

techno gramm

Edition 01/2021

**WORLD FIRST
IN SURFACE
TECHNOLOGY**
HARDWARE THAT
LUBRICATES ITSELF

**BUILDING
FOR THE
FUTURE**
RESOURCE-
CONSCIOUS,
SUSTAINABLE

Sustainable success

Sales is changing.
It's getting more emotional.

Sustainable success

Dear Readers,
Dear Friends of MACO,

We're probably speaking to you from the heart when we say the Corona year 2020 was an extreme of emotions. Because as well as it has ultimately turned out for the industry, it was a great challenge for everyone. After three good months at the beginning of the year in almost all of our MACO and HAUTAU markets, came the first lockdown and the associated significant sales losses. In the middle of the year, however, the tide turned thanks to the construction boom throughout Europe.

According to the motto "My home is my castle", the demand of homeowners who invested in renovation and beautification increased. This caused an enormous number of orders, but at the same time collided with interrupted supply chains. Even with our increased level of delivery service, excellent supplier relationships and the ramp-up of production at full capacity, we have not always been able to cope with the abundance of enquiries. To this day, this situation continues, with raw material shortages and price increases being added this year. We continue to produce for you however at full speed.

Together with Michael Weigand, who has been responsible for sales and marketing as Managing Director since November 2020, we will continue to improve our services and customer service. Consequently, this includes capacity expansions in production and the expansion of our sales warehouse in Zelhem in the Netherlands. Also included are innovative sales and ordering processes such as the new MACO Partner Portal which will

Contents

MARKET DEVELOPMENT

04 Sales is changing

It's getting more
emotional

06 Hardware that lubricate themselves

A world first in
surface technology

MARKET DEVELOPMENT

14 Cradle to cradle

Resource-conscious and sustainable
construction for the future

20 Automatic window bonding

How quality and possibilities
increase



Guido Felix, Chairman of the Board MACO Group (right) and Michael Weigand, Managing Director Sales & Marketing (left)

help you as a MACO-HAUTAU customer to be sustainably successful in the future. We will also offer you a lot of marketing support to introduce you not only to our products, but also to a world of topics. Because only with holistic thinking and an eye for the needs of end-customers, can we create system solutions for future, modern living experiences. An example of this we started in June with the topic Smart Home. Read more on the article on pages 26 to 29.

How we are able to increase the living experience and build in harmony with ecology is shown by two reports on sustainable construction on pages 10 to 19. Along with the pandemic, climate awareness has also increased by leaps and bounds and requires all of us to reduce CO₂ emissions together. Most of all, we look forward to meeting and advising you personally again. In our showroom in the Salzburg Research and Innovation Centre, we await for you with a variety of solutions and their interplay on modern, customer-oriented living.

Thank you for your trust and we hope you enjoy reading this issue.
The MACO Group Management.

MACO-NEWS

08 MACO HAUTAU Deutschland

Two companies
grow together

MARKET DEVELOPMENT

10 Windows as energy collectors

A passive house that deserves
the status of Design House

26 Smart Living

What does this mean for
windows and doors?

30 Social Media

How much do we need in
the window industry?

Legal Notice

Media Owner:
Mayer & Co Beschläge GmbH
Address:
Alpenstr. 173, A-5020 Salzburg, maco.eu
Contact:
Tel. +43 662 6196-0
Email: technogramm@maco.eu
Editor in Chief:
Petra Janßen

Editorial Team:
Hanspeter Platzer, Christoph Lahnsteiner,
Gerhard Kaiser, Thomas Seifried,
Pierre Sigmund, Günther Aichinger,
Frank Schnorrenberger, Thomas Uhrmann,
Floran Schurink, Mark Enderby,
Marina Mikhailova, Alex Schweitzer,
Marco Molinari

Art Director:
Manuel Macala

Photos:
MACO, Tim Janßen, Adobe Stock,
Ecohus, Löwe, Francesca Negri

June, 2021
All rights and amendments reserved.

SALES IS CHANGING

IT'S GETTING MORE EMOTIONAL

The pandemic has greatly digitised communications. But this should not lead one to believe that everything sinks into anonymity. On the contrary, digitisation creates transparency and makes selling even more important and authentic, as it becomes more personal and emotional. Let's use this opportunity to improve our product marketing.

The more digital a society becomes, the more data-based and transparent it becomes. With the traces that everyone leaves behind while surfing the Internet, with the cookies that we accept on websites, data is generated that personalises every consumer. This is still disconcerting today, but acceptance is gradually increasing if this data is used in a trusting and GDPR-compliant manner, because the technological path continues to do so. There are additional benefits such as a better service with a tailor-made customer approach.

The customer is getting closer

Thanks to CRM-based marketing, web tracking and paid social media campaigns, customer definition becomes much more specific and different sections of a target group can be courted with less waste. The potential customer gets a face, he gets closer and becomes more tangible. This makes the customer approach more personal and authentic, while making the consultancy more individual. In addition, anyone who listens to and evaluates data can professionalise the entire value chain from product development to after-sales service.



THE INDUSTRY HAS TO GET BEYOND THE IMAGE THAT WINDOWS AND DOORS ARE ONLY GAP FILLERS IN THE BUILDING ENVELOPE. 

The bait must taste good to the fish

At the latest now, when social media are serious marketing platforms and are changing the marketing world, technical product characteristics must be translated into advantages and customer benefits, and be presented emotionally. Today more than ever, a customer experience through the entire customer journey requires a feel-good atmosphere

and meaningfulness. "Looking at the bigger picture, we can assist with a mind-shift in the industry and guarantee that the bait tastes good to the fish and not to the angler", says Michael Weigand, Managing Director Sales & Marketing (left in the picture) and Daniel Gründler, Managing Director Innovation (right in the picture).



One hardware, many possibilities. The sliding door pictured on the right is Move. This hardware solution allows fabricators easy assembly for many window shapes.

Performance, not features

The windows are part of the entire building membrane and offer more selling points than just shapes, materials and colours. And the front door also has much more inner value than just being reduced to the secure, optical flagship of the house. How low is the price in relation to the service life and performance compared to a kitchen or sanitary facilities? Isn't it time to better transform the highly technical performance features into customer benefits and communicate them in a more understandable way? After all, windows and doors have been in use for 30 years and longer and, hand on heart, with irregular maintenance.

Whoever questions, leads the conversation

It is possible to give these components more appreciation by showing the end customer perspectives. This starts with the building analysis and precise questioning, instead of delivery in the standard version. Only those who know all the conditions and circumstances of the building along with the life situations of the inhabitants can consider various possibilities and awaken desire.

Creating perspectives

Can we do this with the sale of an optional drive or better with the cross-generational comfort package for doors and lift&slide doors? Opening at the push of a button is a great comfort in every situation and beneficial for many years of smooth operation. If we want to score points with good seals, thresholds or multiple locking, we should talk about saving heating costs and reducing CO₂ in buildings.

The Window System



The window to the world will never be as attractive as a car, but what it is really able to do is still in the hidden knowledge of our industry. Let's let it out!

Hands-on products

The real, haptic experience continues to be a part of it. Because how gently a handle can be rotated, how quickly and quietly a door sits into the lock, and how narrow the frame construction of the InfinityView sliding element is, cannot be shown to the same extent in a virtual showroom. In the Salzburg showroom of the Research and Innovation Centre, MACO's system solutions show their added value for fabricators and end customers, especially with regard to sustainability, accessibility and development in the Smart Home sector. This gives every action a B2C perspective where the "glasses" are called Business-to-Business-to-Consumer. Only those who understand the end customer as an end user can better support fabricators and further develop products and provide sales arguments. With a healthy product mix and comprehensive know-how, fabricators can provide holistic advice and sell individually. MACO supports them in incorporating social and socio-political developments into all product development processes. Thinking in terms of individual parts is no longer a guarantee of success for the industry. ●

A WORLD FIRST IN SURFACE TECHNOLOGY

HARDWARE THAT LUBRICATES ITSELF

MACO Hardware is manufactured to the highest of standards in performance. To enhance this further and ensure everything from security, operation, performance and of course corrosion resistance we officially introduce, MACO Silverlook Evo. MACO Silverlook Evo's self-healing powers ensure maximum corrosion protection during fabrication, installing and during a windows lifetime in daily use by the end user.

Depending on the operation, a window or a door is more under load than other hardware. Following on from glazing and seals, sooner or later the hardware wears and can creak or get stuck. The movable hardware are mostly affected as they are particularly stressed by friction in their daily operation. MACO reduces this friction through the clever combination of different layers and refines them with tribological sealing by nanocapsules.

Silverlook Evo:

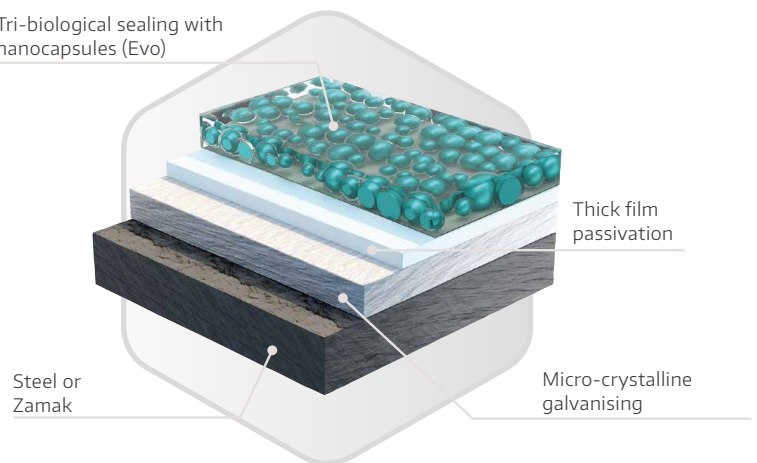
Industry unique hardware protection

The hardware made of steel or Zamak are galvanised, passivated and then sealed with a layer of Silverlook – the evolution in surface technology. It contains filled nanocapsules that burst under mechanical stress and repair damage. The surface is lubricated and the corrosion protection is restored. This is a world first and unique in the industry.

A surface with self-healing power

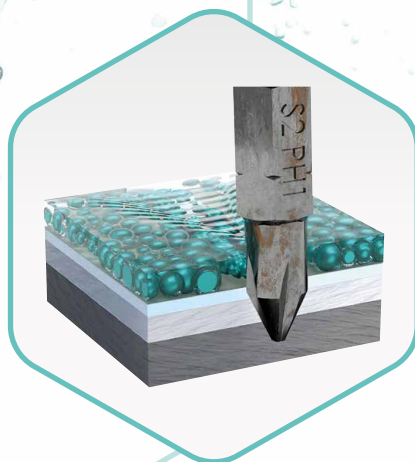
The self-lubricating surface is similar to human skin, which heals itself in the event of minor injuries. The nanocapsules in the top layer act as storage for lubrication substances and corrosion-inhibiting protective substances that reduce abrasion and corrosion, so that the hardware structure is no longer negatively affected. "This sealing increases the functional duration and ease of use by a significant amount", says Florian Ebner, Head of Product Management in the Business Unit Window.

Tri-biological sealing with nanocapsules (Evo)



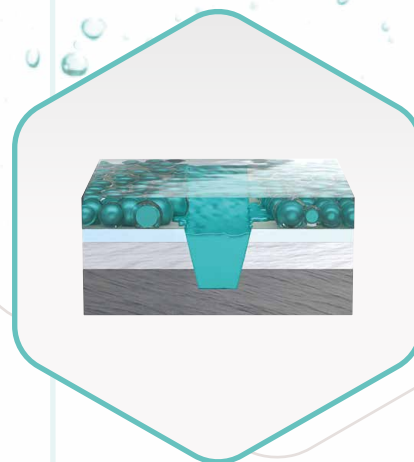
Silverlook Evo

Better sliding properties, prevent abrasion and wear. Steel or Zamak are galvanised. Thick layer passivation and sealing ensure corrosion resistance.



Silverlook Evo

If the surface is damaged during hardware assembly (left), the substances contained in the nanocapsules fill the scratches again. This new surface technology shines with a self-healing effect: the Evo effect.



Tri-biological sealing

The solution lies in the combination of capsules with liquids and is called tri-biological sealant. It is MACO's result of four years of research into hardware surfaces, taking into account friction, wear and lubrication. "The nanotechnology in our electroplating now has little to do with that of the automotive industry. Rather, it is equivalent to the capsules in dishwasher tabs or shower gels, which burst under different load conditions and their filling lies viscously over the surface like a gel", explains Pierre Sigmund, Head of Surface Technology at MACO.

Fabricator benefits

During window assembly, damage can occur that leaves scratches, be it during transport or assembly in production. For fabricators, this is no longer a drama, as these scratches are filled up by the substances contained in the capsules. Fabricators also appreciate the pleasant handling and the few lubrication points that make clean working child's play.

Consistent in quality and colouring.

The high level of in-house production guarantees customers a constant in terms of performance and colouring. Compared to other manufacturers who have external galvanising and thus receive different quality levels from different plants, MACO produces everything in-house and with the same look. "We have control in-house and can react flexibly, which makes us an agile and reliable partner. Because if only one part of external production is missing, no window can be completed", says Pierre Sigmund.

Production start in June 2021

Since June 2021, all half-parts and assemblies have been successively finished with Silverlook Evo. The appearance of the Silverlook Evo is unchanged from the previous Silverlook process, and thus the changeover takes place for fabricators without any recognisable design change.

In terms of environment and sustainability

The new coating process not only ensures product quality, but also the latest legal requirements in environmental protection and sustainability. Resource-saving procurement, environmentally friendly production, long hardware durability and recyclability – all in one place.

Surface coating during in-house production

MACO has, through its history, based its surface technology completely in-house and offers currently the industry's broadest spectrum in in-house production with seven surface processes. These include the premium surface Tricoat, powder coating, anodising, wet painting, vacuum vaporising and plastic sheathing. In 2017, 4safecoating, the VCI corrosion protection cover for door locks in use with acid-containing woods, was introduced to the market. As a logical consequence, the existing Silverlook technology was further developed and will be launched in June 2021. "Silverlook-Evo is the focus of decades of experience in in-house galvanising, now paired with tri-biological sealing", says Guido Felix, Chairman of the Management Board. "The starting point was an internal process that completely rethinks the Silverlook surface and allows it to exploit even more potential - in production as well as in fabrication", says Felix. ●

MACO HAUTAU DEUTSCHLAND GMBH



Since summer 2018, HAUTAU has been part of the MACO Group, and since January 2021, the two have been operating in Germany under the name MACO HAUTAU Deutschland GmbH. The Technogramm editorial team spoke with the two managing directors, Fekke van Dijk and Frank Jedamski about what has happened since then and what is planned in the German market.

Technogramm: Mr. Jedamski, you have been Managing Director of HAUTAU for six years, Mr. van Dijk, you have been Managing Director of MACO Germany since 2016. Since the beginning of 2021, MACO Beschläge GmbH has been operating as MACO HAUTAU Deutschland GmbH. What does the renaming entail?

Van Dijk: MACO HAUTAU Deutschland GmbH is the sales office, HAUTAU GmbH in Helpsen will remain in the form of development, production, export and system customer sales. (Editor's note: HAUTAU produces in Helpsen for export to 60 countries, MACO is active in 40 markets with 15 subsidiaries and five production sites). Frank and I share the management and have, together with the two teams, shaped the organisation as it stands since the merger in 2018.

Technogramm: How successful is the merger?

Jedamski: Fortunately, up until the outbreak of the pandemic, we could meet personally in the teams and for training courses, etc. This has slowed down since Covid-19 and we are doing our best to continue everything digitally. As far as both of us Managing Directors are concerned, our tasks are clearly defined. Since we have known each other for a long time and have great appreciation for each other, we form a good team and maintain short, unbureaucratic communication channels. This creates an openness which is transferred to employees at all levels and in all departments.

Technogramm: Strong together?

Van Dijk: Stronger together. It is also easy for us because as Frank says, we understand each other very well, have common goals and opinions. This harmony creates trust in both teams. We are on an equal footing and have a relationship

similar to that of brother and sister, not of mother and daughter (company).

Technogramm: How do you bundle the synergies?

Van Dijk: Synergy is the driving force, and we attach great importance to this in our communication. As a specialist in window and door technology, with HAUTAU we strengthen our expertise in sliding technology and automation. Together, we increase sales opportunities and strengthen the sales force through cross-selling. We benefit from each other through know-how and access to both product ranges, and can gain ground where we have previously not been able to offer a product. Together, we can rely on a considerable portfolio with the great advantage for customers which is one-stop shopping and a high level of consulting expertise from a single source.

Jedamski: We are really looking forward to the next training courses in window automation, fastening technology, the expert days with partner companies and much more, which we are continuing together after the pandemic. We will make the joint consulting competency accessible to an even larger group of customers.

Technogramm: What are your concrete goals?

Jedamski: The goals are stronger sales power and high consulting competency. Both arise from the uniformly controlled sales organisation with the regional contacts of MACO AND HAUTAU. With this manpower, we are closer to the customer and have our ears to the ground. More broadly positioned, we are not only faster and more efficient in consulting, but can also respond better to wishes and needs, where our service will benefit noticeably from this.

Technogramm: What does the new sales team look like?

Van Dijk: HAUTAU has been stronger in the north of Germany, MACO in the south. Together, we will not only improve in the area of sales, but also in depth, because HAUTAU's automation and sliding experts complement MACO's window, door and sliding specialists and vice versa. The area and sales managers are supported by the experts from the areas of sliding and door and act as a team with comprehensive consulting expertise. In addition, there is a Product Sales Manager for the areas of window automation and smart home, who supports overarching topics with his knowledge.

Technogramm: "Sliding" in the north and "Turn&Tilt" in the south?

Jedamski: Yes, that is it. This gap does not stand for the "opening culture" of windows and doors within Germany, but for our sales radius (laughs). Apparently, the Weißwurst equator is¹ stronger than we would like. This will inevitably change when the teams go out together

to conquer the federal territory and build bridges for each other.

Technogramm: Two locations, two teams - How do you organise the Service?

Van Dijk: We have established a joint Customer Service Centre. Service is provided by the team at both locations, in Schöllnach in Bavaria and Helpsen in Lower Saxony. For customers, we can be reached at the new email address verkauf@maco-hautau.de as well as via telephone on +49 9903 9323-5040. We have built up a uniform infrastructure that controls everything centrally (smiles). This means that we now also cover the additional holidays in Bavaria. On these days, the colleagues in Helpsen will assist.

Technogramm: What changes are there for production and payment terms?

Jedamski: The production sites remain unchanged. HAUTAU products continue to come from HAUTAU, MACO products from MACO. The orders can also be placed as before. The EDI² orders are automatically transferred to the MACO HAUTAU system and also make mixed orders of MACO and HAUTAU articles possible.

Technogramm: It all sounds very smooth. Are there any hurdles?

Jedamski: The technology in the background is the exciting challenge. It has not yet been completed and there are still some hurdles that we have to overcome. For example, SAP is not just SAP. Even if both companies use one system, we cannot migrate the data 1:1. This starts with the article numbers, which must be adjusted in order not to generate duplicate ones in the new system. This is manual work, and we cannot avoid it. Labels must be merged, the HAUTAU articles for window construction systems must be adapted to MACO.

Van Dijk: There is a lot of homework going on behind the scenes. This requires a lot from the colleagues and requires patience with the customer, because a lot

has to be completely re-created. Despite all the IT infrastructure, not everything works at the push of a button. It will take some time until everything is completed in the system. The sales team and marketing are challenged in communication with the customer. Thus, we take our hat off to them and are extremely grateful to our team.

Technogramm: So "strong together" is the motto?

Van Dijk: Absolutely. It makes me extremely proud to be able to hand over my new business cards with MACO HAUTAU Deutschland GmbH. If you know the work happening behind the scenes and see what the entire team is doing, you can only speak of "strong together". And he adds with a wink, "Now we are a bit less of foreigners, as we, as an Austrian company, were gladly regarded by the German competition. Together we take on a new, even stronger position."

Technogramm: Will the strong position in Germany have an impact on the entire MACO Group, i.e. worldwide?

Van Dijk: What we do in Germany inevitably has an impact on the entire MACO Group. The growing together of the teams and the structures we create here are a role model for everyone in the MACO Group. Here, we are pioneers and role models. This will later be rolled out right across the group.

Jedamski: All markets worldwide will benefit from our bundled products and market expertise. In Germany, we are initially strengthening our sales power. In the long term, our bundled know-how will influence and drive forward quality, customer needs and market opportunities in all countries.

Technogramm: Thank you very much for the interview and all the best for the (technical) growth together. Cooperatively, this has already been achieved. ●

¹ The joke name for an imaginary [cultural border](#) between Bavaria (Germany), where white sausages are commonly eaten, and the rest of [Germany](#). The Weißwurst equator is the location roughly based on the distribution area of the "[Münchner Weißwurst](#)", which [serves as an example of "Bavarian food culture"](#).

² EDI stands for Electronic Data Interchange and enables the exchange of documents between sender and receiver on an electronic basis and in a standard format that is readable by all.

WINDOWS AS ENERGY COLLECTORS

The concept of a passive house is the completely airtight building envelope. This has to be built very compactly, which usually leads to simple, straight house shapes instead of architectural diversity. However, this house in England is different - it deserves the status of a design house and shows how windows can become energy collectors.



A PASSIVE HOUSE THAT DESERVES THE STATUS OF DESIGN HOUSE

The house and attached office building are located at the foot of a small, wooded valley in the Mendip Hills south of Bristol in England. Architectural designer Luca Biselli provided the design with flowers, leaves, water and wood to interpret the environment and insert the house into the environment. Wood eventually became the main design criteria in the house as it was made from a wooden frame on an insulated foundation and with a wood panelling made of Canadian Western Red Cedar. The certified passive house looks like two tree trunks that have been placed on top of each other.



Heat accumulator

As its name suggests, a passive house obtains its energy from passive sources such as solar radiation, the waste heat of residents and electrical appliances as well as through heat recovery via the ventilation system. It therefore works almost without heating and reduces the energy requirement by up to 90% compared to a normal house. This makes a passive house even more energy-efficient than a low-energy house.

Stable indoor climate

Due to this construction method, there is a pleasant internal temperature throughout the whole year, which is controlled by an airtight shell. This defies the cold in winter and the heat in summer. The humidity also remains in the constant feel-good zone thanks to the ventilation system. This prevents the drying out of the mucous membranes and the wooden floor in winter. And allergy sufferers can breathe a sigh of relief during the pollen season because they do not have to actively ventilate in a passive house due to the controlled ventilation of the living room.

How to avoid thermal bridges?

The airtight shell in a passive house means that with every breakthrough in the house, with every wall opening, thermal bridges must be avoided. This applies to cable routing, piping and, of course, window lamination. Therefore, the construction connection must be accurate and the windows must meet the appropriate criteria - they must be airtight and must not exceed the U_w value of $0.80 \text{ W/(m}^2\text{K)}$. These criteria were realised in this object with triple glazing and the design of the edge composite as a "warm edge".

Window surfaces as energy collectors

Windows, doors and sliding doors therefore play a most important role in the design of a passive house. Instead of being wind holes, they become energy collectors and capture solar radiation, which is stored in the house as natural heat. Therefore, the window areas on the sunny side are larger than on the shady side, which rewards the house with large bright rooms. ►

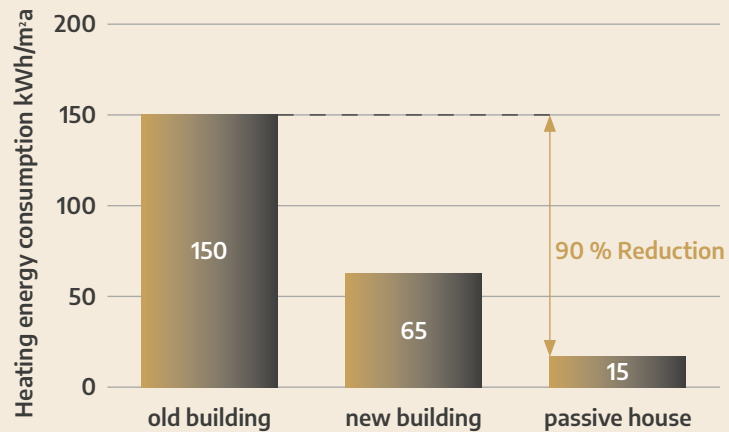
Hardware for a positive energy balance

The total energy consumption of heating, hot water and electricity must not exceed a certain amount. In this respect, the electricity demand and the heat loss through the roof, walls, wall gaps and ventilation must be minimised. Walls and windows usually lose more heating energy than the roof. “The windows are therefore the most important components in passive house construction to seal the building gaps”, says the homeowner. In order to meet these requirements, the right hardware is needed. This helps windows and doors avoid heat loss. In this construction project, they also had to visually fulfil the individual wishes of the client, e.g. the main features of the house, the wooden lift&slide doors clad in aluminium. The hardware comes from MACOs PANORAMA series.

Lift&slide door as power plant

For the incidence of light, the sliding doors in a passive house are like a power plant, as they serve as solar panels. The hardware offers passive house compatible properties, which are essential for holding these large-format, triple-glazed elements, e.g. sash weights up to 400 kg. The lift&slide drive gear with locking hook ensures quiet, comfortable operation and maximum security. The rollers with integrated brushes, which remove dust deposits during each slide operation, increase the smoothness. MACO fabricators recommend their use especially in objects such as this, where the inside and outside merge directly into each other. Due to the lack of dirt and weather traps in the form of a terrace or canopy, a lot of leaves etc. can affect the door.

Heating energy saving in the passive house

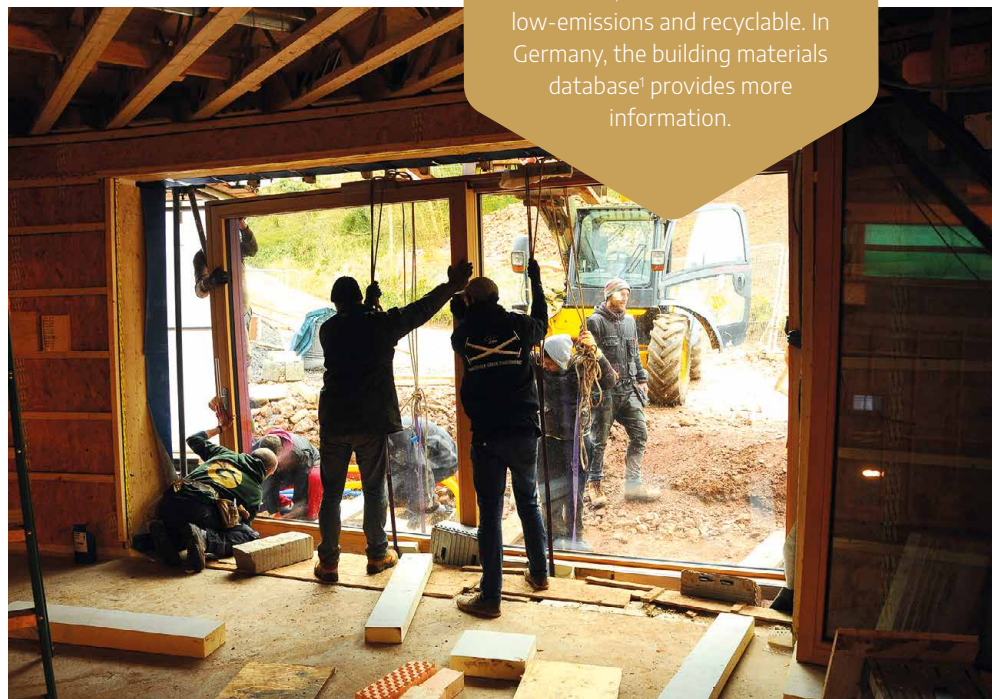


Values for an average single-family house.
Old building, built 1980; new building, built between 2003 and 2006

Up to 90 percent less heating energy than conventional buildings reduces CO₂ emissions and other environmentally and climate-damaging emissions to a minimum. This saves on fossil fuels such as natural gas, oil and coal.



Passive houses are energy efficient, but not automatically ecological. If you want to build completely ecologically, you should also use “green building materials”. These improve the indoor climate even further, are renewable, low in raw materials, manufactured with low-emissions and recyclable. In Germany, the building materials database¹ provides more information.



¹ materials database (Baustoffdatenbank <https://www.oekobaudat.de/>)

High closing pressure for sealed doors

For the three entrance doors in this passive house, the highest standard in closing perfection was required. Only then are they completely sealed and prevent heat loss, drafts and moisture. No wonder then, that the choice fell on MACO's A-TS automatic lock. With its proven 3-latch technology, it generates automatic closing pressure over the entire door height and thus maximum tightness. When the door "sits" correctly, then the A-TS door lock locks it automatically and comfortably without any key rotation when pulling, and without extra locking. And since not only the locking hooks in the secondary lock boxes, but also the locking latch are extended, the A-TS is the only door lock in the industry that creates the quiet certainty that the door is not only tight and locked when pulling, but also securely locked. A unique property such as this house deserves a unique door lock.



Design hardware in a Design House

On the windows, turn&tilt hardware from the extensive portfolio of the Multi Matic series were used. For the heavy-weight windows, the Multi Mammut hardware was installed, while for the design solution of the flush-mounted windows, the Multi Power hardware was chosen. The concealed hinge side meets the aesthetic requirements for multi-sash elements and flat surfaces, which makes the windows very easy to maintain and also attractive. ●



CRADLE TO CRADLE

How do we build resource-consciously and sustainably for the future?

All balconies are green. However, planting alone does not make a healthy living climate.

“My home is my castle” has gained a new meaning through the pandemic and has given the construction industry stability or even a boom against the crisis. Time to give something back to the world - from green materials for healthy living to a circular economy and digitalisation in construction.

Those who had not been converted by the Fridays for Future movement to new climate awareness have had their mind-set sharpened since the suddenly still standing world of Covid-19. The whole world at home came into focus as it was renovated, redone or rebuilt. While plants and “green” materials are important to the residents for their well-being, the builder has to think much further. Buildings must withstand the consequences of climate change, reduce their CO₂ consumption and be recyclable¹ (cradle to cradle) to achieve national and international climate protection goals and comply with assessment systems². “Green buildings” will become the standard for real estate and will be more marketable. It's good to start planning and building sustainably today.

How a circular economy stimulates the cycle

Planning is half of it. This has been recognised by the Ecohûs company in Fryslân (The Netherlands). This young construction company “Ecohouse”, as it is called in English, has dedicated itself to ecological construction. For the Dutch, however, this means more than just the use of “green” materials. Beautiful feel-good houses in timber frame constructions are the result of their building process, which is optimised along the entire value chain in a resource-saving manner. To this end, they take a very close look at their cooperation partners in order to jointly fulfil their goal and mission. 3D modelling is the basis for this. It helps Ecohûs, architects, carpenters and other trades involved to bundle their data into one software and thus have all interfaces already contained in the model. Options as well as errors are thereby recognised or solved in this approach. This not only creates a high level of creativity, but also acts as an engine for the team for a smooth, fast implementation.

Ecological building: The intention is stated

After Siebe Baints, one of the two owners of Ecohûs, built his own house and experienced the comfort and healthy building climate in his house on a daily basis, he and Jouke-Abe Tiltstra, the other owner) pursue the highest standards for their customers. Fewer and intelligent raw materials are one part, while planning and the resource-saving construction process are another. To achieve this, they model each building in 3D before construction begins and thereby ensure optimal planning throughout the entire construction process. Only then do they start pre-fabrication in the factory. After all, raw materials are scarce and construction processes resource-intensive. It is no coincidence that the construction industry, as one of the largest manufacturing industries, is responsible for 40% of greenhouse gases. This has to be done differently, said Siebe and Jouke-Abe with their 25 employees. These two company founders rely on an all-round balanced construction in order to offer their customers healthy and sustainable real estate in equal measure. The two company owners showed our Technogramm editorial team on-site just how they integrate their green consciousness into their company. ►



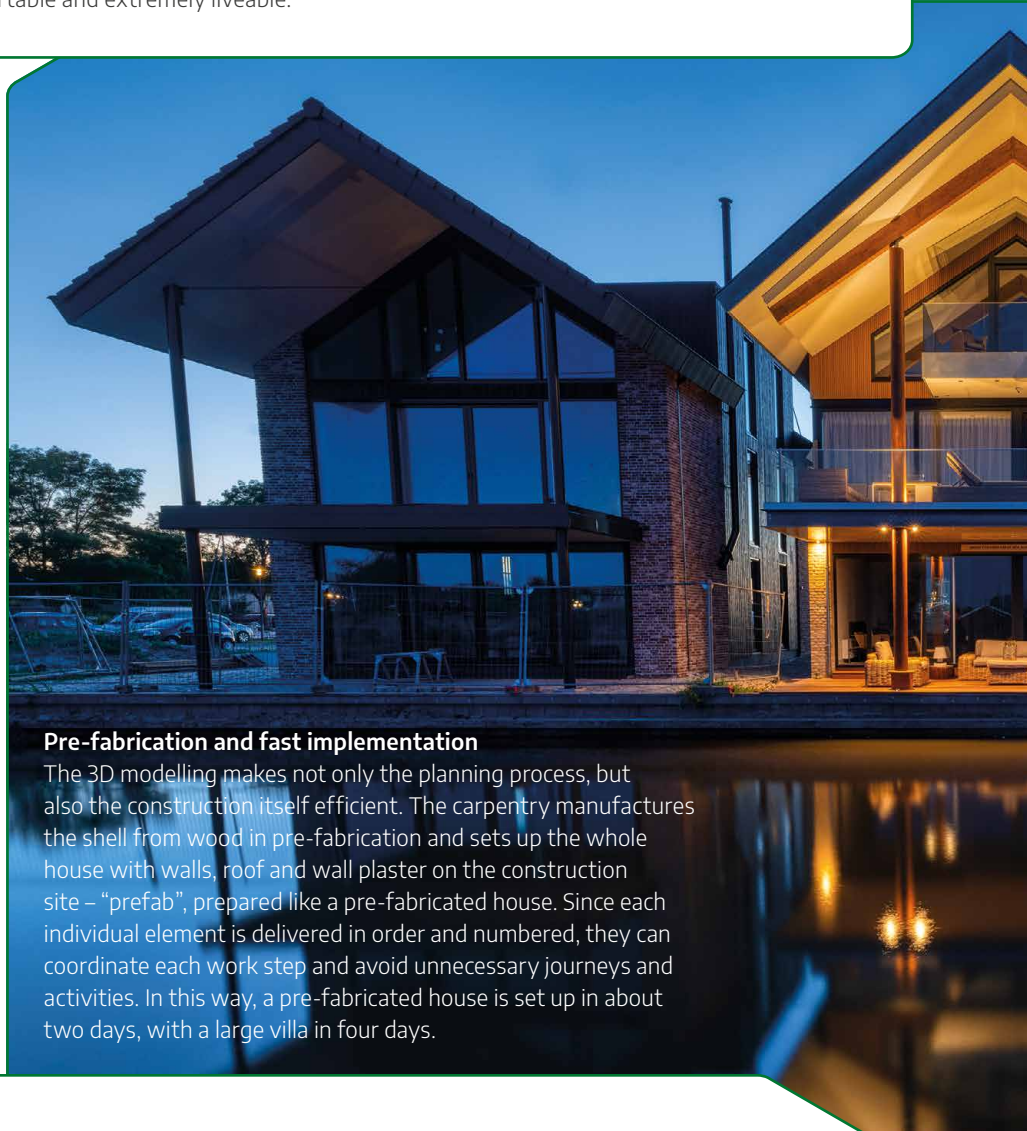
¹ Cradle to cradle stands for a circular economy which calls for the re-use of materials through repair, maintenance or the like to return them to biological cycles. In addition, resources are conserved and waste and emissions are reduced to a minimum. Recycling is the last option.

² [BNB](#), [BREEAM](#), [CASBEE](#), [DGNB](#), [Green Star](#), [HQE](#), [LEED](#), [LENOZ](#), [NaWoh](#), [Nordic Ecolabel](#)

Healthy buildings are breathable

Well-insulated houses are often hermetically sealed, so the indoor climate suffers if not ventilated well and regularly. Ecohûs is therefore very meticulous in their choice of building materials and uses thermally modified wood, which is solvent-free and vapor-free, for the wooden frames as well as the wall cladding. Together with cellulose as insulating material panels, the shell becomes breathable, which means it absorbs moisture and transports it to the outside. In this way, they eliminate mould formation and promote natural temperature control. The heat stays outside. Even the placement of the lift&slide doors or the tilt windows for the air circulation is well thought out so that the house is efficiently ventilated and cooled. Through these measures, the building envelope achieves a very high insulation value and creates a healthy indoor climate that makes the houses comfortable and extremely liveable.

Im 3D-Modell ist die Holzrahmenkonstruktion mit den Rohrleitungen sichtbar.



Pre-fabrication and fast implementation

The 3D modelling makes not only the planning process, but also the construction itself efficient. The carpentry manufactures the shell from wood in pre-fabrication and sets up the whole house with walls, roof and wall plaster on the construction site – “prefab”, prepared like a pre-fabricated house. Since each individual element is delivered in order and numbered, they can coordinate each work step and avoid unnecessary journeys and activities. In this way, a pre-fabricated house is set up in about two days, with a large villa in four days.

Wood – renewable and recyclable raw material

The modified wood is not only recyclable, but also robust and durable. It is therefore not surprising that it comes from responsible forestry. Ecohûs cooperates with a carpentry company that is committed to the same principles and to the circular economy with regard to climate goals - Birds of a feather flock together! Timmerfabrik Houtmolen manufactures the frames and windows for the houses exclusively from STIP-certified wood³. Compared to concrete, it stores CO₂ and, as a renewable raw material, is a future-proof supply of sustainable quality. It does not result in downcycling as for example in the energy recovery of residual materials in an incinerator.

Why is digital construction so important for the future?

This cross-trade work between Ecohûs as a planner, the possible architect, own carpentry and the installation and building services companies involved means construction sites are faster and more efficient thanks to visible interfaces. In eight to fourteen weeks, Ecohûs realises ready-to-move-in houses – including all the planning. All installation parts for installation, electrics, ventilation and sewage are already installed in the factory. This promotes cost and resource saving construction and less waste. For this Dutch company, this way of working is the only correct method of making the design, construction, assembly and cooperation of all trades a smooth resource-saving process.



3D modelling for sustainable construction processes

In the 3D model, a copy of reality is simulated. The residents can map their desired house here, including heating, installation work and electrics. From ceilings, walls, floors, windows up to house services – every screw and socket has its place. If only small deviations occur, something goes wrong on the building site and the construction process comes to a standstill. “This happens once, you learn from it and model better with 3D, which means that weak points are visible at an early stage says Siebe Baints. The basic requirement is that all companies involved in the construction can incorporate their data into the 3D program. ►

Green and not at all boring

Customers can differentiate in the size and style of the house to their heart's content - some want more glass, others want floating balconies (as pictured here) or an elevator. From tiny houses to social housing projects, to 1,000 square metre villas - every object is feasible, regardless of its complexity. "This diversity, from one extreme to the other, enriches our work and creates beautiful residential properties with minimal environmental impact and maximum user-friendliness", says Siebe Baints. However, the high-quality materials for walls and floors remain the same. Instead of solid wood, the walls can be plastered inside with plaster or clay on request. The natural material compensates for moisture peaks, especially in bathrooms, and keeps the humidity in the healthy range of 40 to 60 percent.



Natural material on the walls for a healthy indoor climate



Floating balcony

Working hand in hand

Ecohûs' great variety of architectural possibilities demands the maximum from its subcontractors. As for example is the case with the Timmerfabriek de Houtmolen, which manufactures the wooden frames, windows, doors and sliding doors. And when so much craftsmanship is put into the elements, you cannot compromise on the hardware. For this reason, the Houtmolen carpentry opted for MACO and its Multi Power hardware, which are suitable for windows and doors weighing up to and including 130/150 kg. Tailor-made ventilation is provided by the integrated ventilation scissor stays, which allow for two tilt widths of the window - summer ventilation and economy ventilation. For the lift&slide doors, Houtmolen uses MACO's RAIL lift&slide hardware, which ensure a high level of ease of use for the residents.



French door with MACO's Multi Power hardware and ventilation scissor stays in large tilt opening (summer position)



An upper window or a pointed window with ventilation scissor stays. Any design is possible. Craftsmanship, passion for wood and responsible construction connect the companies.

Green consciousness across the entire supply chain

This “green consciousness” is spreading more and more. But until it arrives everywhere in the cities and towns of this world, each individual can make his or her own contribution. Where better to do that than at home? This is where the synergy between Ecohûs, the carpentry (Timmerfabriek de Houtmolen) and MACO, who supply the hardware, begins. High-quality materials and technical progress are the basis for choosing partners to be able to implement sustainable and diverse window designs. Because sustainability applies to all trades in this supply chain and also gives the residents a good, green conscience.



Unique houses, unique collaboration

Houses with special shapes fit into the customised work of Houtmolen. Together with the client Ecohûs, many beautiful and unique challenges were solved through flexibility, craftsmanship and advice of the draughtsmen on both sides.

What the hardware industry can contribute

Thanks to the longevity of its products, we are talking about up to 30 years, MACO is sustainable as a matter of course and has anchored this in its strategy. In order to keep its CO₂ footprint as low as possible, this hardware manufacturer takes into account possible environmental effects throughout the entire product life cycle - from purchasing and development processes through production, delivery and recycling. This commitment is visible, for example, in environmental product declarations for its quality hardware. Or in the Climate Activist Award of the Austrian Federal Government as part of the #mission2030¹, which MACO was awarded for their dual use of water for rinsing and cooling (e.g. in the foundry). MACO optimises its ecological balance in numerous projects to improve material, packaging and energy efficiency. Where possible, ZAMAK is replaced by new, strong “green” plastics. And by optimising the packaging, MACO not only reduces truck transports on the road, but also the amount of waste. The hardware manufacturer has summarised all further measures in its current Future Report 2021, which can be viewed on the website. This environmental awareness is also demanded from partners. ●

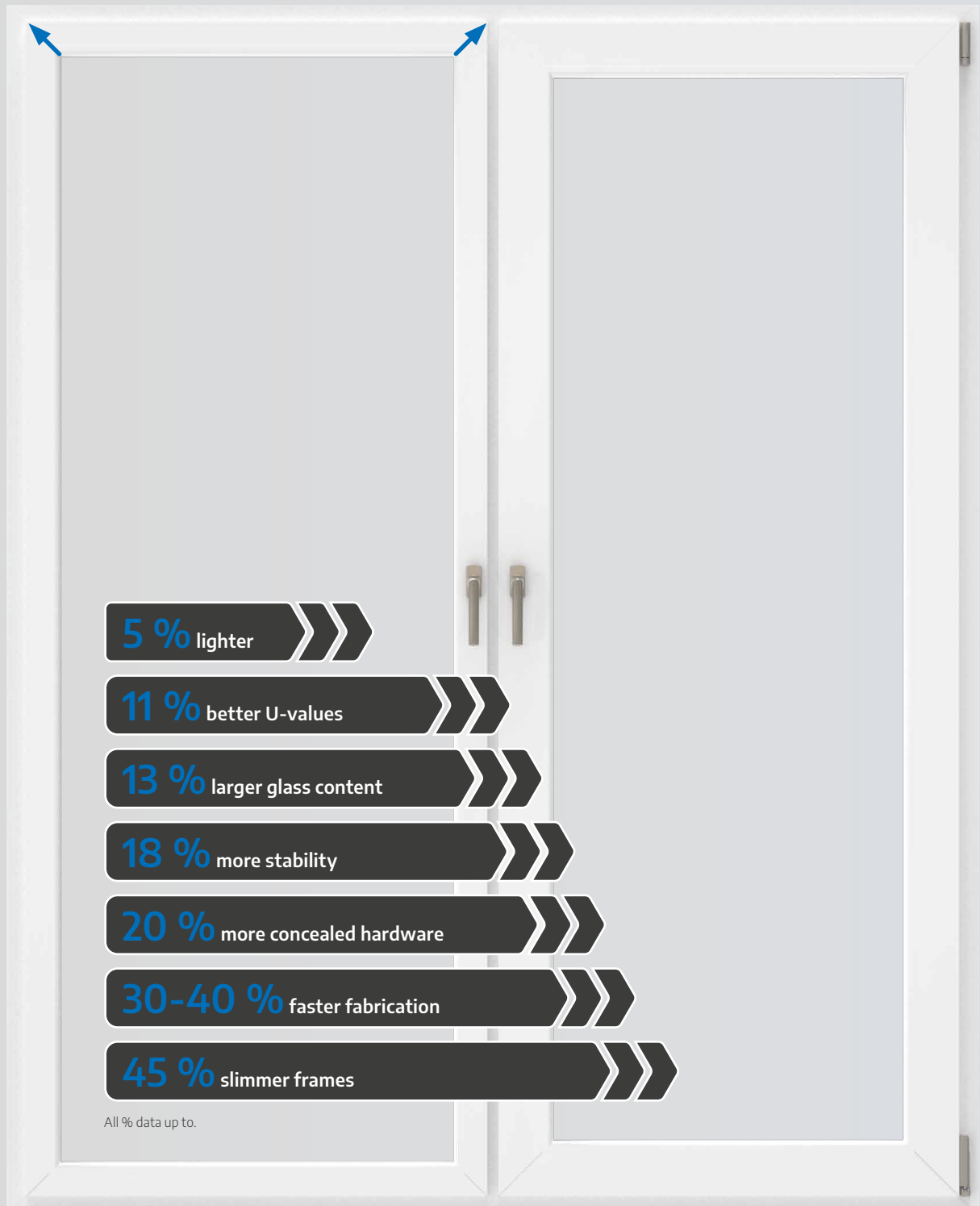


Take a look at MACO's Future Report at <https://www.maco.eu/assets/759226>

¹ Mission2030 is the Austrian climate and energy strategy. It envisages for energy to be used several times, reduced energy use and completely self-sufficient. [Analyse-KlimaEnergiestrategie2018.pdf \(global2000.at\)](https://www.global2000.at/Analyse-KlimaEnergiestrategie2018.pdf)

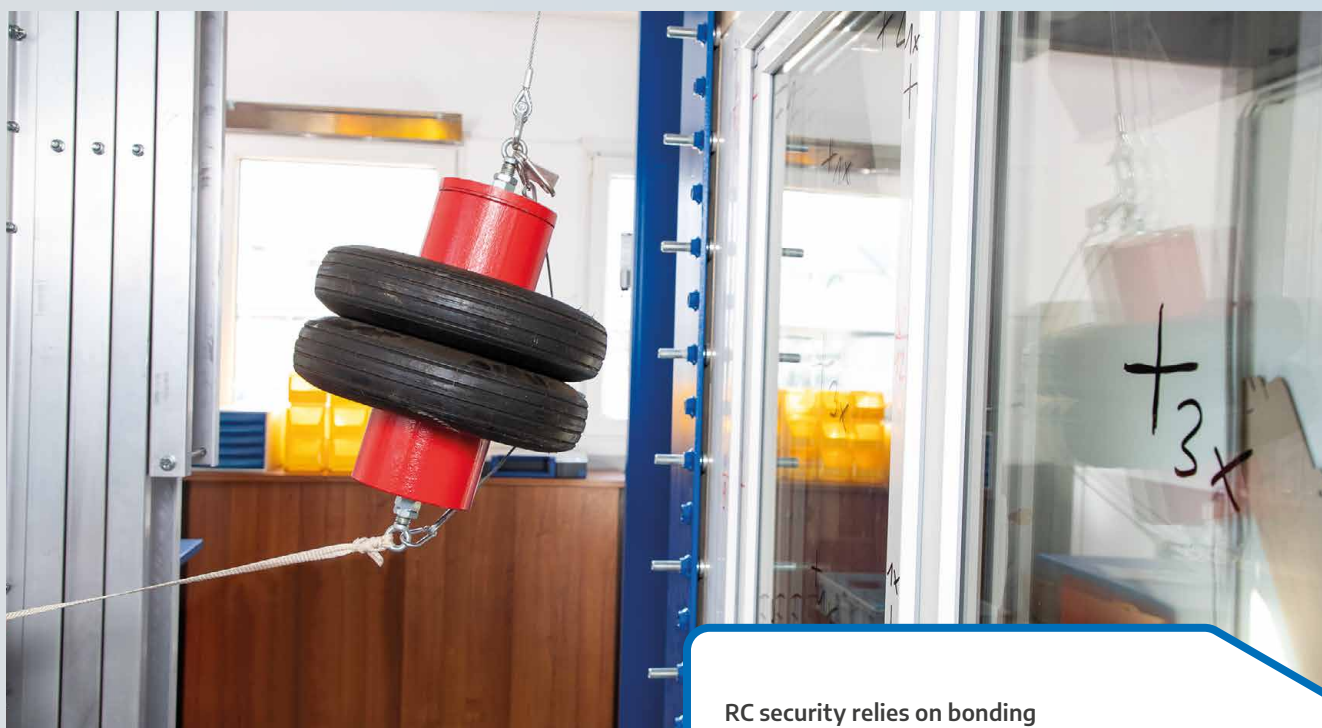
Automatic window bonding

THAT STICKS! HOW QUALITY AND POSSIBILITIES INCREASE



Slim silhouette, chic design, wide range of colours, secure and comfortable in wind and weather - Are you thinking of a car? With attributes such as these, windows also shine and are far more attractive than end customers know them as. What does automatic window bonding have to do with this?

The bonding technology gives a window sash higher stability. What results from this are new formats, many designs and benefits for the end customer and a lot of added value for the fabricator, as described below. First, let's consider its origin:



Maximum burglary protection

The bonding technology has developed out of the security requirements placed on a window and has thus experienced its growth in recent years. Anyone who produces security windows from resistance class RC 2N¹ knows this. Here, the standard specifies the requirements for the element components, which only make a window correspondingly burglar-resistant as a whole. Special glasses such as LSG (laminated safety glass) alone therefore do not cover it any more than good security hardware alone. It requires everything from the bonding of all components in the window element, the standards-compliant assembly and includes the circumferential, secure glass connection in the sash frame.

RC security relies on bonding

Many elements with various profiles, glass and adhesive manufacturers as well as frame sizes are evaluated annually on MACO's test bench. In these tests, MACO creates empirical values that the hardware manufacturer passes on to its customers. How glass connections or edge composites, sealing, screw connections and hardware are processed and harmonised together determines the quality and ultimately whether windows/doors comply with the guidelines and withstand a burglary attempt according to RC 2 or RC 3. With this knowledge, MACO has developed the industry's most comprehensive system matrix. This directs the window manufacturer to put together the right components to close the security chain on the element and to comply with the security tests. Günther Aichinger, expert for burglary prevention at MACO, confirms that customers who use this system matrix have no difficulty in passing the tests up to RC 3. They know how security elements are built and can manufacture each window faster and more cost-effectively within this matrix, without having to retest each window and pay extra for it. ►

¹ In Germany, RC 2N is RC 2 with normal glass, which is identified by the "N".

Higher stability

Instead of inserting steel brackets in the glass rebate or screwing the glass holding strip with the frame, gluing is increasingly performed. This is more attractive, more efficient and faster. The window bonding increases its stability with its uniformly strong connection between glass and sash frame and allows for larger window formats. The sash benefits from less steel for the reinforcement and narrower profiles, thus making it lighter. This weight saving compensates for the additional weight of the double to triple glazing, which is common in new construction. Therefore, more and more fabricators rely on the process-reliable adhesive technology. This increases the basic security on the window and allows RC 2 windows to be manufactured with little effort.



The big plus in design

The reduced sash weight from the bonding, opens up a lot more perspectives. Fabricators can implement generous, elegant window elements, with a higher proportion of glass for more view and with slim sash frames for more light. Especially tall windows deliver much more light. The sash profile selection alone makes a visible difference to the geometry, as it can be significantly reduced. This certainly delivers advantages in tenders and from an architect's point of view. How narrow the sash widths can be, can only be seen when both frame widths are next to each other, e.g. in the picture on page 20. A direct comparison in the showroom is well worth it. Through the use of foils, PVC windows can be designed in any look and design and adapted to the façade.

Strong in thermal insulation and energy efficiency

Great customer benefits - larger glass surfaces increase solar energy generation and improve the energy balance with the narrow frame profiles. In addition, the multi-chamber profile systems improve the U-values. And bonded glass surfaces reduce the risk of deformation to which narrow frames are usually exposed with wind pressure. Ultimately, it pays off to keep the interfaces as low as possible for wind and weather attack surfaces. This is a benefit with the ever increasing extreme weather conditions, storms and heavy rain. In this respect, large glass surfaces offer new possibilities in sound and thermal insulation. They are also a strong argument when it comes to state subsidies and the evaluation of building efficiency. The latter is shown in the energy certificate and makes it transparent how well sealed the building envelope is. In the rental or real estate sales market, this certification is mandatory.

Automatic gluing instead of glue guns

When is it worthwhile for the fabricator to switch to automatic bonding? "With around 10,000 window elements per year, the investment pays off above all because the automatic bonding is 30-40% faster than the manual process", says Leo Löffler. We visited LÖWE Fenster in Kleinwallstadt near Aschaffenburg. This company specialises in PVC and burglar-resistant windows and is one of around ten in Germany that produces with a fully automatic bonding system. Owner Löffler thus not only increases the efficiency of his company, but also his windows to the highest level. This distinguishes him from his competition.

When is automatic bonding worthwhile?

"The utilisation must be a given, then you do not have to shy away from the implementation and investment. And when automation is pushed forward, this is a part of it", reports Löffler and raves about the advantages for employees and customers. "We are highly innovative and process-oriented in glass testing and glass sorting. Therefore, the bonding machine was the next logical step. This was immediately integrated into existing processes and was fully utilised from the beginning". Except for front doors and side entrance doors, all windows and French doors are bonded together. This gives LÖWE a bonding quota of 98% as standard with 79 mm sashes.

Blocking made easy

A positive side effect of bonding is that classic gluing is omitted or only takes place in those places where the hardware is located. Therefore, at the bottom of the sash frame only two support blocks are inserted for load transfer. These prevent the glass pane from sinking later on. When the glass is inserted, further fixing aids or distance blocks follow on the sides and on the scissor stay. These minimise the play in the hardware or scissor stay. How many fixing aids are to be used depends on the window size and the profile used. Of course, there are also profiles that do not require any blocking and have integrated centring aids. ►



From glass warehouse to glass control



When glass and sash are married to the frame, it goes into the bonding. Windows and French doors on the way to the bonding machine



How does automatic bonding work?

While conventional bonding machines have to be fed with exact data, the one from LÖWE Fenster is laser-controlled and automatically measures every element – whether it's a window or French door, whether single or double sashed element. SVEN®, this is the name of LÖWE's machine (which stands for safe, bonded, energyefficient and sustainable), independently measures the pane thickness, searches for the zero point and begins to glue the gap between the pane and the sash frame all around with a two-component adhesive. Laser technology creates a great advantage and flexibility with variable profile widths, to which the machine adjusts itself. And of course, the exact and all-round evenly dosed adhesive amount is a plus. Overflowing glue, as seen with the hand pistol, is now a thing of the past. In this way, stable, energy-efficient, sustainable and beautiful windows are implemented.



Robust and still beautiful:

Solid RC 2 security window with triple glazing, concealed hinge side Multi Power and cable transition for integrated closure monitoring.

Impact on the hardware

The hardware carries less load because warping of the sash frame is significantly reduced. The sash is stable and secure in itself. In contrast to blocked windows, which can settle and deform over time, bonded windows retain their shape and the rebate gap remains constant. This creates the opportunity to work with flush profiles that require concealed hardware. In addition to the slim profiles and a wealth of decorative possibilities through foil coating, these enhance the windows with their design. For the many French doors, Löffler swears by the Multi-Power hinge side. The fully concealed turn&tilt hardware not only meets growing design requirements, but also the thermal insulation and accessibility requirements. Since LÖWE-Fenster switched to full bonding in 2020, it has increased its concealed hardware quota from 4% to 20%. In addition, LÖWE also processes MACO's Multi Matic hardware.



Bonding machine Sven. It detects the size and profile thickness of the element by laser and adjusts itself accordingly.



Sustainable success

The automatic bonding has significantly optimised the processes. It increases the efficiency of the processes as well as the quality of each element and at the same time reduces resources and costs. "Better cycle production and precise, uniform adhesive dosing are responsible for this. In addition, we were able to reduce the size of the steel bearing and significantly reduce the manual process of reinforcement", reports Löffler enthusiastically.



Employee health

Window manufacturers also benefit as an employer, in terms of employee health. On the one hand, because it saves up to 3.5 kg of sash weight per element by bonding it to a white balcony door. This adds up in the quantities that the employees lift, transport and install every day. On the other hand, there is less adhesive odour than manually gluing with the glue gun. "Overall, window production is easier for employees to accomplish and less physically demanding due to the individual process steps and automations. And thanks to our innovative spirit, they are also a bit proud of this", says the LÖWE owner.

Improvement in customer service

What is good in-house is also noticeable by the customer. They benefit from shortened delivery times, punctuality of delivery, an increase in quality and significantly increased maintenance intervals. Especially with the service, this is noticeable, which is often done free of charge out of goodwill. There are significantly fewer complaints and customer trips, and the follow-up costs are lower because windows no longer have to be remade. "The bonded window no longer settles after assembly, and the customer's resetting work is omitted several weeks later", says Leo Löffler. ●



DUE TO THE AUTOMATIC BONDING, NO MORE RE-ADJUSTMENT WORK IS NECESSARY ON THE HARDWARE. THE CONCEALED HARDWARE IS LESS TOLERANT IN THE SCISSOR STAY, WHICH SUITS US. ITS FUNCTION AND THE DESIGN ASPECT CREATE ADDED VALUE FOR CUSTOMERS, A LITTLE MORE EFFORT WHEN HANGING THE SASHES BUT LESS FOLLOW-UP SERVICE. <<

LEO LÖFFLER,
OWNER LÖWE WINDOWS



What does this mean for windows and doors?

Keyless access to your own home is just like automatic light and blinds control - no longer a great unknown. Nevertheless, smart windows and doors can do so much more and have not yet arrived in everyday life as fixed integration components in a Smart Home system. How can fabricators prepare so that they can offer their customers today what they need for their immediate, or later, integration into their Smart Home system?

Commercial property analysis

At the beginning there is always the commercial property analysis. Is the location a new building in which planning and wiring can be carried out from the outset or does the customer want to retrofit an existing property? The first leaves a lot of freedom in the design, while in the retrofitting scenario the options have to be adapted to the existing conditions with predominantly wireless solutions. If you think long-term and also want to automate ventilation for a healthy indoor climate, you plan a holistic concept with sensor technology and drive automation.

Possible assembly positions **mTronic**

Assembly position **eTronic**



Flexibility in retrofitting

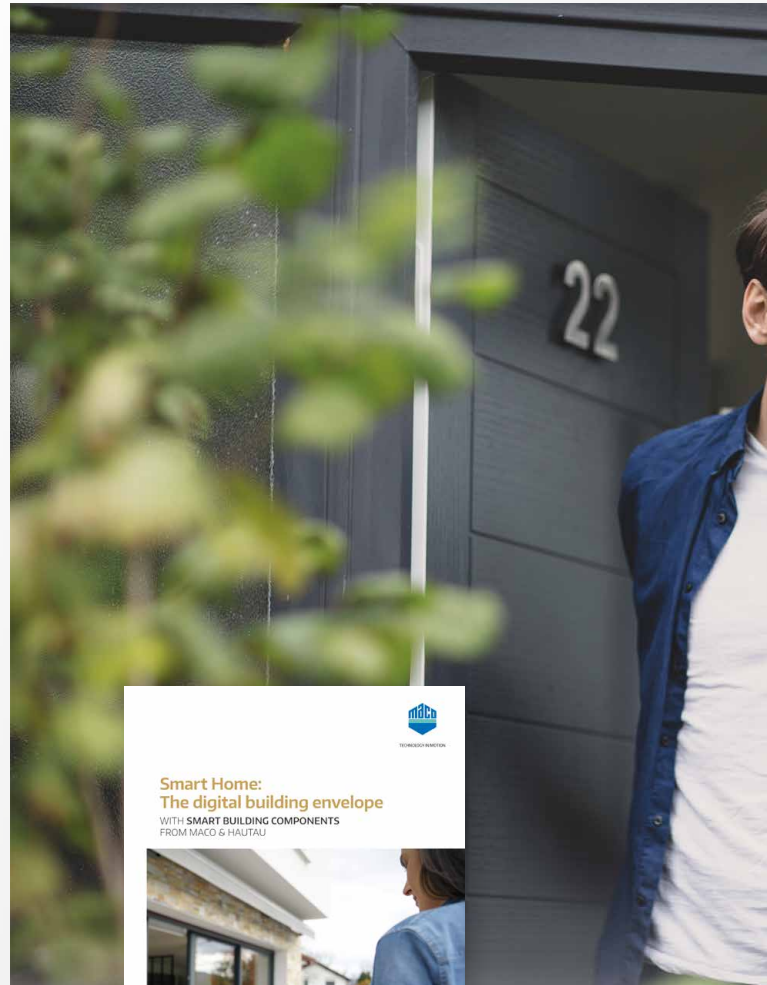
Those wishing to retrofit existing windows or moving often, will rely on wireless solutions. Here, however, it is mainly about monitoring and status control, not about motor control. The latter is not really feasible with wired and without structural changes afterwards. However, the wireless solutions, with a long range, great connection stability and high security standards, are now qualitatively equal to cabled solutions. Aside from this, they do not require constructional changes. For example, with the MACO mTronic. This multi-functional sensor, which is also suitable for doors and large-surface elements, can be implemented by fabricators in the window rebate very easily afterwards. Subsequently, smart components with wireless connection, such as MACO's mTronic and eTronic sensors, can be easily integrated into the control centre (the gateway) of the Smart Home system by the fabricator, the electrician or the user themselves. Here, it is important to know which Smart Home system is available or desired. ►

Freedom in new construction

In new construction, motorisation on windows and sliding elements / doors can be pre-planned and cables can be installed under plaster. Especially those who would like a VdS-certified¹ alarm system must pre-plan this in the new construction. Actuators that are used to move blinds or to ventilate, such as the E-Hardware for tilting the window or the HAUTAU Primate skylight opener, are also bound to a permanent power supply because they have to provide movement. The additional cables required therefore need to be considered in advance. This also applies to the use of key sensors and the connection of wired closure monitoring when no wall should be broken open and re-plastered. For maximum functionality, KNX systems from established providers are often used here, e.g. by Eltako, Gira, Jung, Busch-Jäger, Legrand.² But the integration of Smart Home systems is also becoming increasingly popular. Conclusion: In new construction, both the control and the status monitoring of the elements in the building services can be used together.

Motorise sliding doors

Even with sliding doors, the motor should be planned during installation, as the weights increase with bigger and bigger glass surfaces. Even if MACO's hardware solutions ensure smooth opening, a sliding door without a motor is used more by young and old due to different operations than if it is opened at the push of a button, consistently gently pushed. MACO's solutions can be combined and controlled with wall switches, wireless remote control and smartphone App. And from the outside, the sliding door can be opened with a fingerprint or keypad, if these are included in the door installation.



DRIVE
concealed



DRIVE
screwable





Access control requires motorised locks

Motorised locks are standard when consumers want to open their doors comfortably and keylessly. They are pre-requisites for fingerprint, keypads and smartphones. Whether we like it or not, these are establishing themselves on the business card of the house as the new door openers for intergenerational comfort and safety. MACO offers the A-TS automatic lock as an entry into the motorised door world, which thanks to its clever design is quick and easy in supplementing the motor and easy to manufacture. It does not require storage capacities or long pre-orders, and makes it easy for fabricators to offer customers today what they will need tomorrow straight from their inventory.

Wireless standard? Rely on established systems!

Good news - Smart Home systems are no longer reserved for tinkerers. Many landlords have the know-how and already have existing systems in which they want to integrate windows and doors. Anyone who works with Somfy, homee or mediola relies on established Smart Home providers who support widespread wireless standards such as EnOcean. MACO's wireless sensors for monitoring the window status work with this wireless standard and are therefore compatible with common Smart Home systems. You can easily network other functions and sensors, e.g. for shutters or heating control. However, EnOcean as a radio standard not only boasts wide distribution and compatibility with a wide variety of systems, but also with a particularly low energy consumption compared to W-LAN. For example, the MACO eTronic wireless sensor lasts up to eight years without a single battery change.



LOXONE



somfy.



mediola

SYMCAN



©wibutler

For questions - the electrician takes over

However, Smart Home systems also run in parallel. Good Smart Home systems are therefore particularly flexible and are compatible with not just one wireless standard but with a wide variety of smart products, sensors and functions which can be easily integrated in and around the house. In case of doubt, the electrician or electronics retailer knows about the interaction between Google Home, Amazon Alexa, Philips Hue and Somfy Tahoma along with many others, and helps in more detail. Window manufacturers who form a tandem with electronics specialists will quickly recognise market advantages for themselves and score points in consulting.

Security

And because smart does not automatically mean secure, MACO, as an expert in burglary prevention in digital security, trusts only the best in the industry. This hardware manufacturer checks who it works together with, because digital security through data encryption between the components is a top priority. Further insight into test and inspection results of Smart Home providers can be found here: <https://www.bitkom.org/Themen/Technologien-Software/Smart-Home/index.jsp>; <https://www.enocean-alliance.org/de/vorteile-und-loesungen/loesungen/smart-homes/> ●

¹ In Germany, the VdS seal of approval is recognised by insurance companies for the highest security standards. <https://vds.de/>

² Details on the wireless standard can be found on page 5 in the Technogramm 3/2016, No. 81. <https://www.maco.eu/de-AT/Technogramm>

When and to what extent does Social Media make sense? How much effort is involved and how can it be used successfully? The Technogramm editorial team has spoken to experts, among others with Francesca Negri from the University “Sacro Cuore” in Piacenza, Italy. Read more here about approaches, goals and measurability of social media, tailored to the window and door industry.

SOCIAL MEDIA IN CORPORATE COMMUNICATIONS

How much do we need in the window industry?

#CreateCloseness

Social Media is a place where people meet to exchange ideas and spend carefree time. This has intensified even further in the last year, when personal contacts were restricted, and has given the internet and social media platforms a boost. They serve as “appetisers” and brand designers, create emotional connections between consumers and companies and draw attention to products before they are purchased. They serve as a tool to be found and known and to promote impulse purchases. This is achieved through regular presence (posts), which builds trust and shapes the image. This is where their biggest advantage lies - in the direct exchange and the quick reaction ability of companies with their followers.

#CreateInteraction

Companies that have gained a large following are those that are approachable and engage in dialogue through social media for the people “outside”, for example, to improve products or services by collecting comments, answering received comments¹, voting on new products or giving insights into their daily work, which are otherwise rather hidden. The keyword is: Interaction.

#ItGetsPersonal

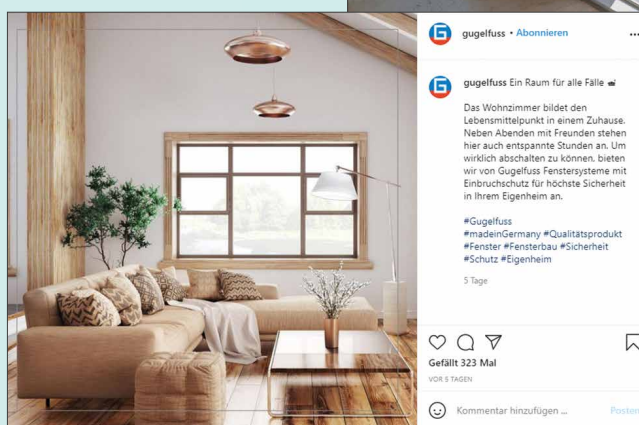
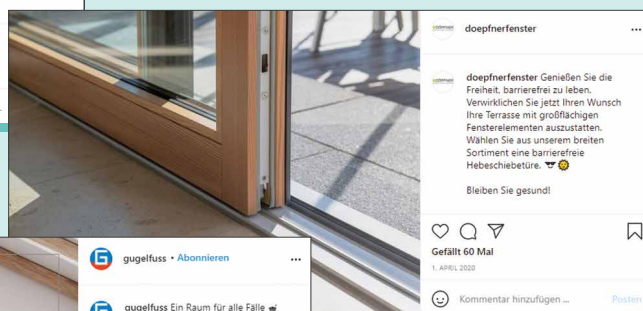
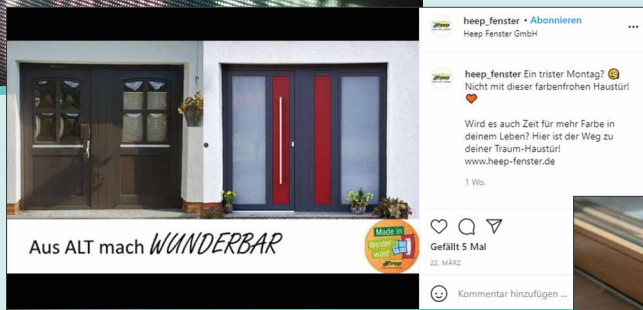
Social media has greatly changed the way we advertise and shaken up the classic marketing landscape. With creativity and authentic style, it inspires even traditional media such as print and TV. This development continues with companies as they rejuvenate their language and representations, and become more open. They show their face, no matter what industry they belong to. This shortens the distance between companies and customers and breaks down boundaries between B2B and B2C. In this way, social media reaches in a very personal way into people’s environments, in which we cannot reach with ads in newspapers or flyers. ►

¹ Here, the motto is to write more than three words in one comment, otherwise the algorithm believes it is dealing with a virtual machine.



Best practice

This video, which Glaswelt Magazine filmed at the MACO Test Centre, truly created interaction with 406 social mentions, 126 comments and 651,000 views. "Our undisputed Facebook hit in 2019 was a "quick + dirty" video we produced at the Salzburg Security Days of #Maco and #Sika in November", writes Daniel Mund, Editor-in-Chief of Glaswelt. The topic was the test centre at Maco in Salzburg, where a burglary test was demonstrated on an RC2 window with a glued-in glass strip. "It's also amazing for us what comments this post generated", says Mund intrigued. Today, we know it was due to the participation of many, the memory of a great event and the insight behind the scenes.





THE RISK OF BEING PERCEIVED AS INTRUSIVE OR TOO PROMOTIONAL IS HIGH. EXAGGERATED OPTIMISM, AS WELL AS RECYCLED OR OVERLY PROMOTIONAL MESSAGES, IS VERY INAPPROPRIATE. 

PROF. NEGRI

#AllOrNothing

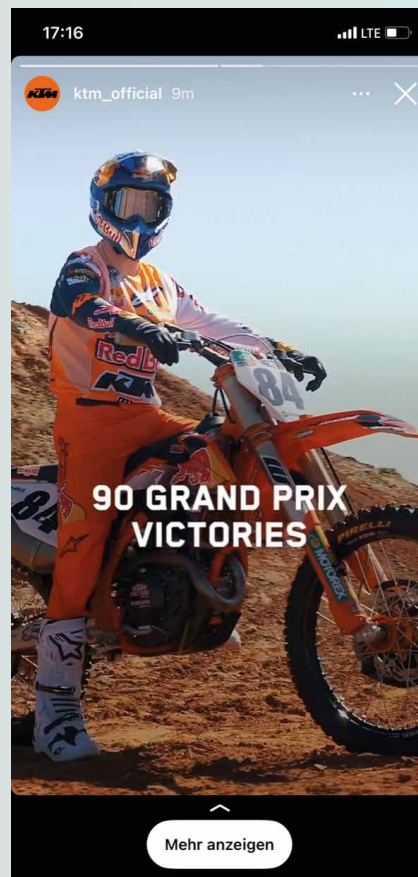
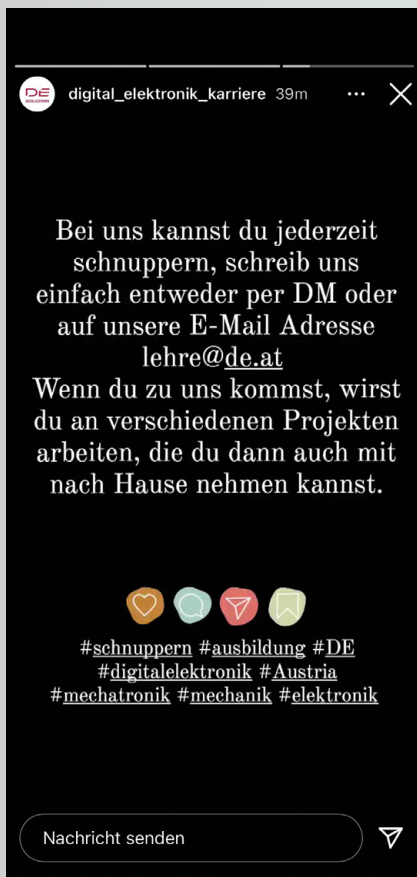
If you are drowning in day-to-day business and have neither the interest, a marketing manager nor an agency, you should stay away. Depending on the number of channels and topics, social media support quickly becomes a half-time job and more. If you do decide to jump on, you should stay on the ball and regularly post at least two to three times a week. Only constant drips hollow the stone or better said nourishes the algorithm² of each portal (and it's constantly changing). In order to achieve quantity AND quality in social media, especially with limited

resources, one should only invest in one platform and communicate your services there very clearly and often. Less is more! In this way, the platform can also grow organically (without advertising investments) on its own.

#StickToIt

Social media is changeable. The saying, "What is In today can be Out tomorrow" is especially true on the net. "But not being active is not an option, as is publishing a lot without consistency", says Francesca Negri. A constant review of your social media campaign is therefore

absolutely necessary in order to make good use of limited capacities. Because even social media is not free if you calculate the time you invest. Organic reach (postings without advertising investment) is in very few cases really effective, especially for company profiles, in terms of the effort and the return. Due to the increasing flood of posts and increase in newsfeeds³, it is becoming increasingly difficult to organically increase reach. However, with a small advertising budget, consumers can be reached directly.



347,222 stories are shared on Instagram per minute and 500 hours of video material uploaded to YouTube⁴. Only those who stand out from the crowd are successful. It helps to pursue a concrete goal and to be authentic.

² This ranks posts on certain criteria like program code – e.g. frequency of use, duration of use, number of followers, timeliness, interest and interaction.

³ Ongoing posts in a portal

⁴ The five strategies for self-marketing.

#OtherCountriesOtherCustoms

For internationally active manufacturers, it is important to adapt their communication to the country and culture, because what is ok in one country can be a total mistake in another. And product availability and key topics are not always identical. For this reason, globally active companies run a group channel and individual country channels. While MACO relies on Facebook and LinkedIn in Europe, MACO UK uses Twitter and LinkedIn, MACO Russia is heavily on Instagram and works together with an industry-renowned influencer⁵, which makes the follower numbers rise continuously. In the English-speaking world, Twitter is the most common medium, while in the German-speaking world it is more likely to be used by politicians, personalities and media-savvy people.

#Trends

The future belongs to video marketing. Due to the increasing quality of smartphone cameras and the increasing data volume of telephone providers, the smartphone is increasingly gaining ground as a film and playback medium ahead of PCs. This changes the display format of the videos from widescreen format 16:9 to portrait format 9:16. The same applies to podcasts. They are the ravages of time and voice messages are replacing text according to Talkwalker⁸ and Hubspot⁹. Twitter has recently responded also with voice tweets.

#TargetGroup

The right platform is the one in which the target group meets. Only when the latter is determined and the marketing goal is defined, can the media selection begin. This is how you pick up customers where they can be found. In Europe, Facebook and Instagram have the greatest reach to get in touch with (potential) customers. Instagram scores in branding, Facebook with the wealthy age group - from the age of 30, the number of members on Facebook rises rapidly and more than 50% of 30 to 70 year olds use the platform regularly. Many window, door and profile manufacturers have recognised this and are represented on Facebook and in local interest groups for glass, windows, doors, and construction elements where they present their products. Explainer videos, maintenance and assembly tips are best stored on YouTube and linked from there. The DIY⁶ and home décor enthusiasts cavort on Pinterest. And Generation Z⁷ (digital natives) along with trainees are currently bustling around on Instagram and TikTok. Companies with a store and showroom should have a company entry on Google My Business or GoLocal. In local search, these platforms help when service and opening hours vary, as during pandemic times. ►



Spotify is the realm of acousticians.

The Italian noodle manufacturer Barilla has landed a marketing coup with the audio streaming portal Spotify: Whether penne, spaghetti, fusilli... For each type of noodle, there are playlists on Spotify with Italian songs that correspond exactly to the respective noodle cooking time. Playlist timer instead of egg timer!

⁵ Influencer are internet idols who use their notoriety and reputation to promote products or lifestyles. While in the past the classical media decided who these idols would become (gatekeeper role), today we all do. The new currency is called "followers", being the more followers, the more successful.

⁶ Do it yourself

⁷ Young people born between 1997 and 2012. As "digital natives", they have been familiar with the "new media" since the very beginning.

⁸ Talkwalker.com

⁹ Hubspot.de

#PostCorrectly?

- › Be authentic - in order to create trust, the appearance on social media channels must appear genuine and natural. Therefore, more and more company bosses are shaping their corporate image with their own social media channels, above all Herbert Diess, CEO of VW or Hannes Ametsreiter, CEO of Vodafone Germany.
- › Images should "speak" and be used alternately with videos and slide-shows. They are the door openers to attention and visit duration. Real photos and reference objects help best, because purchased images never create the same credibility as your own, lifelike pictures from

a construction site or production. They should arouse emotions and show enthusiastic employees, customers, partners.

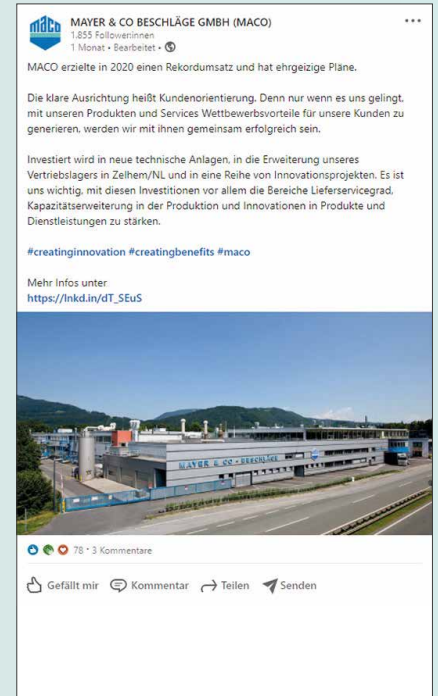
- › A good photo requires a good and descriptive text. The more expensive and in need of explanation the product, the longer the text. The old motto of "Short and Sweet" is only partially valid. When the target group is defined and shows interest in the topics, good text may well be longer – especially if no link is made to a further source or website. The proof of this is provided by all portals where they have significantly expanded their text lengths. Even

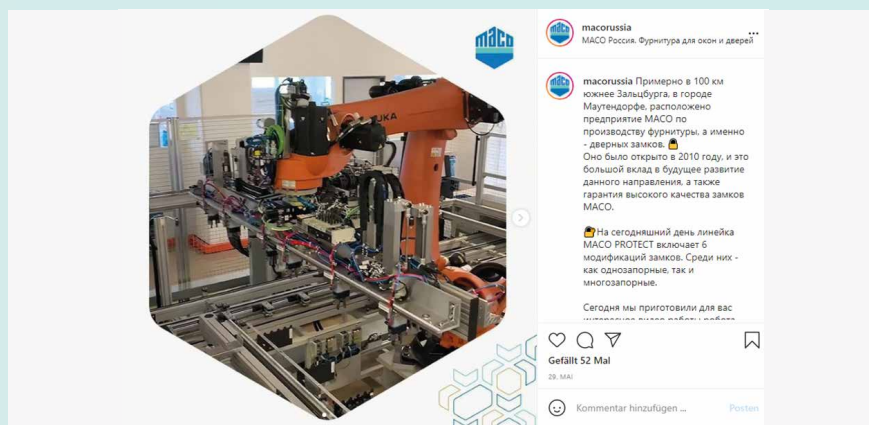
Instagram has evolved from an image to an image-text channel, rewarding longer, narrative captions that tell short stories.

- › Timing: Posting correctly means posting when the target group is online. The analysis tools of the individual platforms and your own experience with regular evaluations provide information on the perfect time.
- › Training: Turning the message into attention in a few seconds requires practice, tact and constant checking - learning by doing.

#Content

Varied content is important. From current events, socially relevant topics, the surprising to the banal and recruiting topics, everything is good if the mix is right. The #Hashtag¹⁰ offers great support.





#creatinginnovation: MACOs Innovationen für Ihren Wettbewerbsvorsprung

#Hashtag

The Hashtag (#) guides one through the social networks like a register or signpost built into the description text or at the end of the text. A Hashtag is used as a thematic assignment or campaign name. Do you sell windows and doors that are Smart Home capable? Then mark these postings with #SmartHome and address the interested target group. Alternatively, use Hashtags that are known to the target audience. Or, for example, you can search for #creatingbenefits¹⁰. Below you can see with which products and services the MACO Group creates advantages for you in your daily work. By linking to the company website, you gain new visitors who are otherwise not actively looking for it or come by quite by chance. On Instagram, up to 30 # are allowed and they should also be exploited - as heterogeneous as possible on width, such as #windows #doors and focused ones like #burglaryprevention or #apprenticeship@maco.

#Engagement

Engagement increases attention. If you want to increase leads, feedback on products or interactions, you should include puzzles, surveys or call-to-action elements in your posts. Algorithms reward these because they make posting not only active but also interactive and increase the "engagement"¹¹. Social media platforms want their users to spend as much time as possible on the platform. Comments also help to start discussions and address further followers and expand the circle of interested parties. Therefore, it is important to comment on your own posts and those of others. Influencers serve to create great popularity, (e.g. the well-known sports journalists Laura and Jörg Wontorra for the German window manufacturer Bayerwald in 2019), who with their level of awareness generate high attention for products.

#IncludePartners

Integrate your partners, for example Smart Home providers with whom your components are compatible: #somfy #homee #loxone and so on. Then, when people are looking for these companies, your posts will also be displayed. Share other people's posts if they are relevant to you. Very successful are events, trade fairs, training courses, where you can "tag" contributors, for example through #fensterbaufrontale, @Profilherstellerxy, @Kundexy, @verbandxy and many more.

#WhenIsAPostSuccessful?



For post to be truly successful, there is no single right measurement, unless you get concrete surveys built in and set goals met. But the more you like and share, the better. Because these social signals or social mentions (likes, pins, retweets, comments, snaps or emojis) pay into the engagement rate, which shows posts more often, i.e. treats them with higher priority. And this is important in order to get high up in the huge amount of content that is posted on a portal and to reach the target group with its contributions. But every portal measures differently, so each one is always to be considered individually. Here, as already described above, it is important to use the statistics tools of each portal and to readjust them regularly. For this, you should create business accounts, which offer more possibilities and measuring instruments than basic profiles.

Summary

Social media offers the opportunity to advertise accurately at low cost and to include web tracking in Google Analytics via SEO¹¹ and SEA¹². After all, the positive cycle between social media and a website or a webshop is the campaign goal for almost everyone.

Follow us on



Further sources:

heise.regioconcept.de, futurebiz.de, bitkom.de ●

¹⁰ The spelling is always done without spaces.

¹¹ Search Engine Optimization

¹² Search Engine Advertising



TECHNOLOGY IN MOTION



Simply convincing

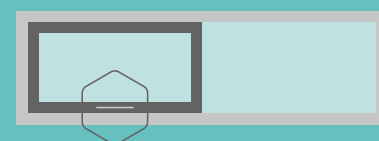
HAUTAU Move

THE PARK SLIDE HARDWARE
FOR HIGH TIGHTNESS

Concealed hardware mechanism for slim profile views
HAUTAU Move combines smoothness and intuitive
handling through innovative drive technology.

Examples of special formats

Skylight



French windows

