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Rugby
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Press release

Roto reinforce roof window expertise in UK marketplace as 2013 plans are unveiled.

Roto Roof Windows

The on-going success of a recognised policy - [Roto UK](#), the alternative roof window specialists, will celebrate their 5th year of trading in the UK in 2013. During that time Roto has successfully repositioned themselves as THE alternative, quality roof window manufacturer by introducing unique roof window technology into the UK marketplace.

But that's not all. In the pipeline for the well-established and respected, German manufacturer, 2013 will see Roto UK showcasing their roof window range of products at Grand Designs and the inaugural Roofex Show, including their highly coveted '[Designo R7 Roof Window Range](#)' - a principle based on top third pivot roof windows.

Jason Foster-Jones, Sales Director, Roto said:

"Our presence in the UK has never been so strong, despite the challenging economic trading conditions across the construction industry, we remain focussed to build on our brand and sturdy



Roto Roof window and Hardware Ltd

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reputation for the provision of quality, innovative and carbon friendly roof window products”.

He went on to say:

“The UK roof window market continues to benefit from our long product service life and on-going technological advances, with 3,500 patents registered, selecting a roof window as a specifier, installer or end-user has never been so simple. Whether you look at the roof window sales subsidiary in the UK or the division's parent Company in Bad Mergentheim, Germany, throughout the Roto group you can sense the strong staff commitment which is driven by a clear strategic goal”.

Roto has invested heavily in the technical aspects of their [Roto Designo roof window range](#), to ensure they can provide a solution for the new thermal requirements of passive or low energy consumption buildings. With Designo, Roto presents the vanguard of a whole generation of roof windows developed on the basis of three main principles: ease of installation, energy savings, and convenience. Roto have embarked on a social media campaign over the last 18 months and regularly communicate news and articles highlighting that an **alternative to classic roof windows is here - and they are here to stay.**

Subscribe to the blog today and join the debate at:

www.rotorooftowindows.co.uk



About Roto

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Roto Frank is an independent division of the German group Roto Frank AG, whose headquarters are located in Leinfelden-Echterdingen, near Stuttgart. With a turnover of 660 million euros, the Roto group has about 4,100 employees worldwide, while the Roof window division has 1,400 in Europe. The Roof window division, which has its headquarters in Bad Mergentheim, runs 2 production sites in Europe (Bad Mergentheim in Germany for PVC roof windows, Lubartów in Poland for wood roof windows). 90% of the very high quality Roto products are "made in Germany", and they are all distributed exclusively via approved dealers and professional roofers. In the UK, the sales subsidiary and the RotoCampus training centre are located in Rugby, near Warwickshire.

For a full overview of the [roof window products from Roto](#), please [click here](#).

Contact details

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Media Interviews with key personnel can be arranged through our PR agency

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