

GEALAN Fenster-Systeme GmbH

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Oberkotzau, September 2021

GEALAN-LINEAR®: the market launch of an advanced, versatile profile system



GEALAN Fenster-Systeme has the foundation for contemporary window and door systems on hand: its innovative GEALAN-LINEAR® profile system has now been released. Its modern design gets top marks: clear-cut, linear and with no frills. It's also narrow in its elevations and enables lots of light to enter your interior spaces. In addition, GEALAN's new 74 mm all-rounder has everything that architects, window manufacturers, builders and renovators expect from a contemporary and reliable system. Together with over 40 European pilot customers, the PVC system provider GEALAN has prepared a market launch over the past few months from which all parties can benefit.

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GEALAN's new GEALAN-LINEAR® PVC profile system is here – and already suggests right away: this new GEALAN system is in a class of its own.

Visually, GEALAN-LINEAR® is ideally suited to the latest construction trends. Its appearance is clear-cut, angular and uncompromisingly modern. GEALAN-LINEAR®'s clear-cut design has a refreshingly timeless effect and is in keeping with contemporary architectural language. Its external appearance is consistently reinforced internally: in rooms, matching glazing strips and distinct lines for the sashes form an equally striking linear counterpart to the facade.



With its simple and straightforward design language, both externally and internally, GEALAN's new all-rounder emphasizes its design features and thus clearly stands out from systems which use a traditional profile

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design. GEALAN-LINEAR® profiles also fulfil the desire for large glass surfaces and plenty of incoming light via their narrow-as-possible visible widths in every installation scenario.

Technically sophisticated and easy to process

But this new development in the 74 mm segment isn't just contemporary in its angular, linear design. GEALAN-LINEAR® also impresses with technical details that guarantee outstanding impermeability, thermal insulation and both sound and burglary protection. This is made possible by its three continuous sealing levels and rebate seals on the frame and sash. The design of its third, central sealing level is innovative. GEALAN-LINEAR® thus comes as a high-performance central sealing system based on a narrow construction depth of 74 mm.

Despite all its technical finesse, GEALAN-LINEAR® remains easy to process at all times and also has universal applications. "We designed this system with a customer's needs in mind", stresses Andre Wünsche, Division Manager for Product Management at GEALAN. "To that end, GEALAN-LINEAR® has been optimised to fit seamlessly into production processes." GEALAN's management spokesperson and Director of Sales, Marketing and System Development, Ivica Maurović, is delighted with the market launch of his company's latest profile system: "Design, performance, production efficiency and the breadth of this system make GEALAN-LINEAR® unique."

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For new buildings and renovations – homogenous design

In GEALAN-LINEAR®, the PVC system provider has brought a profile system onto the market that – with its clear-cut edges and straight lines – is both contemporary and timeless. Its minimalist look owing to its narrow profiles suits always and everywhere: whether new construction or renovation – GEALAN-LINEAR® is a perfect fit, thanks to its linear glazing strips as well. With its construction depth of 74 mm, the system is ideally suited for both new construction and renovation projects.

This is because a uniform look was also taken into account in GEALAN-LINEAR®'s development: in addition to window profiles for every installation scenario, GEALAN offers matching house and patio door systems. Sliding solutions in GEALAN-LINEAR® design are also included: a visually matching sliding sash is available in the GEALAN-SMOOVIO® system. Not fragmentary then, and no compromises made when it comes to appearance either – its design is homogenous.

Excellent performance characteristics, versatility and contemporary design thus make GEALAN-LINEAR® an all-rounder with a very wide range of applications.

Sustainable and designed with the environment in mind

GEALAN has been demonstrably committed to sustainable building products for decades. Its innovative GEALAN-LINEAR® profile system fits seamlessly into this line of tried and tested, environmentally friendly (because more recyclable) material concepts for PVC windows. In addition, GEALAN-LINEAR® can be quickly processed and easily stored by window manufacturers. Innovative profile designs – and

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intelligent detailed solutions in the case of accessories – make this possible. High compatibility within the system, but also with other GEALAN systems, reduces the amount of profiles, accessories and stiffeners required. The new system thus impresses in terms of cost-effectiveness as well, and at the same time conserves resources.



Powerful arguments for GEALAN-LINEAR®

What do windows from this new GEALAN profile system offer in detail?

Modern, clear-cut design

The GEALAN-LINEAR® system offers a contemporary look with its linear, angular overlaps and contours, which corresponds to current architectural trends. The system sash allows very narrow visible widths of only 110 mm and thus large glass proportions with the simultaneous use of standard fittings. This consistent linear design is also supported

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on the room side by matching glazing strips with 90° optics. These can be used in every GEALAN system and offer a simple yet effective way to stand out visually.

Great versatility

Thanks to a proven construction depth of 74 mm, a comprehensive range of existing additional profiles can be used, as well as numerous existing system solutions. Matching entrance door solutions in the system and a visually adapted sash for the GEALAN-SMOOVIO® sliding system round off the GEALAN-LINEAR® product range.

Optimised statics

High glass weights, large elements and an increasing percentage of coloured windows: modern systems require top static properties. In the GEALAN-LINEAR® system, large stiffeners can be used if necessary, offering maximum stability even with high static requirements.

Variable adhesive solutions

To take advantage of the benefits of windows with bonded panes, GEALAN-LINEAR® sash profiles are available ex works featuring GEALAN's STV® (Static Dry Glazing) bonding technology. The system is also optimally designed for rational bonding using liquid adhesives. This is ensured by the flexible rebate geometry in the standard window sash. Of course it is also suitable for conventional blocking without bonding. The new rebate design reduces the adhesive joint between the glass edge and the rebate surface, thus optimising adhesive material usage.

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Outstanding thermal insulation

With a tested U_f value of up to $1.0 \text{ W}/(\text{m}^2\text{K})$ and the ability to accommodate glass up to 48 mm thick (50 mm with STV®), current and future market requirements can be met in an optimal fashion. The GEALAN-LINEAR® system thus achieves U_w values of up to $0.73 \text{ W}/(\text{m}^2\text{K})$ – calculated with $U_g = 0.5 \text{ W}/(\text{m}^2\text{K})$, $\psi = 0.030 \text{ W}/(\text{mK})$ – with no need for additional steps.

Cost-effective processing

Optimised profile designs and innovative detailed solutions enable quick and easy GEALAN-LINEAR® processing. High compatibility within the system, but also with other GEALAN systems, reduces the amount of profiles, accessories and stiffeners required. Uniform stiffeners can be used not just in the standard sash and fixed frame with 72 mm elevation. Similarly, the mullions, latch plate and the 84 mm window frame share a stiffening concept. The number of steel variants required is thus reduced to a minimum. Numerous existing stiffeners from other systems are also used. For example, the proven stiffening concept of the sash profiles for house and balcony doors from the S 8000 system has been adopted for the GEALAN-LINEAR® system. An example of one of the innovative new features in the area of accessories is the outer latch plate caps, which already ex works have an integrated, concealed drainage system. This eliminates the need for reworking during manufacture.

Extensive decor foil programme

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The standard decor programme for GEALAN-LINEAR® includes nine attractive foils. In addition, a comprehensive non-standard decor foil programme is available featuring numerous trend colours that highlight the system's modern look. These include decorative foils that have a matt look or a metallic effect. For a harmonious look – in the rebate area as well – there are selected decorative foils with a dark grey base.

Sustainable concept

Like all GEALAN systems, GEALAN-LINEAR® is based on a closed material cycle. This is achieved via the use of fully recyclable materials. In addition, our new profile system also relies on the use of material concepts for vinyl windows that have proven themselves over many years. The targeted use of recycled material conserves resources and reduces the burden on the environment, while maintaining the same high material properties of the profiles.

Market launch paved by pilot customer project

In recent months, a so-called pilot customer project has not just paved the way for GEALAN to start selling its new 74 mm system in a particularly sophisticated fashion, but GEALAN's partners as well. What was new about this? For the first time, GEALAN went through the standard market launch process together with over 40 pilot customers across 15 countries.

The phase in which a customer had to deal with GEALAN-LINEAR® and integrate it into their processes was brought forward. In our pilot customer project, this meant: instead of fully implementing the new products, designing and building tools, ramping up stocks for profiles

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and accessory items and preparing accompanying communication and marketing campaigns – and only launching GEALAN-LINEAR® on the market afterwards – this time we didn't wait until every component was fully available. Instead, a soft transition was designed together with our partners. A challenging but fruitful interaction across company boundaries.

Both sides benefit

Johannes Korthals coordinated the transnational pilot customer project at GEALAN. "We always had to keep an eye on two sub-projects running in parallel so as to merge them at the end", explains the GEALAN product manager. "For our part, tools had to be ready, we needed profiles for machinery set-ups and training at customers in time, the system set-up at the window manufacturing software suppliers had to be coordinated, marketing materials had to be available and so forth."

But the pilot customers also had to make advance payments for such a project. Johannes Korthals emphasises that the company is grateful to the pilot customers for their trust in GEALAN: "Involving our partners at an early stage has huge benefits for both sides in the end." The windows and doors built from the new GEALAN-LINEAR® profiles are available earlier, and by observing and adapting set-up processes it was also possible to gain practical experience. "And our partners have a competitive advantage: due to their preparation time, they already possess the manufacturing know-how and can offer these new products to specialist retailers and end customers as soon as the system is introduced."

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Would you like to experience the benefits of GEALAN-LINEAR® in a video? <https://bit.ly/GEALAN-LINEAR-Vorstellung>

More information on the GEALAN-LINEAR® system can be found on our website at <https://www.gealan.de/de/systeme/gealan-linear>

About GEALAN Fenster-Systeme

The GEALAN group of companies is one of Europe's leading manufacturers of PVC profiles for window systems and doors.

GEALAN profiles are designed, manufactured and distributed in-house. They're the basis for making window systems, doors and modern sliding solutions that are strikingly beautiful, exceptionally robust and particularly secure – and equipping them with top thermal insulation values.

As an innovative system provider for PVC window and door profiles, GEALAN can offer its partners a comprehensive range of services. Our architectural consulting and construction engineering services support architects and planners in their everyday work. Intelligent tools simplify planning and tendering. Training courses and seminars bring our partners up to date with the latest GEALAN solutions.

Across Europe, GEALAN employs more than 1,400 people and generated an annual turnover of EUR 245 million in 2020. Since 2014, GEALAN has been part of the family-run VEKA AG, based in Sendenhorst, Westphalia.

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