



ROLL-AIR RETAIL

**OPEN AND CLOSE**

With the Rovero Roll-Air Retail, you can easily open or close your roof within one minute, depending on weather conditions.

**ROLL-AIR RETAIL**

The Roll-Air Convertible Greenhouse is designed for efficient space utilization, plant preservation, and enhanced user productivity.

the  
Smart  
way  
to grow









# The *Roll-Air* Greenhouse takes garden centers to the next level

Since 1968, Rovero has been designing, producing, and constructing high-quality polytunnels, fruit canopies, shade structures, and greenhouses for growers and garden centers. They are trusted by green professionals in over 60 countries, thanks in part to the dedication and support of our committed agents and dealers.

The flagship of our portfolio is the Roll-Air Retail, featuring a roof that can be fully opened or closed in just 1 minute. The robust patented rolling system smoothly and tightly rolls the entire roof up to the peak, allowing plants, staff, and customers to quickly enjoy a pleasant outdoor environment. The optional continuous side ventilation enhances the outdoor experience.

The Roll-Air Retail is ideal for users who want to adapt to changing weather conditions. You can open the roof and experience the outdoors whenever the weather permits, while being sheltered from rain, hail, and cold when necessary. Garden centers and other user groups where both indoor and outdoor experiences are essential greatly appreciate this flexibility.

Whether you want to bring a true outdoor section indoors or provide an indoor sales area with more of an “outdoor feel,” the Rovero Roll-Air Retail makes both possible without the hassle of moving plants, cultivation tables, and materials. It’s the ultimate lightweight convertible greenhouse that enhances garden centers even more. In several countries, it has been proven that this greenhouse, serving as a flexible indoor and outdoor sales space, extends customer dwell time, increases shopping pleasure, and significantly boosts year-round revenue.



Curious about how and why? You can read, for example, the success story of Intratuin Barneveld in this brochure.

**JACCO VAN DELDEN**  
CEO  
ROVERO SYSTEMS B.V.

# *Roll-Air Retail* *open roof solution*

## **Foil**

The protective, transparent “skin” of the Roll-Air Retail consists of two types of foil. For the rolling system (greenhouse roof and movable sideventilation), we use the unique Rovero Netfilm. It's incredibly strong and boasts an unprecedented light transmittance (PAR) for polytunnels, reaching 83%.

The fixed walls can also be covered with super-strong EVA foil, which is a whopping eight layers thick. This foil is finished on the inside with an anti-condensation/anti-drip layer and is produced in a 100% energy-neutral manner.

## **Gutters and Drainage**

The Roll-Air Retail comes standard with Rovero aluminum gutters. These have a very high drainage capacity (85% more than average) and can withstand snow

loads of up to 100 kilograms per meter. The collected rainwater is suitable for storage as irrigation water. This gutter system has a low CO2 footprint and a long service life.

## **Superstructure**

The superstructure consists of gothic-shaped arches. The arch width and spacing depend on the chosen model.

## **Superstructure Protection**

At the peak, the arches are connected with an aluminum ridge profile linked to a steel ridge plate to optimally protect the rolled-up foil. On the roof, auxiliary arches are also mounted to safeguard the foil against strong winds.

## **Roof Ventilation**

The patented drive system consists of an electric motor with chain transmission, is self-braking, and is mounted on the

truss with a stabilizing frame. The drive is equipped with a patented torque limiter that disengages the drive at a preset force. This ensures that the foil is always tensioned correctly throughout the seasons.

For every two motors, an additional control box (relay box) with thermal protection is installed in the middle, under the peak, on the truss.

## **End Walls**

The semi-circular sections of the end walls are covered with the transparent Rovero Netfilm, which is also used on the roof. An aluminum foil clip profile is mounted on both end arches and end trusses for this purpose. Additionally, it's also possible to cover the semi-circular sections with black transparent fabric.



### **ROVERO REINFORCED NETFILM**

Specially designed  
for the Roll-Air.



### **TWO MOTORS PER SECTION**

Allows you to open  
half sections as well.



### **CAREFULLY CRAFTED**

In our sewing workshop, the Netfilm  
is equipped with bindings and  
custom-cut.



“The Roll-Air Retail quickly makes the investment profitable.”

Want to learn more?  
Scan the QR code.



VISIT THE  
WEBSITE



## Facade Finishes

WE OFFER VARIOUS FINISHES FOR THE FACADES. OF COURSE, IT'S POSSIBLE TO USE THE SAME FOIL AS WE USE ON THE ROOF FOR THE FACADE. HOWEVER, WE ALSO PROVIDE OTHER OPTIONS:

1. Finish with black fabric (photo on the right)
2. Glass facade (photo above)
3. Sandwich panels (photo on the left)



## We offer various types of *facade cladding* for the Roll-Air Retail.

By adding a Roll-Air to protect your outdoor plants better, you not only achieve a higher return because customers can now select plants even in bad weather but also enhance the quality of the plants as they suffer less damage and grow under ideal conditions.

In this context, it is also important to choose the right exterior finish. The choice varies for each situation. These are the four most commonly used facade finishes:

### Netfilm Foil

If you primarily want extra light for your plants, Netfilm is the best option.

### Sandwich Panels

If you want to install shelves against the side walls, finishing with sandwich panels is a good solution. They are available in various colors.

### Black Fabric

If you want to protect the plants from direct sunlight while still providing the coolness of natural ventilation, our black mononet fabric is a good solution.

### Glass

If you want to upgrade the appearance of your Roll-Air Retail section or if the Roll-Air is adjacent to the exterior of your building,





“Logic takes you from  
A to B. Imagination can  
take you anywhere.”

— ALBERT EINSTEIN







# “Roll-Air Retail brings *together the best* of both worlds”

**CONVERTIBLE GREENHOUSES ARE ON THE RISE IN GARDEN CENTERS.** They offer several clear advantages over standard glass and polytunnels. Perhaps the most significant is that a convertible greenhouse allows plants, visitors, and staff to fully enjoy sunny weather while protecting them from adverse weather conditions. Garden centers looking to maximize these benefits often turn to Rovero’s Roll-Air Retail.

“**T**he Roll-Air was initially designed for professional growers seeking a smart solution for both hardening off and protecting their products. The lightweight structure, strong yet highly transparent foil, and the unique patented rolling mechanism that fully opens the roof seamlessly bring together the best of the outdoor and indoor environments.

Now, garden centers have also realized that the Roll-Air offers more than just a standard convertible greenhouse. Its thoughtful design provides more usable retail space, less light interception, and maximum outdoor experience when conditions permit. Moreover, Rovero is known for delivering customized solutions. Therefore, the Roll-Air can be seamlessly integrated into both new construction projects and renovations.

In most garden centers, the layout includes both indoor and outdoor areas. Delicate plants and materials are typically housed in the business premises or the greenhouse, while bedding plants

and more robust, larger plants and trees can be found outside. Customers love to explore these outdoor spaces during their visits as long as the weather cooperates. However, when it’s cold or raining, outdoor areas are often skipped or deserted entirely.

Covering outdoor spaces with a Roll-Air Retail has a very positive impact on visitor numbers when the weather takes a turn, their average dwell time in the store, and their purchasing behavior. Of course, this primarily affects purchases in the now more frequently protected outdoor areas, but other departments benefit as well. Entrepreneurs who have adopted the Roll-Air Retail report revenue increases of approximately 10% to 30% annually for the relevant areas.

That’s not the only gain. Because plants and materials are no longer exposed to bad weather or need to be moved to a sheltered environment, money is saved, and yield losses are avoided. Handling products always entails some damage, not to mention the risk of sudden heavy hail. In a Roll-Air Retail, everything can simply stay in place, and with the push of a button, the roof can be closed in just 1 minute.







## *“Intratuin Barneveld is delighted with Roll-Air in every aspect”*

Intratuin Barneveld became the first garden center in the Netherlands to have a Roll-Air Retail constructed in 2020 to cover outdoor spaces. The client and owner, Ton Uljee, has never regretted that decision for a moment. “Whether the roof is open or closed, this greenhouse always provides our customers with a great experience and comfort.”

Uljee had seen convertible greenhouses before but was not particularly impressed. “In greenhouses with regular roof vents and most open-sky greenhouses, you still feel like you’re indoors,” the entrepreneur explains. “The Roll-Air greenhouse offers much more of an outdoor experience. The structure is light, and when the roof is open, you don’t see rows of upward-facing windows; you see almost nothing but blue sky. This truly gives the feeling of being outdoors while still having the option to protect the plants and visitors from harsh weather conditions. That’s exactly what we were looking for.”

Uljee got in touch with Rovero and discussed his requirements with Jan van Hemert to translate them into custom-made solutions. “Ton wanted as few columns as possible to enhance the spacious effect,” recalls the sales advisor. “We could accommodate that request, even within the stricter safety requirements for spaces with a large number of people. This led, among other things, to a double bay size of 9 meters in length.”

**Architect Theo de Glt of Breddels Architects** assisted in seamlessly integrating the greenhouse with the existing structures, which required some modifications to the facade.

Visitors responded enthusiastically, and the entrepreneur’s high expectations were met. Uljee says, “Apart from the extra experience we can offer our customers, we have discovered a few more positive aspects along the way. When we close the greenhouse on warm, sunny days on the south side, it provides enough shade to protect certain plant species and maintain a pleasant climate. When we need to irrigate, we are less affected by the wind. Thanks to the installed irrigation system, we can also water more accurately and efficiently.”

Within a few months, the 57.6 x 27-meter greenhouse was built in the winter of 2019/2020. Uljee adds, “We were able to set it up in March, just before the start of the spring season. It was exciting, but Rovero’s construction team worked calmly and very disciplined, and they managed to finish the job on time. I watched them with admiration.”

*‘Our customers find shopping more enjoyable, and we see that reflected in the numbers.’*





# We can also build turnkey!

Complete new construction projects often work on a turnkey basis, in which a main contractor organizes and directs the entire construction. Within such a turnkey project, a Roll-Air Retail is only part of the bigger picture.

Rovero also offers turnkey services in collaboration with project partner Smiemans Projecten. Smiemans specializes in complex construction projects, especially for garden centers. A particularly appreciated custom solution at Smiemans is that they can also realize constructions with round shapes. Rovero regularly collaborates with Smiemans for garden centers throughout Europe.

**SMIEMANS** has been a reliable, innovative builder of functional and high-quality glass constructions that can regulate the perfect indoor climate in an energy-efficient way for many years. Building with detailed knowledge is the distinguishing feature of the various centers that Smiemans Projecten realizes. [www.smiemansprojecten.com](http://www.smiemansprojecten.com)



**SMIEMANS**  
PROJECTEN







Rovero Greenhouses - *The smart way to grow*





Gardencentre Abbing in the Netherlands




GO TO THE  
WEBSITE

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