



# ADVANCES IN AUTOMATION LEAD THE COMMERCIAL WINDOW SECTOR

## Deceuninck VP Greg Koch shares industry expertise

Vinyl still dominates the commercial industry and automation and robots are on the rise, according to a recent Industry Pulse report released by Window and Door magazine.

Experts from across the industry weighed in, including Deceuninck Vice President of Sales and Marketing Greg Koch, who noted that increased

automation can help to reduce errors while improving speed and production quality.

“Strides in automation and technological standards continue to impact our business, both in manufacturing and production, as well as overall operations,” Koch said. “It’s a major focus for ongoing advancements in innovation, design and sustainability.”

Aesthetic trends are also traveling across the Atlantic, with survey respondents indicating color as one of the biggest trends coming into the North American market. “We are already seeing significant growth in colors in the U.S. and Canada, and it is continuing to grow,” Koch notes, adding that, even so, the demand for color is still much less than in Europe.

Read the full report [here](#).



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*Deceuninck Commercial is a unique performance-based alliance of window and door manufacturers that commands both precision capabilities and commercial project expertise. The group leverages their commercial market business model behind the power of Deceuninck, a global leader in PVC window and door development.*

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