

2022 PROMISES TO OPEN NEW DOORS FOR MORALT AG

This year has proved extremely successful for Moralt and continuing investment in new technologies means it is looking forward to an even better 2022



Top: Klaus Feile, managing director, Moralt AG
Above: An RFID access solution is included in Moralt FireSound PHOTO: ASSA ABLOY

Despite a number of challenges and disruptions, 2021 has proved to be a very good year for the specialist German producer of certified technical door solutions. Clearly, throughout 2020 the pandemic affected a lot of businesses with lockdowns in several of its key markets, staff on furlough at both its customers and suppliers and major door projects cancelled or placed on hold, all adding to a subdued and frustrating trading period.

“Our particular need to further test and develop products was also badly hit,” explained Steven Dennard, who looks after Moralt’s international sales. “Test institutes

were unable to offer their services and lack of available finances to fund these developments meant we were all especially happy and eager to welcome 2021.

“A slower start to the year began to show signs of promise in the spring and our two-week acoustic test package at IFT in Arnsberg, northern Germany with the support of Mann McGowan showed some excellent product performances and assisted the mood greatly. Our FireSound Xtreme FD120 door now performs acoustically to Rw dB44 as a single leaf door, and as pair, dB43, making this our strongest acoustic product, which at only 58mm thick, is excellent. Further confirmed positive acoustic performances within the internal “Laminesse” door range with concealed hinges and concealed door closers means that our acoustic door offer has become a lot stronger for contract specifiers.

“A fire door test package FD60 to BS 476 Pt. 22 at DMT in Lathen, Germany in early September in part to complement the March acoustic testing covering concealed closers and hinges, was our next larger testing programme. Moralt FireSound was the principle focus of these tests and we included an RFID access solution from Assa Abloy in the test doors as well so that specifiers could consider a high acoustic, fire rated door products with electronic card readers for use in hospitality, education, healthcare and administrative environments. The tested doors were all 2440 x 1000mm in size so that we might see a good size scope added to our already comprehensive acoustic and fire range of doors.”

2021 has seen the business continue to make significant investments, for example with the introduction of Hubspot, a CRM system which enables the company to manage product enquiries from around the globe more quickly and efficiently.

“With this system in place, sales enquiries can be considered in line with our R&D work that is so critical in serving our customer’s requirements,” added Mr Dennard.

Plus, in the autumn, the company began work on a UL door test package for spring 2022 which will appeal to existing markets in the Middle East as well as being the basis of its future commercial work in North America.

“In September we exhibited at our first face-to-face show for almost two years, the Big 5 in Dubai which saw heightened interest in our FireSound high acoustic and fire rated door cores, as well as our timber external door core range. It was great once more to be able to engage with people directly from around the globe and it proved to be a major success for us.”

Klaus Feile managing director at Moralt AG, echoes Steven’s optimism. “Despite the ongoing challenges presented by the pandemic, 2021 has been an extremely successful year for us with strong sales from the UK, European and Middle East markets,” he said.

“In addition, the introduction of FireSmoke and FireSound Xtreme (FD90 and FD120) as stock items at both UK distributors – James Latham and Falcon Panel Products – means that we now offer a full suite of FD30, 60, 90 and 120 fire ratings with our sustainable, certified timber door blanks but also a solid acoustic range too with dB40 and beyond acoustic performances in all fire categories.

“Throughout this difficult period, we have used the time effectively, continuing to invest in the business with the latest technology to deliver innovative solutions across both our production facility and processing systems,” added Mr Feile. “This will ensure that we are in the best possible position for future growth, which is expected to continue through 2022.” ■



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