

VIESSMANN

climate of innovation



As a family business, Viessmann places great value on responsible action. Part of this is our commitment to fulfilling our social responsibilities. We ensure all our processes are environmentally compatible and we encourage the use of renewables.

We offer a comprehensive product range with forward-looking and efficient heating systems for all fuels, from 1.5 to 20,000 kW output. Our actions are guided by the motto: "nothing is so good that it cannot be improved". We attach considerable importance to securing jobs for the future and ensuring profitable growth.

We have already achieved much – but we plan to do much more. In the future too, Viessmann will be one of the pacesetters of our industry and continue to break new ground, with advanced heating technology that protects natural resources and helps the environment. The basis for sustainable economic activity is integral environmental protection in all areas of the business, which is firmly anchored in our company principles.

Dr. Martin Viessmann



Dr. Martin Viessmann is the third Viessmann to lead the company



Company details:

- Established in: 1917
- Employees: 8900
- Group turnover: €1.7 billion
- Proportion of export: 60%
- 16 factories in Germany, France, Canada, Poland, Hungary, Austria and China
- Sales organisations in 37 countries
- 120 sales offices worldwide



Dr. Martin Viessmann

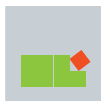
Performance spectrum:

- Condensing technology for oil and gas
- Solar thermal systems + PV
- Heat pumps
- Wood combustion systems
- Combined heat and power systems
- Biogas systems
- Services

Company principles



Company principles on display in the Viessmann Academy



1. Innovation

We are the technological trailblazer and pacesetter for our sector. We have continually developed exceptional products and solutions, which have become milestones of heating technology.

In the future, we will continue to exert a decisive influence over technological progress with the aim of creating sustainable development.



5. Responsibility

We are committed to fulfilling our economical, ecological and social responsibilities. We ensure all our processes are environmentally compatible and encourage the use of renewable forms of energy because our aim is to protect the climate and conserve the natural basis of life according to the principle of sustainability. We participate in the scientific, artistic and cultural life of our society.



2. Top quality

We offer top quality and strive for perfection in all areas of our business.

Our actions are guided by the motto: "nothing is so good that it cannot be improved".



6. Fairness

We are an independent family business that cooperates with its customers and suppliers in true partnership and fairness, pursuing the goal of mutual success.

We value people in our business, and our communications are open and trustworthy. We are committed and cooperate to achieve our mutual goals. Capable employees with a will to achieve are offered real opportunities for professional development.



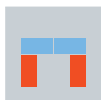
3. Efficiency

We work with lean structures and processes and strive for the highest possible material, labour and energy efficiency. This ensures not only the efficiency of our processes, but also preserves the environment and its limited resources.



7. Comprehensive product range

We offer individual heating systems for every type of fuel and every application involving heating and/or refrigerating technology, as well as an extensive range of services. Our trade partners can therefore offer advice that is not tied to a single technology or fuel type. Our products save energy, are cost-effective, protect the environment and have a unique design.



4. Reliability

We are a reliable business partner. Our products are energy-efficient, easy to operate, durable and futureproof. Our sales organisation is close to the customer base, and provides expert advice and security of supply.



8. International presence

We are one of the leading international suppliers in the market. Our thoughts and actions are characterised by a global, open-minded attitude. Our product range caters for the specific requirements of international markets.

Comprehensive product range



Low temperature and
condensing technology for oil
13 – 20,000 kW



Low temperature and
condensing technology for gas
4 – 20,000 kW



Solar thermal
and photovoltaic



Detached
houses



Apartment
buildings



Commerce /
Industry



Local heating
networks



Individual solutions with efficient systems

Futureproof heating systems for all fuel types and applications

The comprehensive Viessmann product range

Viessmann sets the technological pace for the heating industry. The comprehensive product range from Viessmann offers individual solutions with efficient systems for all applications and all energy sources. As environmental pioneers, the company has, for decades, been supplying particularly efficient and clean heating systems for oil and gas, as well as solar thermal and PV systems plus heating systems for sustainable fuels and heat pumps.

All Viessmann products meet the requirements of European Directives regarding the reduction of environmental pollution by emissions. For a long time, Viessmann has felt a sense of responsibility for achieving optimum environmental protection and the careful treatment of natural resources. To this end, the company employs the best available technology for the generation of heat.



Oil



Gas



Solar



Biomass



Natural heat



Wood combustion technology
combined heat and power
and biogas production

4 – 13,000 kW

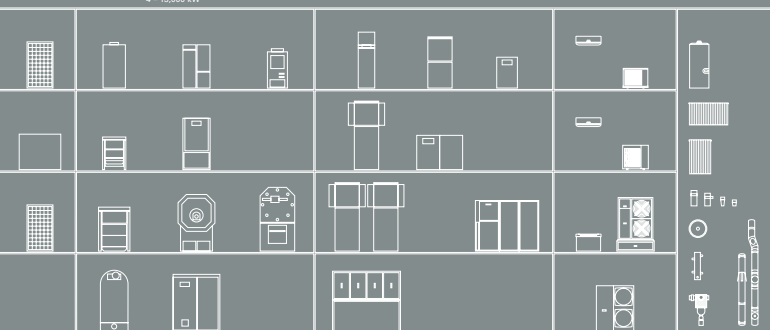


Heat pumps for
brine, water and air

1.5 – 1500 kW

Air conditioning

System
components



The comprehensive Viessmann product range:
individual solutions with efficient systems for all
energy sources and applications

Individual economical solutions

Viessmann offers the right heating system for any demand – wall mounted and floorstanding, in individual combinations, futureproof and economical. These are suitable for detached houses or two-family homes, for large residential buildings, for commerce and industry or for local heating networks. It makes no difference whether the system is intended for modernisation or new build.

Viessmann develops and produces innovative heating systems that demonstrate top quality, energy efficiency and a long service life. Many of these products have become milestones of heating technology.



Detached houses



Apartment buildings



Commerce / Industry



Local heating networks

Top quality



Quality assurance in efficient production processes



Inox-Radial heat exchangers in production

At Viessmann, development and production mean teamwork. Each individual is responsible for the total result of their work, helps shape the relevant production process and constantly strives towards improvement. This motivates employees and assures high quality.



This results in innovative products for our customers, with impressive quality, energy efficiency and long service life. Many of our products have become milestones of heating technology.

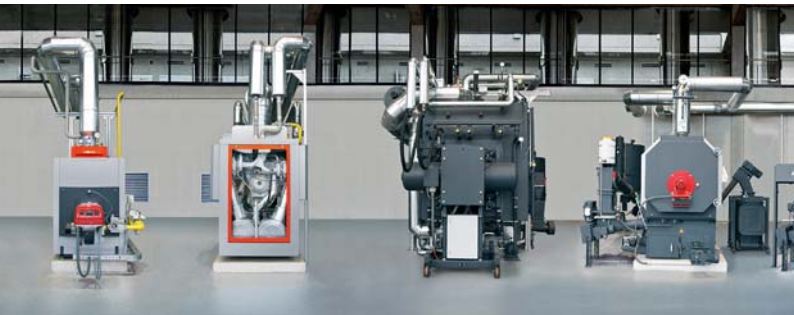
Efficiency



Heat source for all fuel types in the new energy centre in Allendorf

Oil, gas and coal reserves are finite, and global energy consumption has doubled since 1970. By 2030, it will have tripled and, inevitably, continued to heat up the atmosphere. To protect the climate it is necessary to limit global warming to 2 °C. For that to happen, CO₂ emissions must be reduced through a 50 percent cutback in the use of fossil fuels. Fossil fuel or renewables, there is no viable alternative to the efficient utilisation of energy.

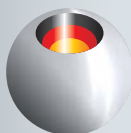
With the "Efficiency Plus" model, we are setting new benchmarks in resource efficiency. We have already cut down on the fossil fuels previously used to provide energy to the factory by 40 percent, and reduced CO₂ emissions by a third. Apart from energy efficiency, operational and material efficiency have also been significantly



improved. Part of this development has involved making structures and processes in production leaner and more flexible, and introducing a continuous improvement process. We are committed to designing products that use the least possible amount of materials, that avoid waste and encourage recycling.

With the "Efficiency Plus" project, Viessmann demonstrates at its own manufacturing site that the political goals with regard to climate and energy set for 2020 can already be achieved today with commercially available technology.

That is the one of the main reasons why Viessmann was awarded the 2009 German Sustainability Award in the category "Germany's most sustainable production".



German sustainability prize

Germany's most sustainable
production 2009

Innovation



Innovations in the field of heat exchangers:
from the biferral composite heating surface to
the Inox-Radial heat exchanger



Top quality has its origin in development

Our R&D is focussed on developing particularly energy-efficient heating systems for all fuel types. Our ability to innovate has already produced many technical milestones. We always look to the challenges of the future and the requirements of our customers, while setting the benchmark for the best technology.

Viessmann feels a traditional obligation to the basic requirement of using highly efficient technology while aiming to protect the environment to the best of its ability. As the generation of heating energy accounts for almost 40 percent of German energy consumption, Viessmann heating systems have a significant influence on resources and environmental protection.

Reliability & fairness



Trade partners receive comprehensive training in the academy

For Viessmann, practical partnership is as important as the products themselves. Joint commitment with our partners is the basis for treating each other reliably and fairly, and for commercial success on both sides.

The structural change in the heating market has considerably raised the demand for advanced training. The Viessmann Academy responds



actively to this growing demand. It offers design engineers, architects, property developers, flue gas inspectors, technical training centres and Viessmann's own employees a comprehensive range of training programmes. In total, more than 70,000 specialists attend advanced training events at the Viessmann Academy every year.



All our heating systems are used in full operational mode for product training

Employees & responsibility



The company employees form a team acting on a global footing. This team is defined by the loyalty, reliability and the responsible actions of each individual.

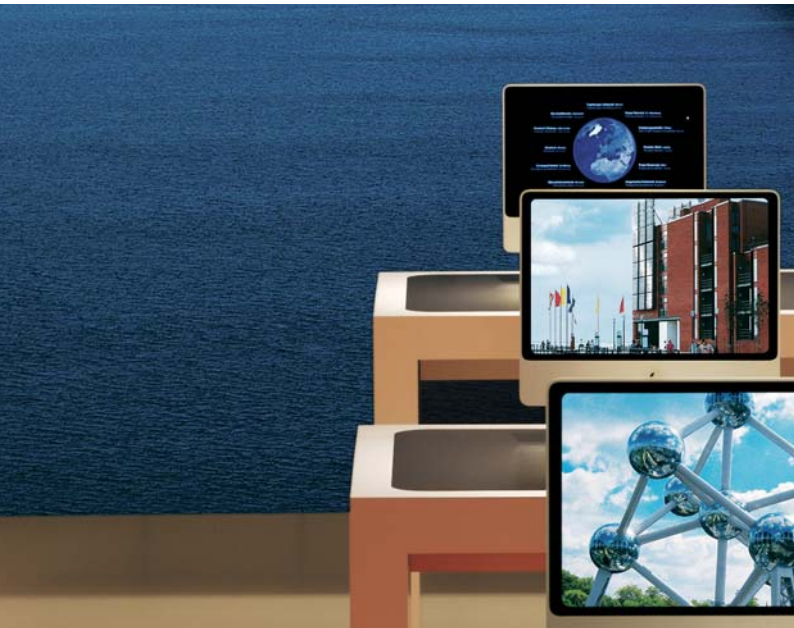
The management acknowledges its social responsibilities, particularly where securing jobs is concerned. Employees, in turn, achieve high standards and demonstrate a high level of identification with the company. Their willingness to take responsibility for their actions characterises the company culture and makes the business successful.



Treating each other fairly for mutual success

By adding its name to those of 378 other companies and institutions from all over Germany, Viessmann has made a commitment to family-oriented business management. Those who have signed up to this "success factor family" network of companies want to be innovative and creative examples to others, and show that investments in family-friendly framework conditions pay off.

International presence



At multimedia terminals, visitors can access Viessmann reference projects anywhere in the world using Google Earth

We are an internationally active business with production facilities in Europe, North America and Asia. We offer energy-efficient heating systems of the highest quality that are matched to regional requirements. Thinking globally but acting locally is the recipe for our success around the world.

Our global sales and logistics network ensures fast, reliable delivery and ensures constantly growing success in the international business arena.

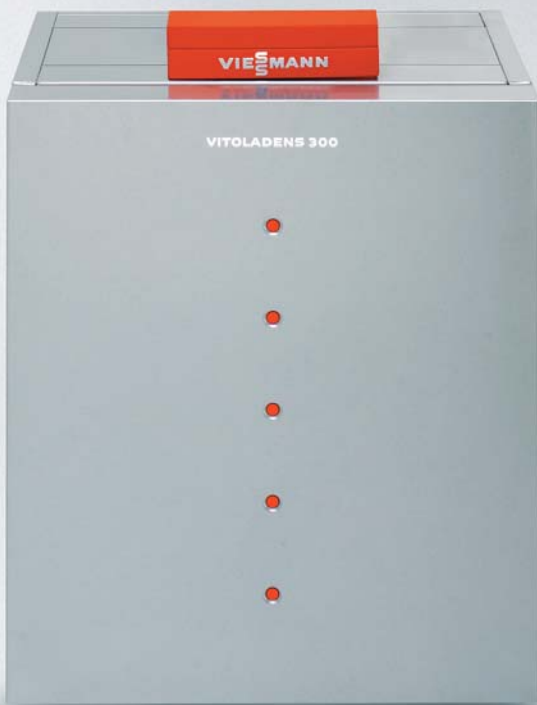


International markets account for 60 percent of the company's turnover. Today, Viessmann is represented by production facilities in seven countries and by sales companies in 37 countries.



Viessmann sales office and factory in Beijing

Design



Over 50 significant design awards for
Viessmann products

Product design



DESIGN PLUS
Sen für Heizung Klima



reddot design award



Architecture



Graphic design



The "Viessmann" logo with the characteristic double "S" ensures a high recognition factor.

With its clear, minimalist and function-oriented design, Viessmann emphasises not only the leading position of its products, but also its power to innovate and the company's capabilities as a whole.

The image lends the brand an unmistakable, enduring identity.

Art & culture



The "Zero" artists Mack, Piene, Uecker, Geiger and Stankowski designed the "Edition Eurola"

For Viessmann, heat and creativity are closely related. This correlation lets engineers create top heating equipment. When painters, sculptors and conceptual artists interpret this correlation, technology is turned into art.

The "Art and Heating" and "Edition Eurola" exhibitions on display in Allendorf are supplemented by autonomous works of art that are presented inside and outside the company's premises.



Alongside this commitment to art, a firm part of the company culture is supporting cultural events.



Rupprecht Geiger "854/91",
1991, acrylic on canvas, 200 x 295cm

Sponsorship





Viessmann sponsors the C squad of the German Ski Association (DSV) and is committed to supporting young athletes

Success has a name. Whether in biathlon, toboggan, ski jump, cross-country skiing or the Nordic combined – top athletes everywhere are sporting our distinctive logo. There is a good reason for this – we believe top performance and top products deserve a superior name.

For the last 15 years, sport sponsorship has been an important part of our marketing communication. It has raised brand awareness and further improved the positive company image from which particularly our trade partners benefit.

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