

ELITE CITY

Shaping the Future of Urban Living in Cluj-Napoca

How **Somfy** motorized shading helped Elite City deliver comfort, energy performance, and smart-ready living across 1,200 homes.

PROJECT FACTS

Apartments
1,200

Area
5.5 ha

Standard
nZEB · Smart Ready

Solution
Somfy Oximo io

Year
2024–2026

Developer
Elite Grup

somfy®

Elite City is Elite Grup's urban regeneration project in the heart of Cluj-Napoca, planned to include 1,200 new apartments on 5.5 hectares.
Designed to meet the nZEB standard, the development features rooftop photovoltaics and is smart-ready. To deliver that promise consistently across every building, Elite Grup made motorised roller shutters a standard feature in every apartment, working with Rollotec and Somfy from the design and specification phase.

THE OBJECTIVE

To fit all 1,200 nZEB apartments with motorised roller shutters as standard: reducing solar heat gain, ensuring acoustic comfort and resident security, and enabling full smart-home integration without extra wiring, with consistent quality across every building.

> **"For a project on the scale of Elite City, choosing a shading solution meant more than selecting a product. We needed a partner capable of delivering both high-quality external roller shutters and the installation and commissioning expertise required to meet the project's standards. We chose Rollotec for its complete solution and implementation experience, while Somfy motorisation helps deliver the comfort, reliability and quality we want to offer residents."**
>
> **Răzvan Craiu,** Director - Elite Grup

THE SOLUTION

- **Somfy Oximo io motors**
  Quiet roller shutter motors with obstacle and frost detection, built for long-term reliability.
- **Burglary protection**
  Helps keep shutters from being forced open, adding security in every apartment.
- **Situo 5 io controls**
  Simple, intuitive one-touch control for every resident.
- **io-homecontrol® ecosystem**
  Ready for app control, scenarios and thermal-comfort automation with TaHoma, with no extra wiring needed.
- **Installation by Rollotec**
  Somfy partner, with standardised installation across every apartment, backed by Somfy technical support from specification to handover.

THE RESULTS

100%
nZeb-compliant bulding

3 IN 1 PROTECTION
obstacle, frost and burglary

For residents
Quiet one-touch control, better thermal and acoustic comfort, added security in every room, and an easy upgrade path to full smart-home automation with TaHoma.

1200
appartments
451 apartments in Phase 1

ON SCHEDULE
delivery across the full site

For the developer
Uniform quality across every building, a brand buyers recognise and trust, and stronger premium positioning on the Cluj market.



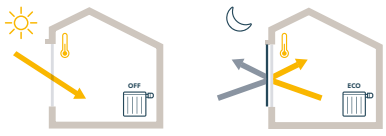


"Implementing the solution in the first phase of the project required every installation to meet the same standards and be completed on time. The solution supplied by Rollotec, combined with Somfy technology and the team's technical support, enabled us to standardise the process and ensure consistent implementation throughout the project."

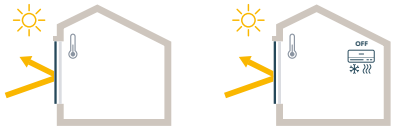
Csaba Bokol, Area Sales Manager, Rollotec



In winter



In summer



WHY DID THE DEVELOPER CHOOSE SOMFY?

- Proven expertise in large residential projects
- Strong local partner network and technical support
- Durable, low-maintenance motor technology
- A ready-made connected-home solution

DESIGNED TO PERFORM

Motorised roller shutters limit solar gain in summer and heat loss in winter, supporting the energy performance of the building envelope.

Let's build smart, comfortable spaces together.

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