## Finstral and SIEGENIA celebrate 50 years of partnership

# A strong collaboration based on mutual appreciation

Since 1974, Finstral has been relying on hardware technology from SIEGENIA. The two companies are now celebrating the 50th anniversary of their partnership. The decades-long business relationship is something both companies value. "We are committed to always giving our best when it comes to service and development," emphasises Heinz-Georg Weber, Key Account Manager at SIEGENIA. In the words of Johannes Baumgartner, Head of Technical Purchasing at Finstral: "The partnership with SIEGENIA is defined by mutual trust, open and responsive interactions and the common goal of finding solutions that meet the highest quality standards."

#### Meeting exacting quality requirements with SIEGENIA hardware

Since its foundation in 1969, the South Tyrol-based company Finstral has expanded to its current size under the direction of Hans Oberrauch, now boasting 14 production plants, over 1,600 employees, 27 Finstral Studios and around 900 specialist retail partners across 14 countries. He had the support of his brother Luis from the very early days. A producer of windows, entrance doors and glazed walls with the most comprehensive range in Europe, the company is committed to the highest quality standards. From developing the profiles to in-house production and final assembly, Finstral offers everything under one roof.

SIEGENIA hardware technology plays a key role in this too. The collaboration between the two companies began on 1 June 1974 with the introduction of the AUBI A111 hardware. The many subsequent highlights of their successful collaboration include the introduction of the A300 in 1992 and the switch to the PORTAL HS 300 for the production of lift and slide elements in 2004. Finstral also puts its trust in SIEGENIA hardware technology for parallel slide & tilt systems.

#### New selling points – outstanding production efficiency

The two companies reached a significant milestone in 2007/2008 with the switch to TITAN AF hardware technology for windows. The innovative hardware system not only enabled Finstral to retain established production processes whilst simultaneously increasing production efficiency, but also offered tangible additional benefits: "Thanks to the large tilt stay lead-in, the sash lifter that also works in the tilt position and the integrated mishandling device, the TITAN AF offers significantly enhanced ease of use," explains Heinz-Georg Weber. Johannes Baumgartner goes on to add that, "From Finstral's point of view, the comfort mushroom cam with its integrated continuous height adjustment and smooth operation is one of the key advantages of the TITAN AF." Even today, the benefits of this ingenious component continue to impress countless prospective Finstral customers: the comfort mushroom cam is one of the key selling points in every Finstral sales pitch.

#### A partnership-led collaboration with close communication

Johannes Baumgartner is also impressed by SIEGENIA's continued willingness to develop customer-initiated innovations: "Thanks to our dedicated point of contact at SIEGENIA, our interests were always well represented within the company. This has repeatedly borne fruit over the course of our 50-year collaboration." This sentiment is echoed by Heinz-Georg Weber: " Right from the development stage, we prioritised close communication between our product development team and Finstral. As a supplier of prefabricated elements with its own system development that works with specialist partners with their own in-house exhibitions, Finstral has extremely close links with the market." This close working relationship has resulted in much more than just a win-win situation for the two companies: over the years, it has yielded extremely powerful solutions that have brought significant technical advantages to the entire window industry.

#### Focused on innovation and quality

The collaboration between SIEGENIA and Finstral is shaped by a spirit of innovation and the pursuit of outstanding quality, and the two companies share the same high standards when it comes to design. In order to provide narrow profiles and large areas of glazing with plenty of light, Finstral added the axxent hinge side to its portfolio in 2013. With its fully concealed technology, it lends windows a distinctly elegant appeal, underlining the company's high aesthetic standards. Annual strategy meetings, where the companies conduct a joint market analysis and new SIEGENIA solutions are presented, together with intensive support throughout the year, help to ensure that the two partners can continue to benefit from each other long into the future.

#### Impressed by the DRIVE axxent LS

The latest innovations in room comfort – such as the concealed DRIVE axxent LS motor for lift and slide elements, which met with great approval at this year's strategy meeting at Finstral – also contribute to the success of the partnership. "The live demonstration at FENSTERBAU demonstrated that it is not only the fully concealed integration of the DRIVE axxent LS in the sash that fulfils Finstral's exacting design requirements. The complete absence of surface-mounted components in different colours or any additional covers also ensures aesthetic perfection," says Heinz-Georg Weber. The smart sensor for monitoring the status of windows, French doors and large-scale panels, which allows intelligent scenarios to be created for greater room comfort thanks to flexible networking with Matter-enabled solutions from other producers, met with an equally positive response.

"The innovative approaches of these two new solutions are further confirmation that we have a strong partner in SIEGENIA," explains Johannes Baumgartner. "The mutual trust and the products, which also provide significant advantages for a market-leading company like Finstral, have forged a valuable partnership that we look forward to continuing."

#### Captions

Image database: Finstral

*Image I: Finstral und SIEGENIA\_50 Jahre Partnerschaft\_Geschenkübergabe\_Presse.jpg*

Finstral and SIEGENIA celebrate 50 years of cooperation ( l. to r.): Wieland Frank, Managing Director at SIEGENIA, and Heinz-Georg Weber present the certificate to Joachim Oberrauch, Luis Oberrauch and Florian Oberrauch from Finstral's Board of Directors.

*Image II: Finstral und SIEGENIA\_50 Jahre Partnerschaft\_2\_Presse.jpg*

Plant tour for the anniversary celebration: the Finstral and SIEGENIA teams mark 50 years of partnership based on mutual appreciation.

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