

Vaillant

Market

Vaillant GmbH, seated in Remscheid, Germany, is a pioneer among the leading heating technology companies in Europe. Vaillant is the only brand that offers a complete product assortment for domestic comfort and water heating systems, using all energy sources: gas, oil, electricity, zeolith, hydrogen, as well as renewable energy sources.

Throughout Europe Vaillant is the most popular brand in this line of business, for its values – tradition, quality and innovation. The Vaillant Group was founded in 2001, becoming the leading group in the sector of heating technology with 1.8 million wall hung units sold and 13,000 employees.

The Group manufactures in 12 factories across Europe and encompasses nine different product brands. Vaillant Group is the market leader in Europe. In Bosnia and Herzegovina it is the leading company on the market, with a market share of 80 percent. Globally, Vaillant Group ranks 8th among all heating, ventilation and air conditioning manufacturers.

Achievements

Since its founding, Vaillant has kept its pioneering status among the producers of heating equipment.

Over time, Vaillant introduced four innovations in the heating technology:

In 1894, Johann Vaillant was granted a patent for his "closed system" gas bath boiler.

In 1961, a new innovation was introduced under the name "Circo-Geyser MAG-C 20" – wall-hung, gas-fired water circulation heater.

In 1967, with its "Combi-Geyser VCW 20" Vaillant successfully combined central heating and hot water supply in a single unit.

In 2002, Vaillant launched its first fuel cell boilers.

With its innovations Vaillant is always one step ahead of others, and it is taking new avenues by using renewable energy sources, interactive internet communication with installed units, and always placing the customers first.

History

In 1874 Johann Vaillant founded an installing craft workshop in Remscheid, Germany. In 1894 he registered his first and most



important patent for the future – the closed system gas bath boiler; heating water in a clean and safe way. He thus created an entirely new market, because water was heated indirectly, without any contact with gas. The craft workshop quickly grew into an industrial plant, with products being exported throughout Europe.

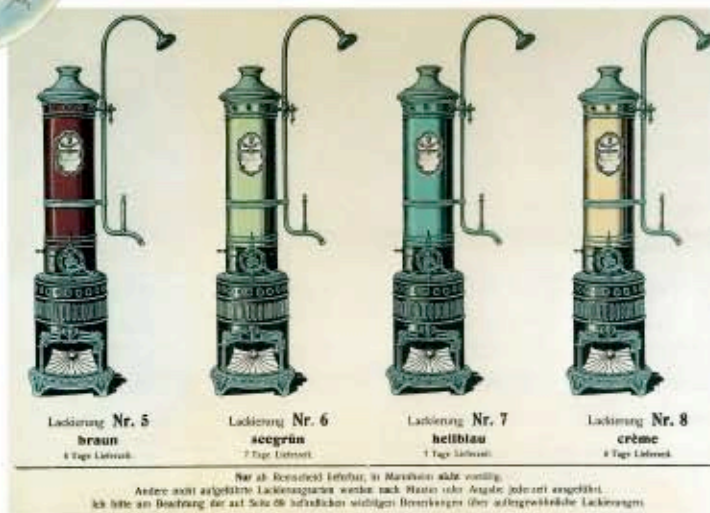
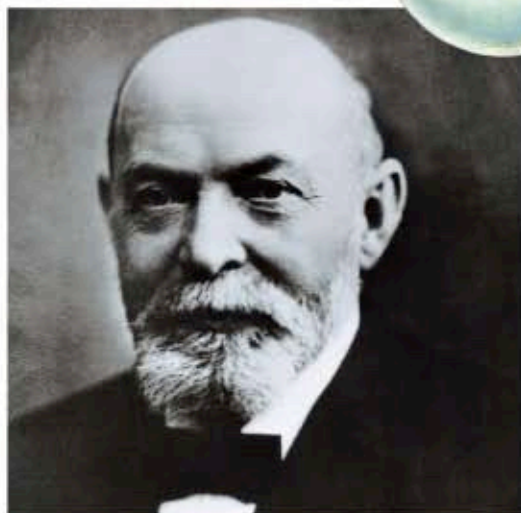
In 1899 he registered his own trademark, the Easter Bunny, adorning all the company products and printed materials from that point on. With further innovations Vaillant succeeded in producing a wall-hung version of the bath boiler, which additionally contributed to the company's success.

After World War II and reconstruction of its manufacturing plant, in the 1950s Vaillant successfully started exporting throughout Europe again, and it celebrated the production of its one millionth unit. Market demands for more comfort resulted in production of the first wall-hung central heating unit, and shortly

thereafter the so-called wall-hung combi boiler, combining gas-fired central heating and hot water supply in a single unit.

Apart from constant improvements and new technological solutions, Vaillant has become increasingly mindful of and involved in environmental protection and product design.

As the development of gas infrastructure towards final users started in mid 1980s, it led to massive-scale installation and demand for gas heating units. Of course, being the European leader at that time Vaillant fulfilled consumer demands with its product range at the territory of BiH as well. It is important to note that Sarajevo was supplied with gas much earlier, and there was even one registered case of a user with gas unit MAG 14, installed long ago in 1938, which operated on the city network constructed at the time of the Austro-Hungarian rule when Sarajevo had its own gas sources. Today we can take pride in the results of our operations and the Superbrands BiH title, as well as the total market share of 80 percent in the field of wall-hung gas units.



In 2001 Vaillant evolved into a global player, with the acquisition of Hepworth Heating, thus enhancing its product range for comfortable living with additional trademarks and products, from air conditioning, through ventilation, to heating systems using all kinds of energy sources.

In 2004 Vaillant opened its branch office in BiH, seated in Sarajevo, thereby demonstrating its continuous care for its users by providing them with complete technical support and necessary information.

Along with technical and ecological advancement of its products, Vaillant is increasingly

focusing on expanding the offer of additional services that will confirm its well deserved trademark and brand positioning in the premium segment.

Product

For long time Vaillant's top product has been the so-called combi wall-hung gas boiler, combining domestic heating and hot water supply. The development of condensing technology also encompasses the growth of condensing wall-hung gas units, which proved to be an excellent response to European legislation on energy efficient products.

In its product range Vaillant offers complete solutions for individual demands – from water heaters, wall-hung boilers, floor standing boilers, combined boilers with water tanks and compact units (heating units with integrated water tanks), using all energy sources: gas, electricity and oil.

The product range also includes a regulation programme (classical and interactive), radiators, fuel systems for different performances, ventilation and air conditioning units, as well as solar collectors, photovoltaic cells and heat pumps.

Vaillant offers not only appliances, but full system solutions.

Recent Developments

The global trend or rising energy prices, the growing ecological awareness and new European Union regulations and guidelines only confirm that Vaillant is moving in the right direction by focusing on renewable energy sources. In doing so, Vaillant has concentrated on the development of two product groups – solar energy systems and heat pumps (using accumulated heat from the ground, ground water or air).

Therefore, Vaillant manufactures both its product groups in its plant in Gelsenkirchen, in order to additionally ensure the best possible oversight and development of its systems.

At the same time Vaillant is working on future projects, such as the zeolith heat pump and the fuel cell unit.

Apart from appliances, Vaillant is also introducing a new sales approach. Namely, instead of simply selling "bare" appliances, Vaillant tries to offer complete system solutions, the so-called packages that in addition to the main appliance contain, depending on the product, all the necessary components for particular installation demands (e.g. the Solar Package).

Furthermore, the company tries to accompany the customer from the very preliminary project, through product selection and installation, all the way to regular annual maintenance (e.g. Heat Pump Package).

Apart from its product assortment Vaillant is

increasingly investing into customer services, and it is therefore the only brand in Bosnia and Herzegovina available to customers 365 days a year with its network of authorised services called Vaillant Service System. Installation and setup of Vaillant appliances is successfully carried out by installers, who are members of the Vaillant Installers Club. Vaillant products are distributed directly through three largest importers, Luk d.o.o. Sarajevo, Termocommerce d.o.o. Mostar and Vokel d.o.o. Posušje, all the way through smaller distribution operators

available at the territory of Bosnia and Herzegovina.

Promotion

In 2009 Vaillant is celebrating its birthday under the slogan "135 years of tradition, quality and innovation". These are the very values reflected in promotional activities.

In Bosnia and Herzegovina Vaillant defined two main target groups according to which it determines its promotional activities.

The first group consists of all Vaillant's business partners, with whom the company established practically familial relationship. Specifically, Vaillant sees the very successful personal relationships with partners as the key to its success, which represents a logical continuation of family values embedded by Johann Vaillant, and which are still evident in the fact that the Vaillant Group is still owned by the Vaillant family.

Various social events, regular visits, education, joint travel, prize games, special attention programmes, business support, occasional presents and the supply of working clothes and tools are just some of the activities through which Vaillant fosters its relationship with business partners.

All these activities are carried out through the Vaillant Installers Club, Vaillant Service System, free magazine Vaillant Plus, Vaillant newsletter, Vaillant Education Centre and Internet sites for business users.

The second large target group includes direct users of Vaillant products. In addition to standard promotional activities, the approach to this group also entails as much direct contact as possible, such as: availability of Vaillant employees, providing advice and

recommendations and promptly answering to inquiries, internet sites for direct web inquiries, trade fair presentations, showrooms, free delivery of audio-visual materials and information about energy saving and efficiency.

Vaillant also takes account of unique recognition of its authorised partners through a unique design of points of sale, vehicles and the very customer approach of all service technicians and installers, so that users will feel certain they have made the right choice.

With a view to constant improvement of its services and products, Vaillant additionally conducts group-level customer satisfaction surveys.

Brand Values

The clear business vision of the company founder Johann Vaillant – "Hot water, whenever you want it, in every home" – has determined the company's direction from the very beginning. For many years, quality and innovations of products and services complemented the initial vision, thus making the Vaillant brand a synonym for supreme quality products and comfortable living.

Many years of customer satisfaction and loyalty have deservedly ranked the Vaillant brand among the leading brands in Europe, and among top ten brands worldwide.

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THINGS YOU DIDN'T KNOW ABOUT...

Vaillant

- The oldest Vaillant appliance installed in Sarajevo dates back to 1938.
- Vaillant has its own song "I will carry the sun", composed in 1999, to mark the 125th anniversary of the company.
- The green colour of Vaillant's logo was inspired by architectural elements of Remscheid, the company's home town, where traditional window shutters on old houses have the same green colour.
- Vaillant's bunny in the company logo found its place there quite accidentally. On Easter Monday in 1899, Johann Vaillant saw an image of a bunny in an egg in daily newspapers. Inspired by it, he decided to purchase copyrights for it and that is when the success story of the Vaillant trademark began.
- In the 1950s Vaillant's gas water heater named "Geyser" was available in several trendy colours (blue, green, pink), causing a real market boom.

