



RollMatic 2 Promotional Campaign  
June 2022  
Final

## **Hörmann RollMatic 2**

### **- Promoting a new way to roll**

Always looking for new and innovative ways to promote their products into the market, Hörmann UK have created an eye-catching marketing campaign to support its new RollMatic 2 roller garage door. RollMatic 2 has been designed and developed to specifically address the industry wide problem of scratching associated with roller garage doors, and the Hörmann campaign cleverly addresses this specific issue, whilst highlighting the additional features that enhance the performance of the door.

A promotional video has been produced, filmed using a high-tech visual style normally seen in German car TV adverts, which creatively incorporates the message of 'scratch resistance built-in.' Using material technology originally developed for the Automotive market, Hörmann have added a unique Durabelt system to the RollMatic 2 which provides cushioning as the door curtain rolls up, helping to significantly reduce the risk of marking or scratching. The use of a reed switch to stop the curtain electrically at the fully open position means that damage to the lath from mechanical resistance is also minimized, whilst the lessening of lath-on-lath contact leads to a noticeable reduction of noise as the door opens and closes.

Hörmann launched the RollMatic 2 at the recent FIT Show held at the NEC and are undertaking a comprehensive campaign of emailing and social media activity to support the product into the market. The campaign runs under the tag line 'Introducing a new way to roll', incorporating imagery from the video and providing links to the video on the Hörmann YouTube channel. The product is also supported by a new A4 leaflet, with a full brochure providing details on the wider range available soon.

David O'Mara Marketing Manager at Hörmann UK comments, "Having successfully used video to promote several of our recent product launches it was obvious that this was the

route to take with the launch of the new RollMatic 2. However, we wanted to use a style that represented the high-tech, high-performance aspects of the door, so we focused on the way German car manufacturers promote their products. The resulting video really is a great way to communicate the inherent benefits of the door in a clear, but creative manner - there's nothing quite like being able to see the product in action".

RollMatic 2 offers dealers a high-performing door with clear benefits over other roller doors on the market. Coupled with the RollMatic T and RollMatic OD Hörmann now offer the market a range of excellent roller doors which are suitable for both the premium and more competitive sectors of the market – products that make a real difference."

Featuring a 77mm lath RollMatic 2 can be provided with either internal or external roller options. It is available in heights from 1600 to 3100mm and widths from 1000mm to 6000mm and recognising the growth for home automation accessed via a Smart phone, RollMatic 2 is supplied with Hörmann BlueSecur Bluetooth automation as standard.

Offered in Traffic white and 13 RAL colours as well as Chartwell green and Noir sable (Anthracite metallic), RollMatic 2 is also available in two Decopaint and Decograin timber design options enabling dealers to provide consumers with ample choice to personalise their garage door to match the design and style of their home.

To view the RollMatic 2 video please scan the QR code provided.

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Issued by on behalf Parkgate Communications on behalf of Hörmann UK. For further information contact Sheila Normington on 07990 636398 or email [sjnormington@outlook.com](mailto:sjnormington@outlook.com).