



Fertöszentmiklos, Hungary - June 18th 2012.

Altaterra Kft (formerly also known as RoofLITE, and a sister company to market leader VELUX) has today announced the release of a brand new innovative offering for the roof window market. Sold under the **DAKEA brand, the offer is aimed at smart professionals and roofers.**

An unrivalled offer of roof windows, blinds and accessories which offers both better features and a better price than any other brand will be available in six European countries – **United Kingdom, Poland, Hungary, Czech Republic, Slovakia and Romania.** The brand is supported by highly innovative online and offline marketing campaigns that are **expected to make a dramatic impact** in a market that is rather conservative and slow moving and where many manufacturers go no further than trying to copy the established offer from the market leader.

That means that professionals will have access to a range that will offer them:

- **A highly insulated, self-cleaning glazing unit plus a free vapour barrier and a free installation frame with the DAKEA “BEST” range. All this at less than the price of the VELUX GGL.**
- **A price entry range – DAKEA “GOOD” – positioned some 20 to 30% cheaper than the opening price point models of VELUX, Fakro or Roto.**
- **An unrivalled installer reward scheme that guarantees up to £5.00 in real cash paid back to the roofer each time he installs any DAKEA window.**
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DAKEA also take care of dealers and merchants and supports them with:

- A unique **vendor managed stock** system.
- Unique and **award winning point of sales communication**, including interactive information displays



The exceptional manufacturing quality of the windows also allows DAKEA to grant **an incredible 20 year guarantee to homeowners** who have been lucky enough to deal with a smart professional, and get the added value and the lower price of DAKEA windows in their home.

“We recognize that the building materials market is evolving. Today, providing a high quality product at reasonable prices is not enough. Professionals demand more value that sometimes cannot be delivered simply through a good feature: price ratio. With DAKEA we are confident that we will be able to bring in more benefits - benefits that no other roof window company has offered before. These will be tangible benefits, that professionals will really appreciate.” stated David Briggs, Altaterra CEO.

Marketing Manager, Béatrice Bolling, explained that DAKEA is so much more than just roof windows “We have been working extremely hard for the past year, developing many value added features that will set DAKEA windows apart. As well as superior product features and an extended warranty, there will be a whole new dimension of value that smart professionals will benefit from.”

At the same time as the windows were made available, the company has launched **a complete online platform** to support both retailers and roof window professionals in their business. From a series of videos that quickly circulated the web.

http://www.youtube.com/user/dakeachannel?feature=results_main to a rich blogging platform aimed at supporting roofing entrepreneurs in their small business development <http://roofer.dakea.co.uk/>

All these tools make a clear statement that **DAKEA is indeed something different**. “**What is also great about DAKEA, is that it will be so easy and fun to work with, for everyone. I really think that this is going to be the most exciting thing in the roof window market in 2012**” added Béatrice Bolling.

“Of course roof window professionals could pay more for all that, but why?” summarised David Briggs.



Contact

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About Altaterra

Altaterra LTD. is registered as a Hungarian company formed in February 2001, but in reality Altaterra is managed from all over Europe by a truly international team. Great products from Altaterra have increased sales rapidly, and Altaterra products are today sold through retailers, builders' merchants and distributors in most European markets.