual constraints. The ideas submitted are therefore being adjudicated by a specialist jury consisting of Johannes Berschneider, Freelance Architect BDA and interior designer BDIA, Prof. Gerhard Bosch, Freelance Architect, Prof. Dr. Franz Feldmeier, Rosenheim University, Rainer Hribar, CEO of VBH Holding AG and Prof. Hartwig Schneider, Freelance Architect. The neutrality of the competition is assured by the participation of the Stuttgart Chamber of

Architects and the competition is supervised by the Anna Blaschke office. The three winners' proposals will be presented at the international fensterbau/frontale 2012 trade fair to the trading public next spring. VBH Holding AG is also awarding a total of €15,000 to the three best suggestions. "Our objective is always to offer our partners something extra, and this competition will give the entire sector new groundbreaking stimuli, both in design, technology and physical construction," says Markus Röser.

Several selected views about the competition can be found on the following pages



## 'Design the entrances of the future'



Sponsoring the VBH innovation competition represents another logical element of Roto's comprehensive door initiative. The "Door technology" business field is of ongoing and increasing strategic importance for Roto. Our wide 'Door' portfolio of metal mounts and accessories means we can offer the market the most extensive range of door products from one source. This critical differentiating feature is based in no small part on a new comprehensive lock programme, which we introduced in mid-2011. For this reason, making the decision to actively support the innovation competition was both consequential and stood to reason. It clearly expresses the idea that even house doors have earned a greater public awareness. Furthermore, the VBH initiative is making a major contribution, from which we hope a new momentum will move through the entire sector. Our involvement also emphasises the general Roto principle of being always open to new ideas.

Udo Pauly, Head of Marketing at the Window and Door Technology Division of Roto Frank AG

As Bayerwald is known in the market as an innovative company and manufacturer of high-quality doors in the premium sector, it did not take us long to make a decision. The subject of "House entrances of the future" alone caused us to think in a new direction, and the opportunity to cooperate with a recognised architect from as early as the brainstorming phase also influenced our decision to take part. We're hoping to see proposals that are far removed from the normal and conventional, and that the result will span all elements of house entrances. We see one challenge as being the interaction with an architect, which from our point of view goes further than purely the aesthetic element. Another is the need to generate a viable development project from many new ideas in the most varied of fields. After our first meetings with Professor Matthias Loebermann, we can only reiterate that all team members were filled with new verve and different ways to address the issue.

Josef Scheuer, CEO Bayerwald Fenster Haustüren GmbH & Co. KG





## - an innovation contest that inspires

At GEZE, we manage ideas professionally and drive innovation forward in a targeted manner. It's important to us to encourage sustainable and groundbreaking innovations for the construction sector. In doing so, we create latitude to experiment, both inside and outside of our company. We are therefore pleased to actively support the VBH's "House entrance of the future" competition. The requirements regarding house entrances have changed significantly over the past years, both from a material and technology perspective, but also when it comes to usability requirements. As a manufacturer of door, window and security technologies, we constantly strive to develop innovative and sustainable product solutions, and we look forward to seeing the interesting solutions the VBH innovation competition participants create.

Brigitte Vöster-Alber, Managing Partner,  
GEZE GmbH

I think the task is very interesting, as you are compelled to think about all the elements necessary for a house entrance. An integral solution that takes all architectural, technical and construction questions into consideration can also lead to new innovations.

I hope that this competition will put the house entrance into a whole new light, and that the design and technical potential is tested to the full.

Prof. Matthias Loebermann, Freelance  
Architect, a.ml and Partner, Nuremberg



# Easy ordering with logos easyScan

## New ordering software from VBH

**The new ordering software logos easyScan from VBH can display scanned data on the PC immediately and enables it to be edited, amended and saved prior to booking. This makes material procurement even more comfortable. logos easyScan works with all existing VBH scanner systems and is ready to be used now.**

In enhancing the logos material procurement system (Logistics without worries), the VBH logistics department focused intensively on the needs of customers. This was incorporated into the new and improved ordering software logos easyScan, of course, as Simon Seibert, Head of the Central Supply Chain Management at VBH, explains: "Up until now, the scanned order was displayed in our vbh24.de customer portal, which in some cases led to time delays. Several customers also stated their wish to be able to see or change the order data from the scanner before

it is sent off. This is now possible with logos easyScan. Furthermore, additional enhancements to simplify work were also integrated – in line with the motto "Everything simply".

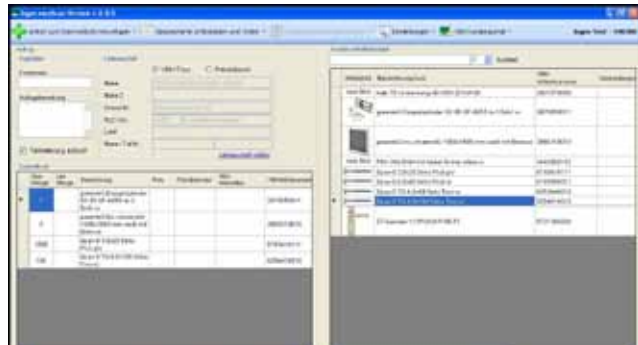
### Display and edit the order in real-time

The greatest benefit from the new software for customers is the ability to check and edit the order before it is sent. An clearly designed GUI provides the necessary overview. When the scanner is detached from the transmission station, the scanned data in the store is display directly on the user's PC, including product information and images. VBH customers can then edit or add to the order as much as they want. At the press of a button the price and availability are checked, the article information is sent by e-mail or printed, and personal templates or bar-code lists are saved.

After the order is placed, the data is available online immediately in vbh24.de for tracking. As before, every order is checked for validity again by a VBH employee before the goods are sent so that any apparent errors can be prevented.

logos easyScan in use: VBH Key Account Manager Franz Kick (in dark blazer) with Andreas Bruckmüller from Jura in Neumarkt.





### Benefits during work scheduling

“logos easyScan also offers benefits to work scheduling staff”, says Simon Seibert. “They can now use the scanner to simply and easily order special order-allocated articles that are not always in stock, as the software also offers access to all VBH catalogue and individual customer ranges. logos easyScan is therefore the missing part of the puzzle, and turns our ordering system into a complete procedure. Even updating existing systems is simple, secure and quick, and requires only the installation of new software.” This is compatible with all previous systems. Pre-existing labels and bar code lists can still be used without changes.

### logos – order quicker, easier and error-free

The scanner system logos supports VBH customers in their stock keeping and ordering process. The objective is a quick, simple and error-free ordering. The required article’s data is scanned direct on the shelf with a hand scanner, and transmitted thereafter by telephone line or Internet to VBH. As the order takes place directly by scanner to the VBH system, no product number needs to be entered so that typing errors and misplaced numbers. Within 15 minutes, the confirmation is checked by VBH via e-mail or fax and shortly thereafter the goods are packed and shipped. The system is currently employed in more than 650 companies worldwide. At fensterbau/frontale 2010, VBH also presented two wireless options, the WLAN scanner DT-X7 and mobile solution for smart phones and MDAs, for the warehouse and for ordering directly from the building site.





Markus Röser

## New brochures Specialist window fitting with greenteQ

**In light of stricter energy standards, the specialist fitting of windows is becoming ever more important. The question is, however, how and with which products the installation can be done and what needs to be observed. This is precisely described in the new brochure “Specialist window installation with greenteQ”.**

The new brochure from VBH demonstrates using specific installation situations easily and clearly how the suitable greenteQ products work and are to be used. The brochure is 32 pages, broken down by sealing around the window, fitting for windows and door products, fitting the window installation and additional products. The VBH customer gets a practical brochure that will definitely help you in the specialist windows installation.

### **The window’s quality comes to the fore when installed correctly**

The sustainable quality of window is determined by the specialist installation with the right products. Owing to the stricter energy standards and the associated airtight construction methods, connection areas and connecting joints are especially important. The new greenteQ brochure with its many schematic diagrams shows precisely the various installation

situations that occur in practise in old and new buildings. This is supplemented by a general excerpt from the guidelines on planning and executing the installation of windows and doors, 2011 issue, the RAL Gütegemeinschaft windows and doors e.V. and the ENEC 2009 guidelines.



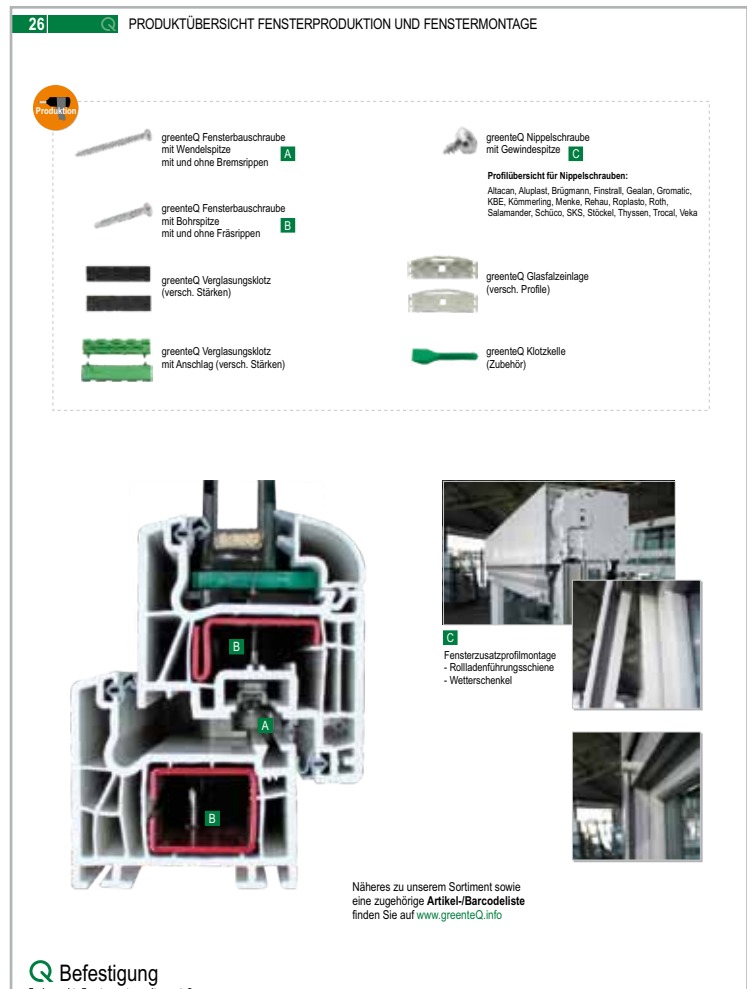
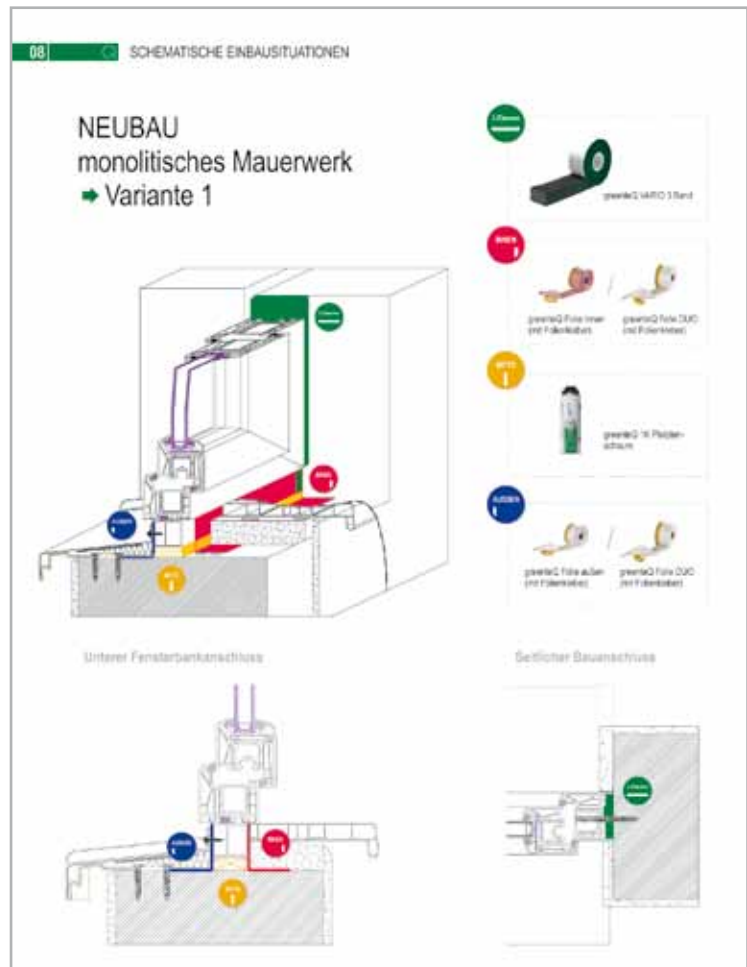
## Simple representation and high levels of practical use

The focus is on the area of sealing, which is broken down into three levels: exterior weather-proofing level, middle functional level and the internal room and exterior climate level. Only when all three sealing levels are in perfect harmony can an optimum air and wind-driven rain proofness be achieved. Numerous schematic diagrams including various sealing options show how an optimum connection of the under and side connections can be undertaken for the various masonry types in old and new buildings. 3D diagrams also show the transition, as several special characteristics must be taken into account in the embrasure and windows area. A colour-coding system simplifies the overview of the greenteQ products for each area of application.

## Country-specific issues

With its new brochure, VBH now has a universal concept also at the international level. "Currently we have the brochures for the German market ready. Now we are designing more formats for other countries based on the German version, taken into consideration the individual installation situations and country-specific greenteQ products, of course," explains Markus Röser, VBH Vice President Category Management. Shortly the versions for Russia, Slovenia, Italy and Greece will be published.

The "Specialist window installation with greenteQ" brochure is available now from VBH.



## Specialist window fitting in Slovenia

The interest in a specialist fitting of greenteQ window products is not just great in Germany. The potential associated with a standardised installation due to the higher energy standard requirements is also recognised abroad. VBH supports companies on site in selecting the most suitable products for each installation situation with training sessions and lectures.

“The quality and durability of windows is not just important in Germany. Our neighbouring countries also recognise the potential of having windows fitted by specialists,” says Julia Heilig. As a member of the category management team at VBH, she holds training sessions where she frequently informs customers about current requirements and suitable products. Her last business trip took her to Slovenia: “We demonstrate in a very practical way all typical installation situations that our customers will face daily in new and old buildings, or when renovating or refurbishing. This makes the event extremely useful to the customer. We use specific examples, such as the correct handling of products such as greenteQ films, greenteQ sealing strips or greenteQ Vario 3 tape.” Today’s airtight building regulations are important in particular for the lower and side connection areas, whilst taking different masonry into account.” The one-day seminars



also cover the necessary energy conservation regulations (EnEv) and DIN standards. The high attendance rate alone, 70 participants, shows just how relevant

this area also is in Slovenia. “The lively debate and in-depth questions voiced at the events prove to us time and again that there is a huge demand for information and we are more than happy to offer support and share our know-how,” says Julia Heilig. The content of the seminar is adapted to the regulations and products of each country.

More information is available at [www.greenteQ.info](http://www.greenteQ.info) and in the new VBH brochure “Specialist window fitting with greenteQ”, which will also be available shortly in country-specific versions for Slovenia, Italy, Greece and Russia.

## VBH Estonia starts a new season with its customers and the euro

The window market in Estonia was characterised by two main factors in the past months: firstly, Estonia became the 17th member of the euro area as planned on 1st January 2011. This means that since the beginning of the year, the euro has been the official currency, replacing the Estonian Kroon. The second factor was the past winter in Estonia, which was particularly cold and snowy, resulting in a sharp restriction in building activities in the window sector. "The changeover to the euro caused a rise in demand in late 2010, as many investments in the building sector were made prior to the euro's launch," explains Indrek Sauga, VBH Regional Manager. "Currently the demand is somewhat subdued because of this, and because of the harsh winter. Nevertheless, the euro-area membership means we are predicting strong growth again in the medium term."



Indrek Sauga, VBH Regional Manager

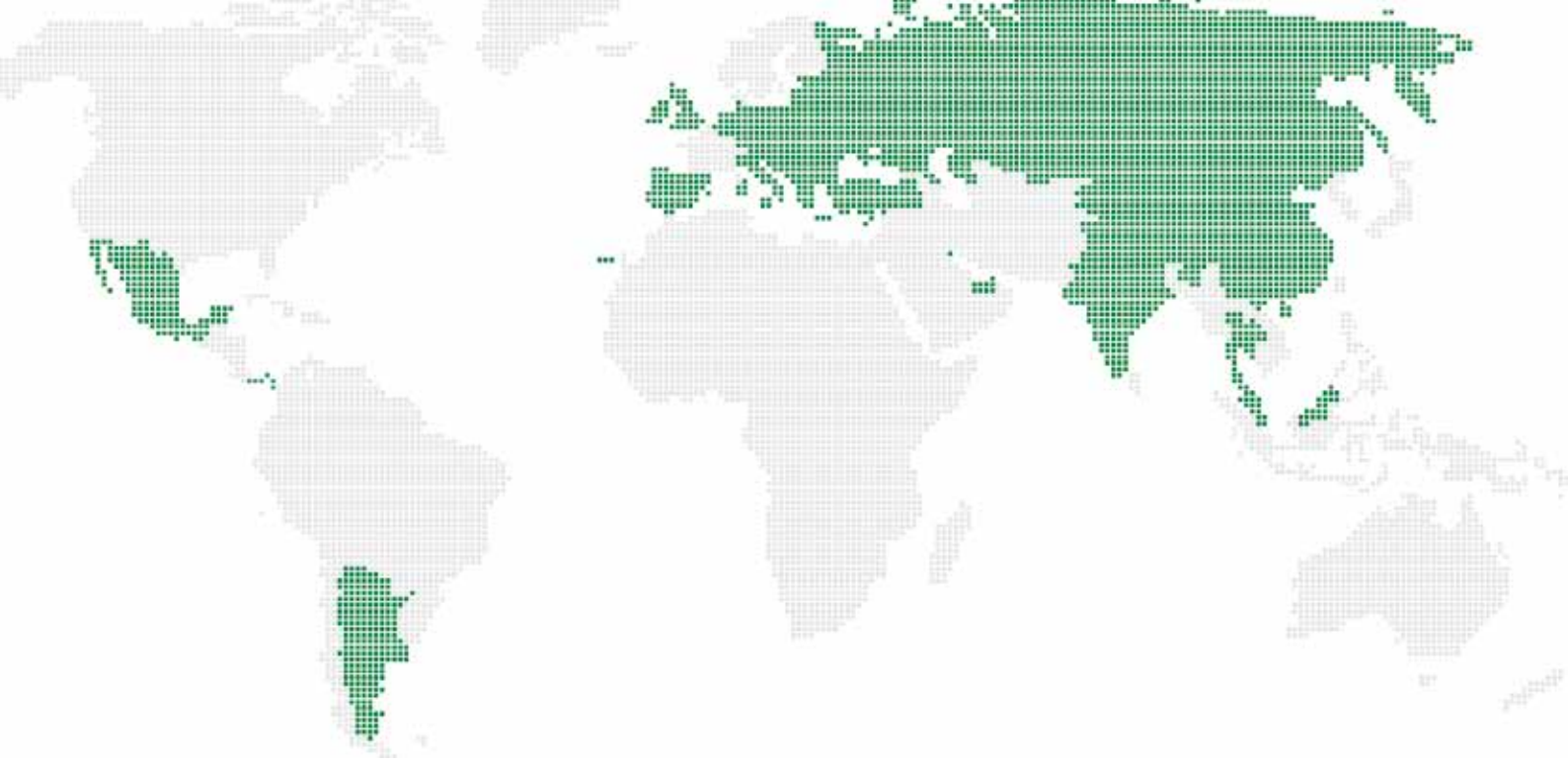
### Housing trade fair with customers and partners

VBH Estonia kicked off the new season at the start of April at the traditional Housing trade fair, which runs parallel to the EstBuild building trade fair and includes around 80 customers, suppliers and partners. The main areas of interest were specialist window fitting in light of the current energy standards, new products in the VBH portfolio, and VBH service tools that help its customers and partners in their daily work. As a thank you for their hard work, several customers were also presented with awards. Viking Window was number 1 among eShop users. The Estonian window designer processed 1,029 orders in 2010, 91% of which it placed with VBH via the vbh24 website.

VBH entered the Estonian market in 2000 to great success. In 2004, the company moved to a new 1,600m<sup>2</sup> building in Tallinn.

The euro is now also the currency in Tallinn, the capital of Estonia





VBH in Argentina  
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Everything simple.

Simply everything.