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Innovation to create growth for the VELUX Group

The VELUX Group is restructuring its product development in a move to sharpen the focus on innovation and new technology, which must ensure the efficient development of new quality products.

The VELUX Group is restructuring its product development in order to strengthen its position as global market leader in roof windows. This will be achieved by sharpening the organisation's focus on three main areas: innovation, new technology and product improvement. The objective is fast and more efficient development of innovative quality products. A new manager will be appointed with responsibility for innovation.

"As market leader, we strive at all times to live up to and surpass our customers' expectations. We will only succeed in doing this by continually improving the price and quality of existing products and constantly developing innovative and attractive new products," says Michael K. Rasmussen, Director of Communications at the VELUX Group.

The new structure will result in new, attractive products arriving at the customers faster.

"Despite the challenges of a market under pressure, we have managed to create growth in the VELUX Group. Our sharpened focus on growth through innovation means we are looking for new ways of serving our customers, with both new products and new services that can create better homes with daylight and fresh air through the roof," explains Michael K. Rasmussen.

Restructuring of product development

The new structure for product development means the VELUX Group is planning a reorganisation of the development of its products that will place different demands for teamwork and a greater need for new skills.

"Unfortunately, new focussed processes can also mean that we may have to say goodbye to up to 50 good colleagues who have given great service to the company. If this possible staff reduction does become a reality, we will offer help to all those affected in moving on in their careers," says Michael K. Rasmussen.

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About the VELUX Group

For more than 70 years, the VELUX Group has created better living environments for people around the world. Making the most of daylight and fresh air through the roof.

Our product programme includes roof windows and modular skylights as well as a range of decoration and sun screenings, roller shutters, installation solutions and intelligent home controls. These products help to ensure a healthy and sustainable indoor climate. For work and learning. For play and pleasure.

We work globally – with sales and manufacturing operations in more than 40 countries and around 10,000 employees worldwide. The VELUX Group is owned by VKR Holding A/S, a limited company wholly owned by foundations and family.

For more information, visit www.velux.com.

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