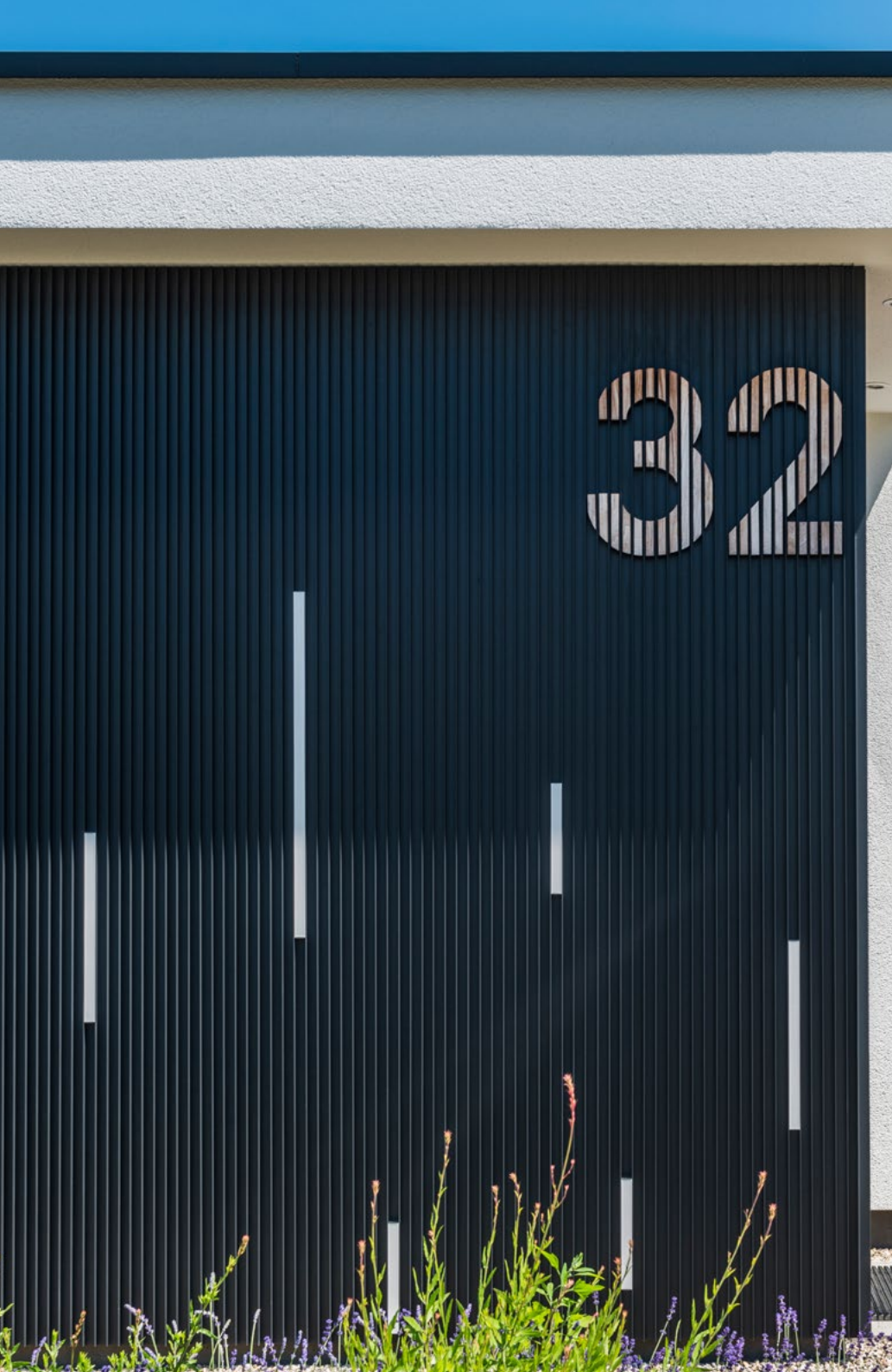




SALES ORGANIZER
LINARTE® CONE



Intro

With this sales organizer Renson supports the launch of this new product – Linarte Cone. This document is intended to acquaint you as a customer with the product and provide tools to promote the product. It also includes an overview of the value proposition as well as possible FAQs.

What does this entail?

- Value proposition - USP's
- Product information & tools
- FAQ
- Social media post
- Call for reference / pilot projects - testimonials

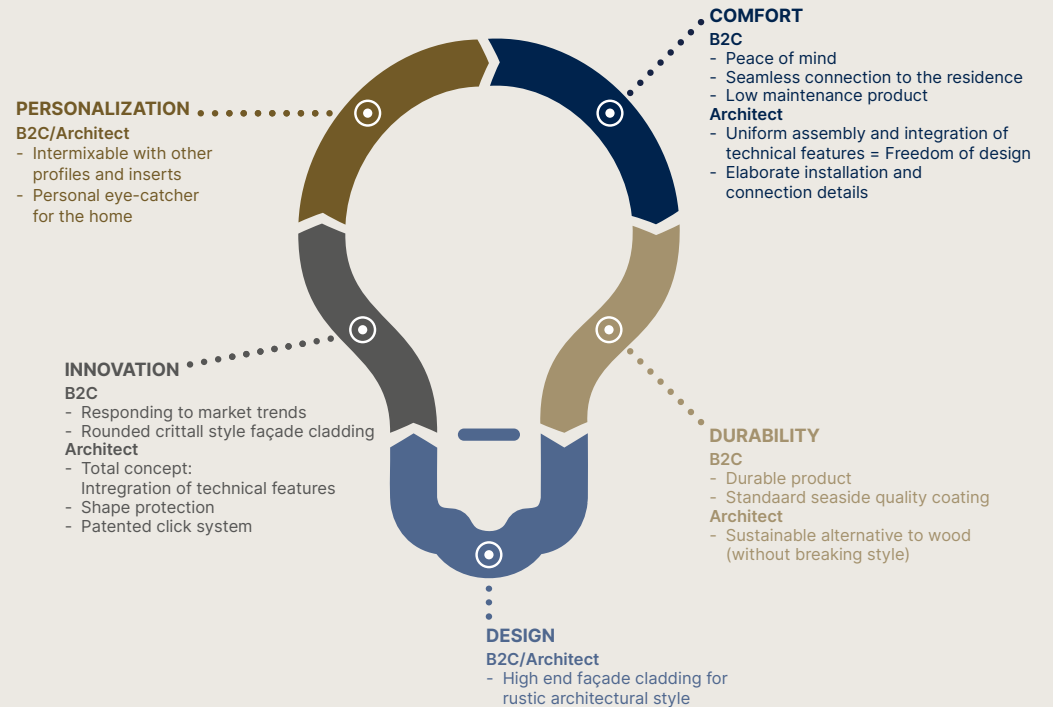


Value Proposition

With “**Linarte Cone**”, Renson’s vertical, aluminium façade cladding has a new profile in its range. The 25 mm deep and 60 mm wide conical profile is the new brother of the “Block 16”, “Block 16L”, “Block 30” and “Even” profiles. Linarte Cone responds to the trend of aluminium windows that have the authentic “steel look” of crittall style windows. This provides even more creative possibilities with vertical façade cladding, including for rural architectural styles and renovations.

- Mix & match with the other design profiles
- Choose a colour to match your personality
- Every wall needs elegant accessories like LED and wood inserts
- Mix the functionality of a sectional gate with design
- Every wall needs technical accessories

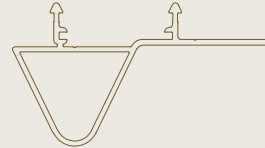
USP’s



Product information

Unique Linarte Cone profiles

Basic profiles

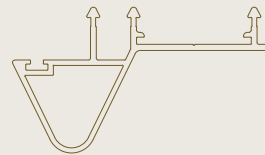


Corner profiles



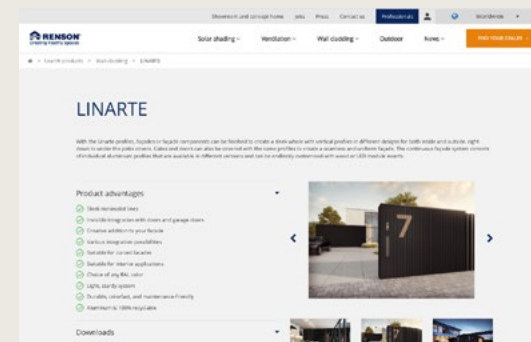
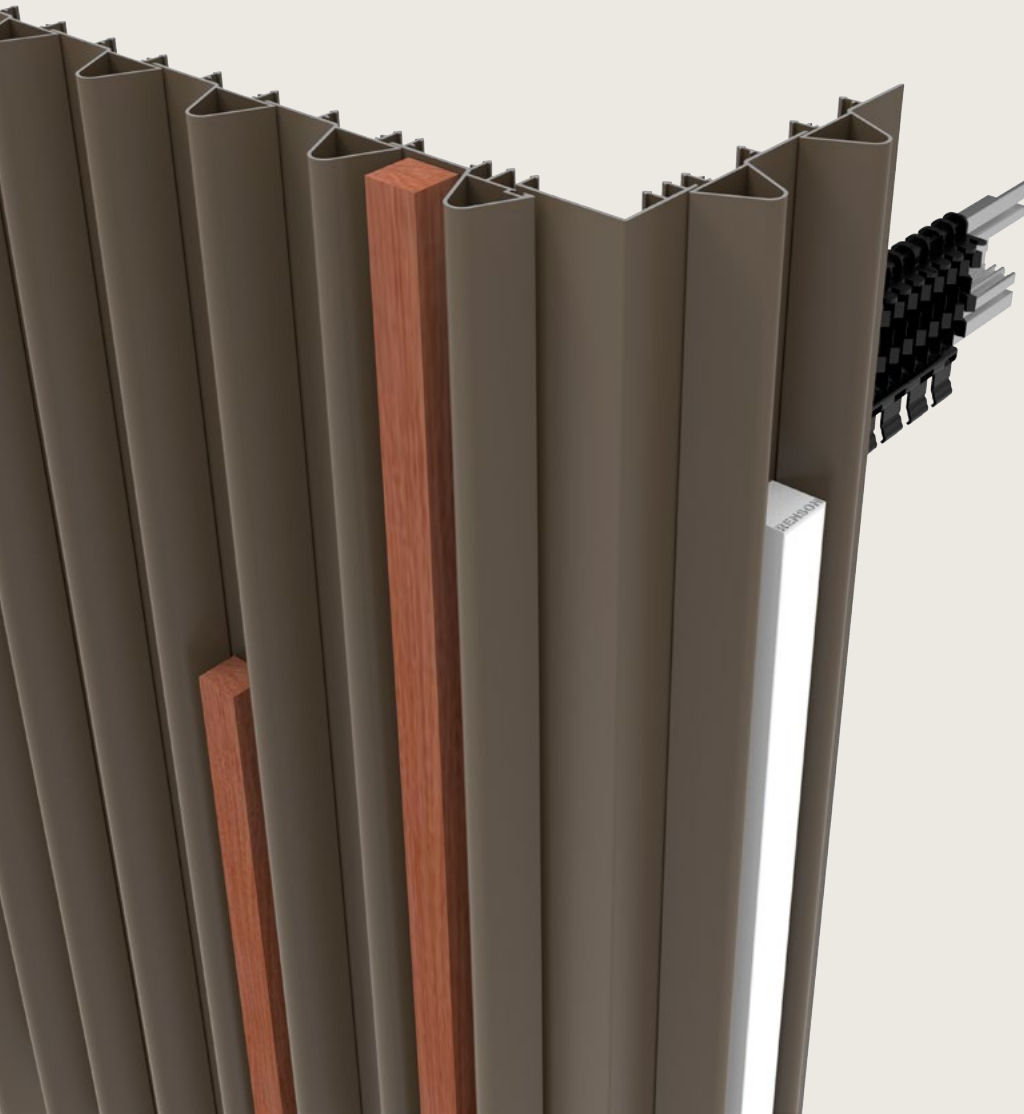
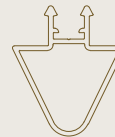
Inner corner

Fitting profiles



Outer corner

Changing profiles



More information (e.g. brochure, price list, FAQ, installation manual, warranty certificate, etc...) can be found via the Linarte product page on the Renson Professional Portal



FAQ

Can Linarte Cone be mixed with the other profiles?

Yes, the underlying click system and “step 60” has not changed.

Is semi-open covering possible with the Linarte Cone profile?

Yes, the same cover profile as the other designs can be used for this application.

Can the LEDs and wood inserts be combined with Linarte Cone?

Yes, the LEDs and wood inserts can be used in combination with Linarte Cone.

Will the Linarte Cone be available in the POS material?

Yes, the POS material below will be updated in the coming weeks/months.

- Linarte® Sample box
- Linarte® Suitcase
- Linarte® Shop in Shop

More information regarding availability can be found in the POS Manual.



Social media

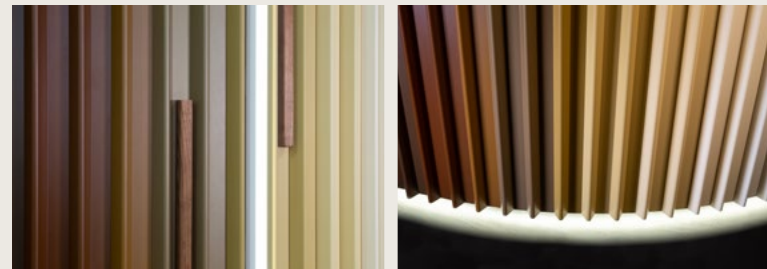
To be published from April 17th, 2023

Are you looking for façade cladding that fits your windows perfectly in an authentic “steel look” for your renovation or “rural” project? The new, cone-shaped “Linarte Cone” profiles are the perfect match for a successful total design with durable, maintenance-friendly and endlessly customizable vertical façade cladding. You can also “pimp” it completely to your liking with LED lighting and wooden inserts, while you can even incorporate a house number into your façade. Which gives you unprecedented creative freedom.

TIP: ADD A LINK TO YOUR WEBSITE

Always include: #Renson @rensonworldwide

Extra to add: #Linarte #cone #rural #steellook #façadecladding



DOWNLOAD THESE
IMAGES & TEXT



A house with two faces

A house with two faces standing on the flank of the Rhine in Düsseldorf. Along the Rhine side you have a three-storey open architecture with spacious patios and a view of the river; on the street side, the house seems similar to the houses in the area, but with a shiny aluminium façade cladding. From the entrance, sepia brown Linarte provides a contrasting touch with integrated lighting on the integrated garage door. According to Michael Dahmen of DDJ Architekten, strict legislation contributed to the innovative design and appearance of this project.

DDJ Architekten

DDJ Architekten was founded around Professor Wolfgang Döring. He taught at the Rheinisch-Westfälische Technische Hochschule in Aachen, where his future DDJ partners also attended: Michael Dahmen and Elmar Joeressen. They started working as employees for Döring in 1991. In 1996, the three decided to run the office together and subsequently founded Döring Dahmen Joeressen Architekten [DDJ]. Since Wolfgang Döring's retirement in 2018, the other partners continued the business. Today DDJ Architekten is an office with twenty architects. They make designs for all kinds of projects – irrespective of the size or type of building – with the aim of creating “beautiful buildings”.

“The Linarte façade cladding connects the building components”

Contemporary simplicity

“Döring had a good eye for clear, modern architecture and simplicity,” says Michael Dahmen about his business partner who passed away in 2020. “In the beginning, he built many experimental designs, and some of these projects are protected monuments today. We are mainly active in residential construction, but we also design commercial buildings such as offices, doctor's practices and car dealerships for premium brands such as Audi, VW, Porsche, Volvo, Aston Martin and McLaren. We are also familiar with tackling protected monuments.” DDJ Architekten is based in Düsseldorf, but gladly works outside the region. They have already completed projects in Spain, Italy and the Austrian Alps.



Call for reference / pilot projects - testimonials

Your projects in the spotlight?

For our reference photography, testimonials or project reporting on our website, social media channels, and in the press, we are always looking for the most eye-catching reference projects.

Do you have a project with Renson solutions that stands out? Let us know through your Renson contact. You will receive text and photo material of the selected and elaborated references to share through your own communication channels.

Please always share the following information:

- Country + region
- Which products were integrated.
- Always mention the paint color (& fabric type/color).
- Justify why this would be a good reference project.
- When is the project ready for photography (complete installation ready)?
- Deliver some photos, you can do this by smartphone. (Incl. wide shot from a distance)
- Is there opportunity to film the project for e.g. social media or case study

If applicable:

- Is there possibility to interview the architect
- Feel free to share technical drawings

Questions?

If you have any questions or if you need more inspiration or help, feel free to contact us via your local marketeer. Or feel free to contact the Renson Academy at training@renson.eu for a (tailor-made) training course. We're happy to help!

