



TECHNOLOGY IN MOTION

Case Study:

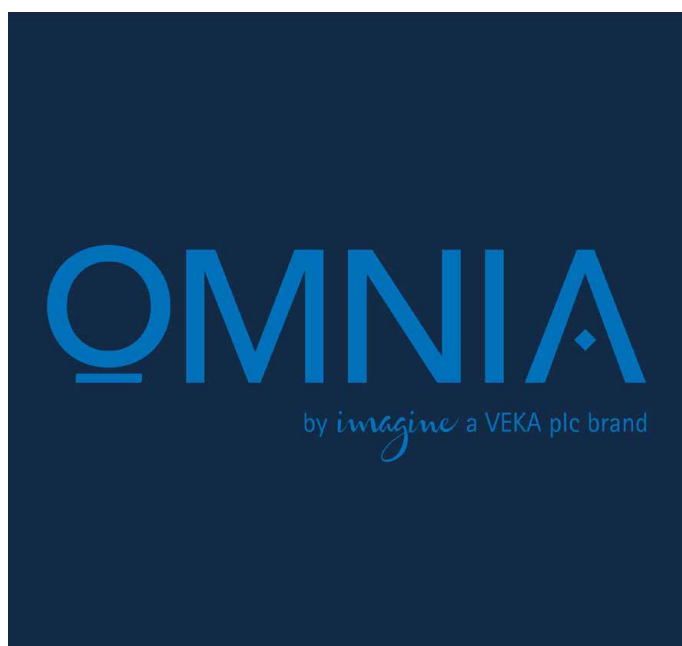
The Development of the OMNIA Window Profile

In the competitive world of window profiles, innovation and performance are key to standing out and bringing a new window profile to market is a complex and time-consuming process. The timeline includes concept development, design, testing, and validation, all of which are crucial to ensuring the product meets the highest standards of performance and aesthetics. The VEKA OMNIA window profile, developed by VEKA in collaboration with MACO, is a testament to this principle. For this case study, MACO spoke to Lucy Kitchen, Product Marketing Manager, and Jack Scullion, Product & Innovation Manager at VEKA to find out more about how collaboration between the two resulted in a fairly smooth sailing development.

The OMNIA window profile was born out of a desire to create a true flush system that was not only the highest performing but also the best looking on the market. Previous flush systems were merely additions to existing ranges, but OMNIA was designed from the ground up to be a standout product. As Jack mentioned, „The brief from the start was to create a true flush system that was the highest performing, best looking flush system on the market.“

OMNIA boasts several features that set it apart from other window profiles:

- › Highest thermal and weather performance: Ensuring energy efficiency and durability.
- › Double Flush: Providing a sleek and modern appearance.
- › Double Rebate: Enhancing security and insulation.
- › 70mm Profile: Maintaining compatibility with existing systems.
- › Comprehensive suite of products: Including casement windows, tilt & turn windows, and doors.





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The collaboration with MACO was crucial to the development of OMNIA. VEKA's team took their designs, as they always do, to various hardware companies for feedback, and MACO was quick to respond with help and support. This early and effective communication allowed the project to progress rapidly and smoothly. Jack highlighted this by saying, „MACO were quick to respond and offer help and support which meant that we could progress quickly.“

To ensure the quality and performance of OMNIA, extensive testing was conducted. Initial indicative testing in VEKA's workshop included wind, water, and security tests. Indicative testing such as that available at VEKA and MACO enabled changes to be made in the hopes that the final test at UKAS would be smooth sailing. Once the windows were perfected, they underwent official testing at UKAS facilities, providing the necessary test reports for market release.

The development process was remarkably smooth, thanks to early communication and collaboration. By addressing potential challenges early on, VEKA and MACO were able to avoid significant obstacles and ensure a seamless development journey. Jack noted, „The benefit of having that early communication is we got rid of some of the challenges that we might have faced further on because we pre-empted them.“

Jack recalls that one of the most memorable moments in the development of OMNIA was when Craig Bryant, Product, Services and Innovation Manager at MACO, travelled up to assist in the initial testing process and became the first external partner to see the product. This milestone marked the transition from concept to reality and was a pivotal moment in the project's success. Jack recalled, „MACO were the first people to see the OMNIA product outside of a VEKA employee. They were the first business, first company, first development partner to see it and all of a sudden it became very real.“

The market response to OMNIA has been overwhelmingly positive. Customers appreciate the full flush suite and its versatility across different products. The product has won several awards, including New Product of the Year at the NFAs and Promotional Campaign at the G Awards. Feedback from fabricators and end users has been enthusiastic, highlighting the beautiful installations and overall satisfaction with the product. Jack shared, „The only feedback we're getting is, „This is a beautiful installation. Our customer loves it. The end user absolutely loves it.““

The OMNIA window profile represents a significant achievement in the window profile industry. Through innovative design, rigorous testing, and effective collaboration, VEKA and MACO have created a product that meets the highest standards of performance and aesthetics. The positive market response and industry recognition further underscore the success of this development journey.