



## Superior **Customer** Value

- Product Quality
- Delivery Performance
- Technical & Sales Support

### Roto North America: Creates Superior Customer Value

At Roto North America, our Mission Statement – “**Roto creates superior customer value as a leading supplier of North American and European window and door hardware**” – is not simply words on paper, but rather the embodiment of our daily motivation to be the preferred supplier in our industry, through highly competitive products and services that add real value for our customers.

We are proud of our accomplishments and consistent growth in the market, which can be directly attributed to the competitive advantages we offer our customers:

#### **Superior Customer Value = High Product Quality + High Service Quality**

- **Product Quality:** We have a strong commitment to the North American market, with **two manufacturing plants** where we design, develop, and offer innovative, quality window and door hardware products based on our customers’ needs. Our products meet or exceed industry quality standards and consistently perform well long-term. Our Lean approach to continuous improvement enables us to operate efficiently by eliminating waste and maximizing our overall manufacturing flexibility.
- **Delivery Performance:** Our unwavering commitment to providing world-class customer service includes low minimum order quantities, excellent product availability, short lead times, and consistent on-time, in-full delivery that helps us meet and exceed customer expectations.
- **Technical & Sales Support:** The Roto North America team includes Sales Engineers to provide hands-on applications support, Inside Sales Representatives to provide solutions to customers’ needs, Forecast Management expertise to ensure proper inventory levels to support customer requirements, and professional direct and indirect Sales Teams that work hand-in-hand with our customers to develop “win-win” partnerships.