

PROTECTIONS & OUTDOOR SALON



From February 19 to 23, more than 1,000 exhibitors from 45 countries are expected, spread over more than 120,000 m².

R+T 2024

Preparing for a sustainable future TogetherR+T



At a conference for media from eight countries in Stuttgart on September 22, the organizers of Messe Stuttgart presented the highlights of one of the world's leading trade fairs for doors, gates and sun protection (where companies have been presenting their innovations and solutions for over 50 years).

A barometer of trends, R+T is also the ideal place for professionals from all walks of life to meet and exchange ideas.

Roland Bleinroth, CEO of Messe Stuttgart, emphasized the importance of reviving the face-to-face encounter after the Covid years, in a renewed, more convivial format.

Indoor or outdoor, but 100% connected

The event's partners, the German Federal Blinds and Sun Protection Association (BVRs) and the German Federation of Technical Textile Manufacturers, Roller Shutters and Sun Protection (ITRS), discussed the most important topics and trends in Germany and elsewhere. In short, it's all about meeting the ever-increasing demand for automated and connected systems that are energy-efficient, easy to use and attractive in design.

The show featured a wide range of products and services in the fields of energy system renovation, personal and property protection, and home comfort. A special mention goes to the outdoor sector, which has developed strongly in Germany and continues to grow; the outdoor area is expanding, with 11 outdoor exhibitors. Connected systems to simplify after-sales service and remote maintenance will be given particular prominence, with a view to reducing the carbon footprint of both products (major efforts have been made to ensure that products are manufactured in a way that conserves resources as far as possible) and services.

"Create sustainable future" is the theme of this year's R+T 2024, and even more so than in previous editions, the sector's response to climate change. This theme will be given particular prominence at the R+T Innovation Awards 2024, in which 83 companies from 18 different countries will be taking part, with 11 award categories. And a new



Sandra Musculus, President of ITRS, announces at R+T connected outdoor products, powered by photovoltaic electricity, and fabrics without perfluorinated compounds or made from recycled materials.

A focus on training

With recruitment difficulties also a topical issue in Germany, R+T will be focusing on training for new professions within the company, in particular for technicians with qualifications in both mechanical and electrical engineering. Efforts must be redoubled to motivate young people, who will be the main target of the trade associations at R+T.

Other show highlights

The doors and gates forum, the Smart Home forum, a workshop by the European Solar Protection Organization (ES-SO) and "Camp-fire" sessions on the theme of sustainability. A program dedicated to architecture will also focus on the theme of sustainability, with conferences and public debates.

The salon, a new concept

Sebastian Schmid, Vice-Chairman of Messe Stuttgart, announced over 1,000 exhibitors from 45 countries, spread over more than 120,000 m². Some 80% of exhibiting companies are from abroad, and demand is high.



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particularly high for the Asian pavilion. With Germans, Italians, Spaniards, Chinese and French in the lead, many visitors are expected (as evidenced by accommodation bookings).

They need to be able to access the site easily, which will be served by a new streetcar station to improve access; and find their chemin easily in this vast space, which is organized differently to simplify the flow of people. ■

TESTIMONIAL

STELLA GROUP

PRESENT AT R+T WITH FIVE STANDS TOTALLING 1,000 SQ.M.

Pascal Cros, Director of Sales Coordination and Strategic Marketing for the Bay Closure Business Unit at Stella Group since January, takes a look back at the flagship products presented at R+T.

Pascal Cros coordinates and harmonizes sales and support policies, including CRM (customer relationship management), for the Group's 4 companies in France and 2 in Germany that sell roller shutters: "The objectives of reducing our carbon footprint will be widely relayed on our stand, both in terms of raw materials, by moving towards more 'virtuous' purchasing, and in terms of production resources. But also on several innovative products.

As a Premium Partner of the R+T trade show, StellaGroup will be present with five stands totalling 1,000 m² (the Group itself and four of its companies). On display will be tried-and-tested products, such as the solar-powered roller shutter with an electrical socket accessible from the inside and a charger, which is now gaining ground in Germany after France, where it already accounts for over half of all roller shutters sold for renovation. But also innovative solutions, such as battery-free remote control and remote maintenance. Pascal Cros explains: "With our connectivity systems, the We're going to make this more visible.

Stella Advanced Technology, the umbrella brand for the Group's CAM (Connectivity, Automation, Motorization) solutions, will of course be in the spotlight. Its motors and remote controls have been equipping some of the products of the Bay's Closure Business Unit for years (over 3 million sold). The brand is now opening up to the Access Business Unit (garage doors, metal curtain grilles), "first and foremost for the home, our primary target, as there is a horizontal compatibility to be created in this field."

Outdoor products (pergolas, terrace awnings) will also be included in future developments. "Eventually, Stella Advanced Technology will be a single alternative solution offered to the customers of all the group's companies; this is very structuring for our companies. For all that, StellaGroup remains one of Somfy Group's best customers, and a major partner," assures Pascal Cros, who points out that StellaGroup's purchases of Somfy equipment still go far beyond the supply of "just" products. Stella Advanced Technology solutions to group companies.

