

Technology Reigns in Stuttgart-Elero finds overwhelming interest at the busy R+T show.

Every three years organizers of the R+T trade show in Stuttgart, Germany, stage what definitely is the greatest show on Earth in window coverings technology. More than 50,000 visitors came from nearly 100 countries to brush up on the latest in systems technology as well as related fabrics and materials to cover, shade and insulate windows of all sizes. The comprehensive product range included practically all existing systems ranging from the highly popular European rolling shutter systems (this is where the “R” in R+T came from, the “T” is for doors) to a wide range of interior fabrics and systems. Roller screen materials, which are very popular in the North American market, were well represented by U.S. companies such Phifer and Mermet.

Unlike the other huge German show, Heimtex, which focuses heavily on fabric fashions, R+T is predominantly technology. Traditionally, exterior window coverings have dominated this show due to their popularity in continental Europe. Although shutters and awnings are still very well represented, over the years interior window coverings have taken an ever larger share of the market. This also was more obvious this year than in the previous show three years ago. At least half of the 545 exhibitors were offering products relating to interior window coverings.

Motorization attracted a lot on interest this year. Elero was among the main attention getters. The company’s bright orange colors immediately attracted the eye when entering the main exhibit halls. Many a visitor enjoyed the warm welcome offered by the Elero hostesses in their unmistakable Elero appearance. During the entire five days of the event the company’s booth literally resembled a beehive of activity. As Elero Florida sales manager Adrian Lemon put it: “We have so many customers here I hardly have time to sell.”

The new line of tubular motors and controls that Elero introduced at the show initiates a new era for the tubular motors. With its line of very compact, high-performance motors and state-of-the-art controls, Elero is ready to meet the growing demand for motorization worldwide.

With more than 50 percent of the show visitors coming from outside Germany, and a large percentage from outside Europe, this was a truly international event. The next R+T, in 2009, promises to be even bigger. The international market is growing rapidly as is the market in the United States. The new ITec-controlled motors for roller shades and lift systems, which were developed for the North American market, offer fabricators and installers new opportunities for growth. More and more companies are looking for Elero, “Where Quality Counts.”