

## **Hueck:**

### **With a sharper company profile side by side with metal window manufacturers and architects**

**Lüdenscheid, October 2014. 200 years after its foundation, Hueck is not a company that rests on its laurels. On the contrary, the producer of aluminium profile systems for windows, doors and façades is dedicated to the strengthening of competitiveness and brand presence.**

Innovative new products, a new corporate structure and a new team which measures its own success by the satisfaction of its customers – 200 years after its foundation, the Hueck group of companies is a strong service provider of the building industry. “We have used our anniversary as an opportunity to carry out a thorough check”, says Thomas Utsch, Managing Director of the Hueck group of companies. Whether company structure, product structure, processes or employee qualifications:

The medium-sized, family-owned business carefully inspected strengths and weaknesses and presents itself in top shape for the competition on the occasion of the BAU 2015 trade fair. “As a result, we project a clear profile as a reliable partner for metal window manufacturers and architects”, says Utsch.

The new innovative window, door and façade systems contribute to this in the same way as a new corporate structure. The restructuring, however, is only part of the innovation offensive, emphasises Thomas Utsch, who is supported by a management team in the management. “The most important thing is that we focus even more clearly on the needs of our customers.” This also means that the tried and tested partnership-based cooperation with metal window manufacturers, architects, planners and investors is supplemented by new services. This includes, for example, a transparent order tracking. “In future, we will be launching further offers here, which provide an explicit added value for our customers”, announces Utsch.

### **Partner for successful building projects**

As regards the new structure, Eduard Hueck GmbH & Co. KG has been divided into three limited partnerships which remain in a direct joint liability scheme with the parent company. The development and distribution of

the tried and tested window, door and façade systems made of aluminium is the business of Hueck GmbH & Co. KG. The department for new and further development of the tried and tested standard systems and the project department for individual special solutions for new building construction and refurbishment are also located here. “Practically nothing will change for our customers”, explains Sales Manager Schubert. “Because they can also in future rely on their usual contacts in inside sales and the sales teams working for their success.” Internally the new structure ensures on the other hand better concentration on the core competences.

Hueck Extrusion GmbH & Co. KG is now responsible for production of the aluminium profiles and distribution of industrial profiles. With the recognized high degree of vertical integration – from the company’s own foundry to state-of-the-art extrusion presses through to the end production – custom-made industrial profiles will continue to be manufactured here for the mechanical engineering sector and the automotive, electrical and furniture industries. Finally, all internal services within the group of companies will be provided in future under the umbrella of the also newly founded Hueck Service GmbH & Co. KG. “The continued development of our old-established company was not an end in itself”, summarises Managing Director Utsch. “For our customers it has once again been demonstrated that a success factor for their building projects lies in the cooperation with Hueck.”