

Vaillant

Market

Vaillant GmbH, based in Remscheid (Germany) is both a pioneer and Europe's number 1 heating technology manufacturer. Vaillant is the only brand that offers a complete product range for domestic comfort and water heating systems using all energy sources: gas, oil, electricity, zeolith, hydrogen, and renewable energy sources. Ventilation and air-conditioning systems round up the brand profile.

Vaillant is the best known brand in the trade throughout Europe for its values – tradition, quality and innovation. In 2001 the Vaillant Group was founded, thus becoming Europe's leading group in the heating, ventilation and air-conditioning business with 1.8 million wall-hung units sold – along with 13,000 employees. Annually the Vaillant Group sells 4 million units including electrical equipment and water heating devices.

The Vaillant Group manufactures at 12 production sites throughout Europe and encompasses 9 separate product brands. The Vaillant Group is a market leader in Europe and in Croatia as well, with a market share of over 70 percent. On a global level, the Vaillant Group ranks 8th among heating, ventilation and air-conditioning manufacturers.

Achievements

From the very beginning, since the company was founded, Vaillant has kept its pioneering status among heating equipment manufacturers.

Over time Vaillant introduced four significant innovations which revolutionised heating technology.

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

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

1967 With the "Combi-Geyser VCW 20" Vaillant succeeded in combining central heating and hot water supply in a single unit.

2002 Vaillant introduced its first functioning Fuel cell boiler.

Constantly setting new standards for over 135 years, Vaillant has always been able to be one step ahead of the competition. This tradition continues while taking new avenues: the use of renewable energy



sources, interactive internet communication with installed units and above all – placing the customers first.

History

In 1874 Johann Vaillant founded a craft workshop for installation work in Remscheid, Germany. In 1894 he registered his first and most significant patent, the "Closed system, gas bath boiler" which permitted heating water in a safe and clean way. Through this, he created an entirely new market: for water was heated without the combustion gases condensing into the water. His small company quickly grew into an industrial plant with products being exported throughout Europe.

In 1899 he registered his own trademark "The Easter bunny in an egg" which from that point on, decorated all Vaillant products and printed material.

Through further innovations, Vaillant managed to produce a wall-hung version of the bath boiler which additionally contributed to the company's success. During the 1930s a large number of gas water heaters were imported directly from the factory to Zagreb during the first mayor gas network construction. Since then, the Vaillant bunny has taken care of the hot water and later on of the heating demands of more and more Croatian households.

After World War II and the reconstruction of the production plant in the 1950s, Vaillant began exporting to all of Europe again and celebrated the production of its 1 millionth unit. The demands of the market, which called for more domestic comfort, led to the production of the first central heating wall-hung unit and shortly after that the wall-hung combi boiler, combining gas-fired central heating and hot water supply in one single unit.

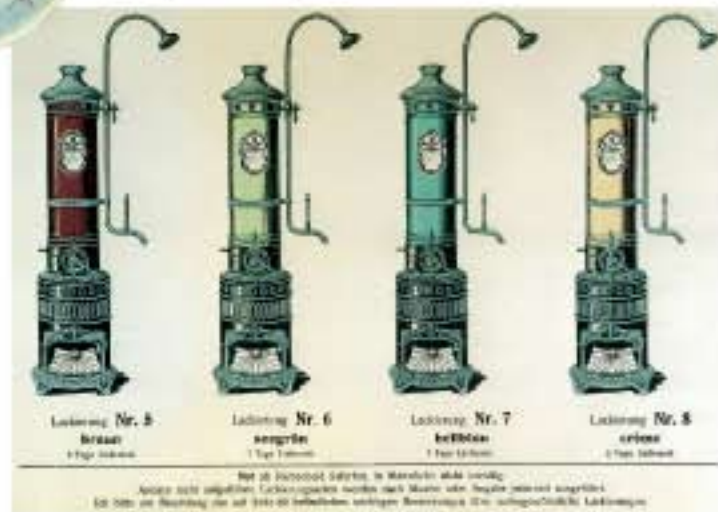
Apart from constant improvements and new technical solutions, Vaillant has become increasingly more involved in environmental protection and

product design. Vaillant has been constantly present in Croatia since the 1970s, at that time still via consignment sale within the Ferimport company.

However, in 1992 Vaillant showed courage and faith in a young new market, and invested in founding a branch in Croatia, despite the ongoing war.

In 1998 it gained additional markets, along with Croatia, these include: Slovenia, Bosnia and Herzegovina, Serbia, Montenegro and Macedonia.

In 2001 Vaillant grew into a global player. With the acquisition of Hepworth Heating, Vaillant enhanced its product range for



domestic comfort from air conditioning from ventilation to heating systems using all kinds of energy sources.

Croatia, although a small market, is sometimes even pioneering within the Vaillant Group. In 2002 the first Vaillant air conditioning systems were introduced to the Croatian market before any other European country.

Parallel to the technological and ecological progress of its products, Vaillant offers extra customer service, and in this way assures its well deserved position of its brand and products in the premium sector.

Product

Vaillant's top product for a long time has been the combi wall-hung gas boiler, which combines domestic heating and hot water supply in one unit. The growth of condensing technology is also affecting the growth of condensing wall-hung gas units which proved to be the right response to the European legislation on energy efficient products.

Vaillant offers complete solutions for individual demands – from water heaters, wall-hung boilers, floor standing boilers, the combination of boilers with water tanks up to 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, flue systems for different demands, ventilation and air conditioning systems, solar and photovoltaic collectors as well as heat pumps.

Vaillant offers not only bare appliances but complete system solutions.

Recent Developments

The global trend of rising energy costs, growing ecological consciousness, and new rules and regulations by the European Union only prove that Vaillant is moving in the right direction by concentrating on renewable energy sources. The company is therefore focusing on the development of two product groups: solar energy systems and heat pumps (using accumulated heat from the ground, ground water or air).

For this reason, Vaillant produces both of these product groups in its plant in Gelsenkirchen in order to assure better supervision and development of these product systems.

At the same time Vaillant has been working on future projects like the zeolith gas pump and the fuel cell unit.

Apart from appliances, Vaillant is introducing a new sales approach as well, by offering complete system solutions, and not just "bare" appliances. Vaillant offers complete packages which, depending on the product, contain all necessary components for a particular demand (e.g. solar packages).

On the other hand, Vaillant tries to accompany the customer from an initial idea for a project, to the product selection, the installation, all the way up to regular annual maintenance (e.g. Heat pump package).

Apart from the production programme, Vaillant invests more and more in customer services and is the only brand in

Croatia with its own network of authorized service technicians. The Vaillant Service System is available 365 days a year.

Promotion

This year in 2009, Vaillant is celebrating its birthday under the claim "135 years of tradition, quality and innovation." These are the very values present in all promotional activities.

In Croatia Vaillant defined two main target groups, which determine promotional activities.

The first group consists of business partners, with whom Vaillant has established an almost family like relationship. Vaillant sees successful personal relationships with its partners as the key to its success. This is a logical continuation of family values that Johann Vaillant established 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 journeys, raffles, special attention programmes, business support, gifts and giveaways, VIP membership benefits and the supply of working clothes and tools are just some of the activities by which Vaillant cultivates the relationship with business partners.

All activities are conducted through the Vaillant Installers Club, Vaillant Service System, the free magazine Vaillant Plus, the Vaillant newsletter, the VIP membership, the Vaillant Education Centre and internet sites for business partners.

The other big target group are direct users of



Vaillant products. The approach to this group, aside from classical promotional activities, reflects itself in as much direct contact as possible, such as availability of Vaillant employees for advice and recommendations, fast solutions to inquiries, internet pages for direct web questions, trade fairs, point of sales and information on energy saving and efficiency.

Vaillant also takes care of the brand recognition of its authorized partners through a unique appearance of the points of sales, vehicles and customer approach of all service technicians and installers so all users can be sure to have made the right choice. For constant improvement of services and products, Vaillant additionally conducts a group wide customer satisfaction survey.

Brand Values

The dear business vision of founder Johann Vaillant – "Hot water, whenever you want it, in every home" – has determined the company's path from the very beginning. For years, qualities, innovation of products and service, have completed the basic vision which made the Vaillant brand become a synonym for top quality products and comfortable living.

Years of customer satisfaction and loyalty have placed the Vaillant brand among the leading European and top ten world brands.

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THINGS YOU DIDN'T KNOW ABOUT...

Vaillant

- The oldest Vaillant boiler in Croatia dates even back to 1918.
- 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 the 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 itself there by accident. On Easter Monday in 1899 Johann Vaillant saw the image of a bunny in an egg in the daily newspaper. Inspired by the image, he decided to purchase the rights to it. That's when the success story of the Vaillant brand trademark began.
- The Vaillant gas water heater named "Geyser" was available in several trendy colours in the 1950s (blue, green, and pink...) causing a real market boom.

