

Success is our programme

The shopping TV station HSE24 relies on the precision offered by Efaflex doors

Where perfection meets perfection, success is on the agenda. The red signs saying “On Air” above the doors of the two television studios of the shopping TV station HSE24 light up by turns every hour. While one studio is on air, the trolleys carrying the samples for the next show are being rolled into the other one. The presenters prepare their show according to an exact schedule. A forklift truck constantly brings new samples into the anteroom of the studio, always passing a door lock. The lock plays a key role in the logistics of the shopping TV station. “These two doors are the only access to the two studios. They are opened 100 times and more every day”, says Holger Klein. He is the team leader of the sample warehouse. “HSE24 stands for 24 hours of home shopping per day; 18 hours are live. We can afford everything but mistakes.” Holger Klein points to the doors. “A defective door would be the worst thing which could happen to us. The smooth broadcasting would be jeopardised. Therefore, it is important that the manufacturer can guarantee that these doors will not give up.” When we were about to plan the installation of these two doors, it was clear that the responsible persons would decide for Efaflex doors. Five years ago, Klein had got to know the advantages of the doors of the specialist from Bruckberg. Meanwhile, he is enthusiastic about them and appreciates them. “The doors are very versatile. Therefore, we can use them in all areas.” Meanwhile, five high-speed doors ensure free traffic within the warehouses and studios. 81,000 articles from 24,000 assortments are stored in the HSE24 warehouses. 24 hours a day, eleven employees of Holger Klein prepare samples for sale. The team lead is responsible that every one of these samples is in the right place at the right time so that the programme can be started exactly to the second. The trading company HSE24 is one of the market leaders and a motor of an industry which constantly grows in spite of the economically difficult situation. During the past seven years, the number of employees has increased from 740 to 2,040. 460 of them directly work in the company’s headquarters in Ismaning near Munich, 1,580 work in call centres and for logistics partners. Every day, HSE24 dispatches an average of 20,000 parcels to Germany, Austria and Switzerland. Customers appreciate the high quality which is offered by the shopping station. 74 per cent of the products sold originate from Germany. Expert knowledge, experience and quality awareness are the basis of the success of HSE24.

So there was no question about the fact that the persons responsible for selecting suppliers and production equipment would also rely on market leaders such as Efaflex and their high-quality products. When the shopping TV station went on air in 1995 – still under the name H.O.T. – there was only an old stop gate where there is a modern lock today. It did not at all meet the structural and current requirements. It did not open and close quickly enough and it lacked insulation which led to a considerable loss of heat in the anteroom of the studio. The temperature there must, however, never fall below 20 degrees Celsius. The sensitive technology in the studios requires a constant temperature. Also the

samples of the goods and the props must not be exposed to a changing indoor climate. If they are too cold, tension sounds can occur during the programme in the warm studio which would be a risk for the quality of the transmission. And also for this reason, the sounds made by the moving doors must be very low. “When one studio is being prepared, the live programme must not be disturbed by noise. The three metre wide high-speed spiral door EFA-SST is up to both requirements. The 40 mm thick and 225 mm high laths are thermally separated and insulated. Thus, the door has a heat transfer coefficient of approx. 1.5 W/m²K and a sound insulation of 24 dB. Depending on the door blade, the doors can achieve a heat transfer coefficient of 0.7 W/m²K and a sound insulation of up to 26 dB thanks to the EFA-THERM laths. When planning the new door lock, it was important to cope with another task: while the outer access is even with the ground, the inner door has to provide the same clearance height of 3.46 metres behind a ramp as outside. No problem for the specialists of Efaflex: instead of a round spiral, an oval spiral houses the door when moving upwards, so that it does not even hinder vehicles with a high load or sets. The high-speed spiral door EFA-SST has a width of three metres. In order to let daylight enter the lock area and to guarantee more industrial safety, seven of the 16 laths are transparent laths.



As far as his daily work is concerned, Holger Klein appreciates that the Efaflex doors do not require any maintenance. Nevertheless, the customer service regularly checks if everything is in order. “We work very well together. A sound mixture of distance and partnership seems to be the magic formula for that. Efaflex perfectly masters the splits.”

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