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## A company set up for the future

Lüdenscheid. At the BAU 2009 trade fair in Munich, Eduard Hueck will be greeting its customers and all interested trade fair visitors at the same location which has been familiar for years now - Hall B 1 Stand 103. A completely new trade fair presentation will contribute to the effective presentation of the products and the comprehensive innovations package from Hueck/Hartmann. A presentation which has been preceded by several years with quite a few changes.

The long-established company from the Sauerland recognised long before others that a company, the more customer-oriented it is, the more likely it would be able to meet the demands of the international markets and the associated demands. A realisation which today proves to be true every day.

We questioned Wolfgang Beck, who joined Rolf Semrau in the management of Eduard Hueck GmbH shortly after the takeover of Hartmann System GmbH in 2003.

**mbz:** Mr Beck, when you think back to the BAU 2003 trade fair, what are you most likely to think of?

**Wolfgang Beck:** Today we look back at a successful corporate development. From the takeover of Hartmann System GmbH through to the current situation, we have aligned the company very strongly to the needs of customers. The BAU 2003 trade fair saw the company still appearing with a very wide range of products from both businesses. We have now successfully transferred the experience resulting from the different systems into the Lambda modular aluminium system.

**mbz:** Whereas we are currently chased at least verbally by one bit of bad news after the other, much like the celebrated pig is chased through the village, you are sitting in front of us in a very optimistic frame of mind reporting growth and orders.

**Wolfgang Beck:** First of all, we must accept that no one currently knows what the year 2009 will bring us. However, as a company we must be prepared for the basic conditions to change and that we

will be faced by new challenges. This succeeds better of course if preparations have been made. As Eduard Hueck, we have prepared ourselves for new challenges - both as far as our employees and our range of services are concerned. We have used the last few years in many respects. We have maintained our hold on the market with our standard systems and have simultaneously invested in development.

We have developed new solutions without neglecting the existing ones. We have expanded existing markets and have become active successfully in new markets. What is more, important foreign markets which we are able to provide with

excellent service. People also play a large role again here. For instance, our team has been expanded by many "native speakers", pronounced experts, so that we are able to correctly understand and properly support our foreign customers.

**mbz:** You have already talked about aims and visions. Allow me to take up that point again here and ask. What are your aims, your visions?

**Wolfgang Beck:** A clear customer orientation by ensuring the wishes of the customer with regard to the product, the logistics and the supporting of the customer from the planning, the estimation via the timely delivery to the processing and



Wolfgang Beck (right) and Rolf Semrau

assembly. It always gets really interesting, however, when visions can be implemented into the services described above. A company must have visions to be able to exist on a long-term basis, specific solutions excel in day-to-day business however. That is our aim; to offer specific solutions every day.

In other words, it is our aim to successfully market visions which have already become products. Naturally we have our visions and our development department is working on future-oriented solutions. We see it as our aim to make developments in line with market requirements accessible to a wide category of buyers. We offer simple processing and a good consulting service and support activities. In this regard, every customer is important to us and welcome. Our sales staff have been trained in such a way that they convince their customers of the services and thus bind the customers to our company on a long-term basis.

**mbz:** With the BAU 2009 trade fair, an important industry event is just around the corner again. Please just tell our readers in advance what awaits them in Munich.

**Wolfgang Beck:** I would like to thank you at this stage for our discussion and would like to pass you over to Guido Wortmeier, who has been head of product marketing and development/design at our company since 2004. He is virtually predestined to inform you about our new product highlights and the new trade fair presentation.

**Guido Wortmeier:** It is with pleasure that I present the highlights from the Hueck Hartmann range of products to you and the readers of the mbz metallbauzeitung. The new highly thermally insulated aluminium Lambda door modular system will no doubt be the centre of attention. This new development with its Delta-T compound for effective reduction of the bimetallic effect, variable insulation performance and numerous bottom rail and threshold solutions, lowerable floor gaskets, refurbishing and barrier-free thresholds is evidence of the expertise of our company. Naturally all standard opening types and use as emergency exits in accordance with EN 179 and 1125 are possible with this system. Together with the current Lambda window system, Hueck Hartmann now offers with this door system a modular system geared to market requirements for many demands in the domain of windows and doors. The consistent modular system makes flexible solutions for all requested insulation performances and an economic planning and production possible thanks to the series-wide use of fittings, gaskets and tools. In addition, we will be offering a universal software solution from the CAD drawing via the estimation, U-value calculation, CE mark of conformity through to the option of processing the new Lambda door system at profile processing centres.

To summarise again, we offer the following advantages to our customers in the Lambda door design:

- Identical, series-wide, "current" accessories and fittings for all Lambda door series
- TUF-values up to 1.6 W/m<sup>2</sup>K possible thanks to optional U-value blocker and connecting sleeves
- Effective reduction of the bimetallic effect due to Delta-T compound
- Increased door leaf weights by means of higher weight discharge in the case of barrel and pin hinges

### Completely compatible

**mbz:** Lambda already ensured wide interest on the part of the visitors to your trade fair stand at the BAU 2007 trade fair. How has Hueck Hartmann further developed the system in the last two years?

**Guido Wortmeier:** With the new Lambda window system, Hueck Hartmann already presented a harmonious concept for the market launch. Both the series themselves and the fittings and accessories are compatible with each other in the flexible modular system with the three 77 L, 65 M and 57 S series. In addition, thanks to the modular concept, Lambda remains open for additions and further developments arising from market requirements and the customer's wishes. The Lambda modular system has now been supplemented by a new high-end 77 XL series with further reduced U values and additional opening types, suitable frames and an extended range of fittings.

The new 77 XL series is a genuine high-end product that achieves absolute peak values for the insulation. This high insulation performance is made possible by an enlarged, but still comparably narrow insulation zone. Advantage: this Lambda series can also be coated subsequently, so that no disadvantages arise for the fabricator in the logistics. The subsequent coating is made possible by the use of webs made of PA-6.6.

Additional opening types are also new in the Lambda modular system: for example, the top-hung projecting out, side-hung and top-hung windows for punctuated façades can now also be constructed opening out in the case of the 77 L, 65 M and 57 S series. These designs have a high market share in other European countries, particularly in Scandinavia and Great Britain and as a result corresponding importance for our customers. The 57 S series was also extended by a special variant, the 57 S EU series, as a top-hung projecting out window for these requirements. In this case a few profile additions, new sets for the top-hung fittings and the sacrifice of the centre seal gasket have led to a substantial economic solution.

The integrated window plays an important part, particularly in the case of architecturally ambitious buildings. The sash profile arranged concealed behind a special frame is not visible from the outside in the case of this construction. Hueck Hartmann has now included a total of eight of these special frames for single cavity windows or interlocking frame profiles in the range under the names Lambda 77 L IF and Lambda 65 M IF. These interlocking elements can be used in all variants of the Hueck Hartmann VF 50, VF 50 RR and VF 60 façade series. The Lambda modular system with supplementary profiles, fittings and snap-on profiles can, of course, be used here. The fixing depth of 24 mm available in the case of the previous 1.0 IF and 72 E IF series has been extended by solutions of 28 and 38 mm. As a result, large-area and strong panels, triple glazing or antifall guards can be built without a surface offset occurring in the façade.

Last but not least, the Lambda range of fittings was also extended: the existing concealed fittings for turn-tilt and tilt before turn windows have been supplemented by a version for side-hung windows. New stay-arm sets in the case of top-hung projecting out windows now make opening angles up to 50 degrees possible. In addition, the high frames from the 72 E series and a version without a limit stop were adopted in accordance with frequently expressed requests from customers.

**mbz:** Hueck Hartmann will be presenting a further new development with the Volato S sliding series. What can the metal window manufacturer expect from this?

**Guido Wortmeier:** This lightweight, thermally insulated sliding construction is particularly interesting for the European markets such as France and the Benelux. Without exception with a straight joint, EPDM moulded parts, roller rails made of stainless steel and slide gaskets and flush

sashes and frames are the characteristics of this series. A connection to the Lambda series via adapter profiles is also of course possible or use in the Hueck/Hartmann façades. To summarise, we offer the following advantages to the customer:

- Smooth, straight, flush profile contours, concealed drainage
- Low overall elevation height only 105 mm, elevation width in the meeting stiles only 40 mm
- No milling required, only simple punching
- Only straight cuts, profile joints screwed, sealed using EPDM moulded parts
- Replaceable stainless steel roller rails

### Expertise in façades: VF 50 RR SG structural glazing series

**mbz:** You demonstrate your expertise in façades and complete project solutions with the presentation of several façade elements from your series and special constructions. These also include the VF 50 RR SG structural glazing series which is based on the well-known VF 50 RR mullion-transom construction. What experiences have you already gained with this series?

**Guido Wortmeier:** The modified version has already demonstrated its practical suitability in numerous projects in Europe and thanks to its series development now stands out on account of the particular ease of assembly. It is based on a modification of the proven mullion-transom construction. For example, Hueck Hartmann has extensive experience with this technology and was able to extensively test the design for the new series. The improvement potential for the ease of assembly developed in the implementation for individual project solutions was taken into account and implemented for the series development.

### Considerable advantages for the fabricator

**mbz:** But what advantages does the fabricator derive from the modified system?

**Guido Wortmeier:** Based on the experiences in practical use, the new series brings considerable advantages especially for the fabricator. For example, the panes are simply fixed in the pane space. Self-locking retainers grip on both sides in the U-sections recessed into the glass panes and in this way hold the insulating glass pane mechanically to the construction even in the event of strong wind suction. Pressure and cover profiles are not required for the SG-solution because the external pane conceals the façade profile in the same way as with a traditional structural glazing façade. For example, only the glass and the narrow silicone joints are visible on the exterior surface of the façade. The size of the deployable panes is virtually unlimited; storey high glazing is therefore possible. Top hung projecting out windows and parallel awning windows as well as opening out and opening in doors are planned as opening types.

All necessary tests for the new VF 50 RR SG structural glazing series have already been positively concluded in accordance with DIN EN 13830, the granting of the approval is imminent. In addition, the antifall guard and the mechanical safety of the retainers were tested.

**mbz:** Many thanks for your detailed explanations. I think the mbz readers are already eager to see the new developments live at the trade fair.

**Guido Wortmeier:** To conclude the discussion, I would also like to introduce you to Mr Schubert and Mr Feiler, who will be pleased to answer your questions relating to the central sales and distribution elements.

**mbz:** Mr Schubert, as the Sales Manager for the German market, you have direct contact to the Hueck fabricators. How would you define your task in this regard?

**Schubert:** The overriding task of myself and my team is to impress on our fabricators the services of our company and naturally to be available as the direct point of contact in the event of any questions relating to products. This regular,

personal contact to its customers is important for a system company. In this regard, I would not want to conceal the fact that we benefit just the same from the many years of practical experience of our fabricators as they do from ours. The regular visits help us to build up and intensify mutual trust. The experience of our fabricators constantly gives ideas as to how we can further perfect our products - our uppermost maxim.

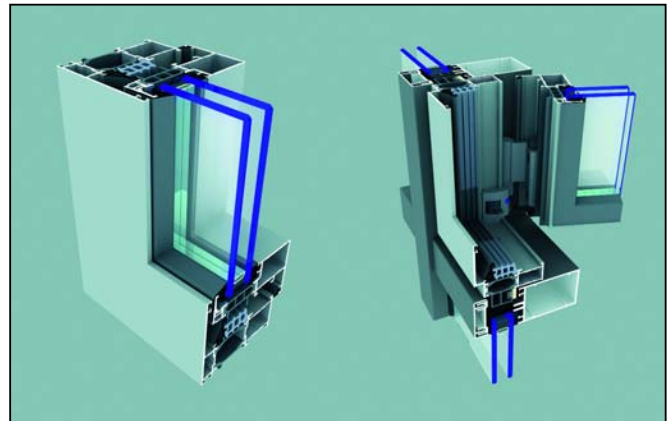
**mbz:** Mr Feiler, you are responsible for the development of the international business areas. What do your fabricators abroad attach particular value to?

**Feiler:** Our foreign customers also value the extensive service and the technical advantages of the Hueck/Hartmann systems. We are delighted that our intelligently configured modular technology is also being increasingly valued outside the core market of Germany, so that we have still been able to considerably further expand our international sales and distribution in recent years. We score with our thermally highly insulated standard systems and where individual solutions are in demand the strength of our com-

prehensive know-how concerning every aspect of the system technology and its applications takes effect. In addition, it is our aim to develop the perfect solution for every challenge together with architects and the metal window companies carrying out the work. In this regard, I would like to put forward not without pride the Vnukovo Airport in Moscow as an example. Naturally, with the large international acclaim there is always the risk of doing too many things at the same time. It is important to us, however, that we offer our customers abroad the same intensive support which our German customers know and value. We are therefore intentionally not present everywhere at the same time, but have the target markets in view first, which promise significant potential. We are planning for the future to constantly develop these markets.

**mbz:** Gentlemen, we would like to thank you for having taken the time to inform our readers in such detail and wish you in the best sense days filled with work at the BAU trade fair.

B1, 103



Lambda IF  
Photos: Hueck Hartmann

