



WG Piece
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Final

Keeping the market happy

Wolfgang Gorner MD of Hörmann UK considers the effects of the past 15 months and how the resulting changes have guided product and service development.

There's no doubt that the past 15 months have thrown up many challenges and we have all seen significant change in the way we do business. Alongside the Pandemic and Brexit, we have seen a marked transformation in the way end consumers source and purchase goods. With research showing that 97% of consumers go online to research products and services locally before they buy, plus the additional savings that people have accumulated during the pandemic, companies have needed to keep an eye on emerging trends and act accordingly.

The last 12 months, in particular, have seen Hörmann develop and roll out a series of new products and services that are in direct response to consumer trends. These ultimately help drive profitable sales for our Dealers, helping them to establish clearly in their minds what constitutes the Hörmann Difference.

Our flag ship promotion has been the roll-out and development of the Hörmann Partner Standard. The scheme has been created to give the consumer confidence that a Partner Standard Dealer is highly experienced in the installation of whatever Hörmann product they choose and that they put customer service to the fore. It is also a clear accolade for those Dealers awarded the Standard.

An integral part of the Partner Standard scheme has been the addition of the Dealer Finder on the Hörmann website. Whilst our products don't lend themselves to an online purchase it enables the end consumer to research the most suitable product and find the right dealer in their area who will respond in a prompt and professional manner.

The latest addition to the online service is the introduction of 3D virtual showroom tours which will be hosted on individual Dealer Finder profile pages. Using the latest in image

capture technology, the virtual tours are designed to allow customers to step into a showroom 24/7, providing an immersive experience not possible with photos and traditional videos. Representing a considerable investment both in equipment and the training of staff, Hörmann are pleased to be able to offer this as a no-cost service to its Partner Standard dealers.

The launch of the new RollMatic T roller garage door, which was specifically developed for the UK market, combines German quality with fitter friendliness at an extremely competitive price point. I can report that sales of our roller doors have doubled compared to 2019, demonstrating that in RollMatic T we have a product that not only appeals to the trade but has also been embraced by the end consumer.

Further product enhancements and improvements have been introduced, including some new and exciting surfaces for our sectional doors, such as our new Slategrain and Duragrain Diamond finishes, plus an upcoming new garage door over-printing service. Our range of steel entrance doors have also seen products launched that reflect changing consumer fashions with the inclusion of new colours, styles and glazing options.

Whilst all sectors of our business have seen strong growth in the last 12 months, there has been a particular surge in premium products and clear indications that consumers are looking for added value. Hörmann products are never going to be the cheapest, but they represent superb value for money. Offering Secured by Design as standard on our Sectional Doors typifies this. An easy registration process for the consumer makes this a compelling product that the UK market wants, and we have some fun marketing planned for later this year, so watch this space!

Throughout everything that has happened I am proud to say that the team at Hörmann have managed to supply the market with quality and innovative products and we see continued high demand well into next year. There's never been a better time to consider Hörmann as your Partner, offering quality sales leads, online promotional tools, the right products for the UK market and support that has been shaped over the last 40 years.

To find out more about Hörmann please visit [Dealer finder | Find your nearest Hörmann Dealer \(hormann.co.uk\)](#) or call 01530 516868

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New photo of WG