

Press Release

Gerlingen, June 2021

Walter Roller's new website is online

Users of www.walterroller.de are now experiencing that something is new here! The new website is a component of the newly established communication strategy, which will increasingly draw the attention of the refrigeration and air conditioning trade to the quality and unique products of the traditional company.

Roller has not only revised its website, but completely revamped it. With an informative and user-friendly design, the website supports planners, contractors, wholesalers, installers and end-users with an unprecedented level of detail in the product information on Roller air coolers, heat exchangers and fan coil units for their everyday work.

Thanks to the clear structure, the suitable product for the respective application can be quickly identified. Typical fields of application and relevant references support the selection process and lead to suitable solutions.

The navigation allows an intuitive approach for every type of user. While the familiar Roller customer will find specific information about his product, the prospective customer will reach his goal via an application offer. In addition to the product information, all types of available accessories are shown for each product, and references point out potential applications.

Helpful tools are also available for users. The design software stands for a customised design of the units. The stock software shows the availability of the required product at a glance.

The new website is initially designed for the German and European market and will be expanded in the coming months to include other country sites, such as for Spain and the Asian market.

An all-round successful, completely new appearance that informs customers, distributors and interested parties quickly and comprehensively and thus leads to results.

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About Walter Roller:

Walter Roller GmbH & Co. is an internationally operating family-owned company in the refrigeration and air conditioning industry. At the head office in Gerlingen near Stuttgart Walter Roller stands for 75 years for the development, production and the selling of high-quality heat exchanger products in the premium segment. Examples of the highly efficient solutions for heating, cooling and ventilation are applications in commercial and industrial refrigeration, air conditioning and process cooling where customized products are of high importance.

Via trade and service partners Walter Roller is present in over 30 countries worldwide. The products which are developed in Germany are as well produced in Bangkok for the Asian market. The company is led by the acting partner Joachim Reule and managing director Wolfgang Krenn.

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Illustration:

The new Roller website is optimised for all digital devices

