

New 'Visible Rewards' installer promotion launched

Viessmann has launched a generous new reward promotion, open to all UK Gas Safe Registered installers, in time for the onset of the heating season. The scheme will see installers collect points for each domestic boiler, cylinder or solar pack (per square metre) purchased throughout the 1st September 2011 to 31st March 2012 qualifying period. They will be able to redeem them against a free product when the required amount has been accrued.

“This is a simple proposition – buy products, earn points, get rewards – which we are unveiling to engage installers over the heating season,” says Darren McMahon, Viessmann marketing manager. “We believe we’ve set a redemption level that is both achievable and aspirational and urge installers to get saving right away, whether they are experienced or new to installing Viessmann product”

Visible Rewards offers two points levels: a Vitodens 100 or 200/222 boiler or one metre of Vitosol flat plate solar kit will earn 100 points while a Vitocell 200-V/B cylinder or per metre of Vitosol tube solar kit will earn 150 points. When 1,200 points have been collected, installers can claim either a free Vitodens 100-W boiler, one metre of Vitosol flat plate solar kit or Vitocell 200-V single coil cylinder.

If 1,600 points are collected, either a Vitodens 200 boiler, one metre of Vitosol evacuated tubes solar kit or Vitocell 200-B twin coil cylinder can be claimed free of charge.

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About Viessmann Limited

Viessmann Limited is part of the Viessmann Group of Companies which is one of the leading international manufacturers of heating systems. Founded in 1917, the family business is overseen by the chairmanship of Managing Partner Dr. Martin Viessmann. The Group has annual turnover of EUR 1.7 billion and employs a staff of approximately 9,400. Viessmann's comprehensive product range encompasses all fuel types and applications, allowing it to deliver high quality, efficient and fully integrated solutions. With an output range of 1.5 to 20,000 kW, Viessmann offers oil and gas-fired boilers, solar thermal and photovoltaics, combined heat and power modules (CHP), ground, air and water sourced heat pumps and biomass boilers.

Press Enquiries

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