

VIESSMANN

climate of innovation

Company





Energy

All life-forms need energy. Cosy heat, refreshing coolness, as well as the on-site generation of steam and power provide the basis for essential well-being, prosperity and strong industry. All of these aspirations can be met by the use of Viessmann products.



Foreword



Prof Dr Martin Viessmann is the third generation of his family to lead the company.

As a family business, Viessmann places great value on responsible actions that take the long view into consideration. That is why sustainability is firmly anchored in our company principles. In all our processes we aim to ensure that economy, ecology and social responsibility remain in balance.

Viessmann is one of the world's leading manufacturers of intelligent, convenient and efficient systems for heat, air conditioning/ventilation, cooling and decentralised power generation.

Our systems not only provide the foundation for well-being and prosperity, they also drive the industry forward.

Building on our achievements so far, our goals remain ambitious. Viessmann will continue in its role as industry leader, setting technical milestones and breaking new ground.



Prof Dr Martin Viessmann

A short profile of the Viessmann Group



The Viessmann site
in Allendorf (Eder)

Company details

- Established in: 1917
- Employees: 11,500
- Group turnover: €2.2 billion
- Export share: 56 percent
- 22 production companies in 11 countries
- 74 countries with subsidiaries and representations
- 120 sales offices worldwide



The product range for all energy sources and output ranges

- Boilers for oil and gas
up to 120 MW heat or 120 t/h steam
- Combined heat and power generation
up to 50 MW_{el}
- Heat pumps up to 2 MW
- Wood combustion technology
up to 50 MW
- Biogas production plants from
50 kW_{el} to 20 MW_{gas}
- Biogas upgrading plants up to
3000 m³/h
- Solar thermal systems
- Photovoltaics
- Accessories
- Refrigeration systems

Brand values

As long ago as 1966, we expressed our values in the form of our company principles. These principles – carefully updated – remain central to our corporate identity. As a whole, these values provide an insight into the character of our brand.

As individual concepts, they describe the spirit, atmosphere and conduct that characterise our culture, as well as the specific expectations of achievement that arise from it.



Innovation

We are technological trailblazers and a pacesetter in our sector.



Innovation Top quality

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



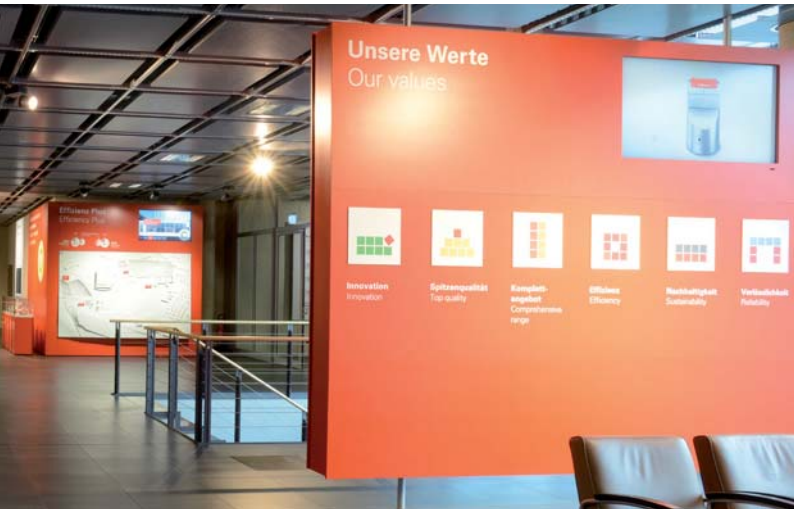
Efficiency

We work with lean structures and processes and strive for the highest possible levels of efficiency.



Sustainability

We are committed to fulfilling our economical, ecological and social responsibilities.



Company principles
on display at the
Viessmann Academy



Comprehensive range




















We offer individual system solutions
for all energy sources and application
areas.



Reliability

We are an independent family
business and a reliable business
partner.

A comprehensive product range from the Viessmann Group

	 Oil boilers up to 120 MW heat or up to 120 t/h steam	 Gas boilers up to 116 MW heat or up to 120 t/h steam	 Solar thermal and photovoltaic
 Residential buildings			
 Commerce			
 Industry			
 Local authorities			

Individual solutions with efficient systems

The comprehensive range of products and services from Viessmann offers individual solutions with efficient systems for all fuel types and application areas. As one of the world's leading manufacturers, Viessmann offers intelligent, convenient and efficient systems for heating, cooling and decentralised power generation. Viessmann products and systems are synonymous with the very highest levels of efficiency and reliability.

Our comprehensive product range offers top technology and sets new benchmarks. By focusing on using energy efficiently, we can help cut costs, protect natural resources and the environment.

Everything from a single source

You will find the right product and system for all your needs in the Viessmann range. Whether it's a wall mounted or floorstanding solution, for use in homes, businesses, industry or local authorities. Whether for modernisation or new build, Viessmann is always the right partner for providing heating, steam, power and cooling.

The wide ranging expertise we have at our disposal in the Group enables us to always offer the perfect system. Our product portfolio is rounded off with a full range of services.



Wood combustion technology,
CHP and biogas production
up to 50 MW



Heat pumps for brine,
water and air
up to 2 MW

Accessories

Refrigeration
technology



The comprehensive range of products and services from Viessmann offers individual system solutions for the generation of heating, cooling, steam and power.

The complete product range for all energy sources and output ranges

- Boilers for oil or gas up to 120 MW heat or 120 t/h steam
- Combined heat and power generation up to 50 MW_{el}
- Heat pumps up to 2 MW
- Wood combustion technology up to 50 MW
- Biogas production plants from 50 kW_{el} to 20 MW_{gas}
- Biogas upgrading plants up to 3000 m³/h
- Solar thermal systems
- Photovoltaics
- Accessories
- Refrigeration technology

Maintenance and service

Whether for commissioning, maintenance or service – our trade partners can always count on the Viessmann Group for professional support. Our online tools also offer valuable tips, and spare parts can be delivered the next morning if necessary.

Training

The Viessmann Academy offers extensive knowledge in commercial seminars and technical training sessions. The continuing training that our trade partners receive ensures our mutual success.

Top quality



Quality is guaranteed by efficient production processes.

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

For our customers, this results in innovative products that impress through their quality, energy efficiency and long service life. Many of our products have become milestones of heating technology.

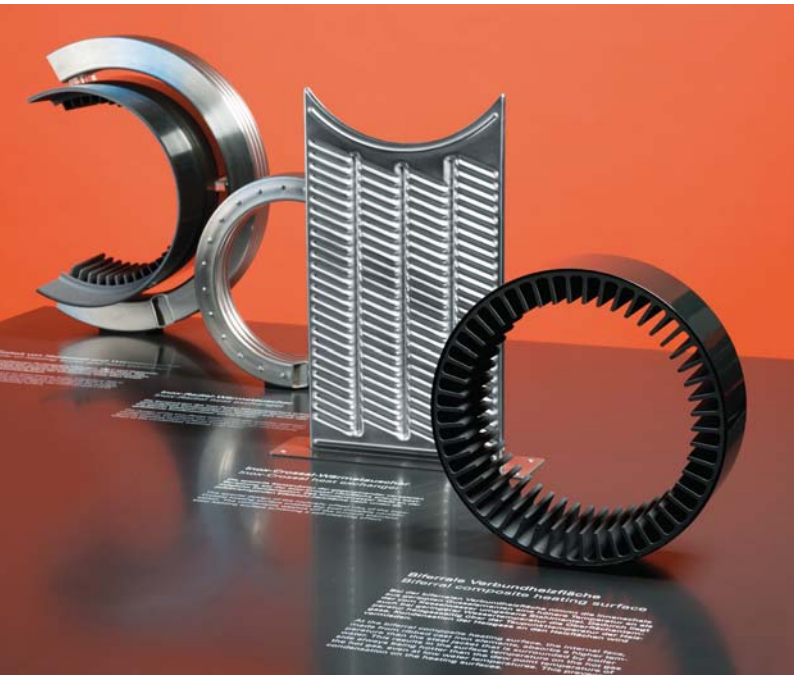


Innox-Radial heat exchangers in production



The MatriX burner sets the benchmark for efficient and clean combustion of gas.

Innovation



Heat exchanger innovation – from the biferral composite heating surface to the Inox-Radial heat exchanger

Our research focuses on the development of systems that offer exceptional levels of energy efficiency when heating, cooling, producing steam and generating electricity. We always look to meet the challenges of the future and satisfy the requirements of our customers, while setting benchmarks for leading technology.

Viessmann feels a deep seated obligation to employ highly efficient technology that does everything possible to protect the environment. With efficiency levels of up to 98 percent, our heating systems reach the limits of that which is technically possible. We set the same high standards for energy efficiency in relation to electricity supply, refrigeration technology and advanced steam systems. Continuous improvement is our goal.



The foundations for top quality are laid down at the development stage.

Sustainability



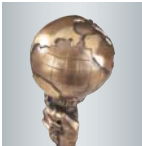
The Energy Centre at the company's head office in Allendorf (Eder)



2009, 2011, 2013
German Sustainability
Award for Most
Sustainable Production



2010:
Energy Efficiency
Award



2012:
Energy Globe World
Award

For Viessmann, taking responsibility means a commitment to acting sustainably.

This means bringing ecology, economy and social responsibility into balance, whilst ensuring that current needs are met without compromising the quality of life of future generations.

Strategic sustainability project

With our strategic sustainability project launched in 2005, we demonstrate at our own site in Allendorf that the political targets set for 2050 by the German Federal Government with regard to energy and climate can already be achieved today with commercially available technology. By utilising renewables and increasing our efficiency with energy, materials and operations, we not only improve our competitiveness, but also secure the future of our production site.

Customers around the world benefit from our expertise. Commercial and industrial clients can additionally make use of Etanomics, our energy management consultancy service, to further increase the energy efficiency of their systems and permanently reduce consumption costs.



Strategic
sustainability project

Reliability



The heat sources installed in the training rooms are used for hands-on training.

Personal partnerships are as important to Viessmann as the products themselves. Alongside our products and systems we offer our customers a full range of services. These include logistical support, servicing and maintenance, right through to promotional materials for marketing.

Changes in political and social conditions, rising expectations and technical innovations have significantly increased the need for continued professional development.

Every year, 90,000 specialists from around the world attend internationally acclaimed forums and training events at the Viessmann Academy.



Viessmann trains employees and trade partners from around the world at its Infocenter.

Employees and responsibilities



The Viessmann brand represents quality, competence and innovation. Behind the brand are people whose dedication ensures that we live up to our reputation every single day.

For every employee "reliability" means to adhere to promises without compromise and to promote and support strong partnerships. This requires them to act objectively and appropriately at all times.

Our aim is our mutual success. Members of staff are encouraged and expected to feel a sense of responsibility.

Viessmann is well respected as an employer because of this work culture. Our work on energy efficiency and sustainability – key issues for the future – demand and encourage initiative from everyone.

Teams made up of experienced as well as younger employees work together on the technological challenges of tomorrow, to bring energy efficient solutions to the market.



Founded on teamwork and knowledge transfer

Design



Product design

Over 40 significant design awards
for Viessmann products



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 innovative strength and the company's capabilities as a whole.

The image lends the brand an unmistakable, enduring identity and promotes its positive image.

Viessmann's products, architectural style and trade fair stands have a clarity of design that is distinctive to this family company.



Clean lines characterise the design of the sales offices



Instantly recognisable:
The Viessmann trade fair stand

Communication



Sport sponsorship

Our clear and factual presentational style runs through all of our communications. This applies to our entire analogue and digital media presence. The Viessmann corporate identity is promoted through our brochures, advertisements, website and social media. In all areas of activity, we value clarity of design,

ease of comprehension and transparent information.

For more than 20 years, sport sponsorship has played a central part in our marketing communications. This has enabled us to raise brand awareness significantly, whilst lending the brand a positive image. This also benefits our trade partners.



Brochures providing a wealth of useful information



Advertisements in special interest magazines



A wide range of topics at one address:
www.viessmann.com



A constant presence on social networks

Art and culture



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

For Viessmann, heat and creativity are closely related. This correlation inspires engineers to create leading 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 complemented by autonomous works of art that are presented inside and outside the company's premises.

Alongside this commitment to art, a long established aspect of the company culture involves supporting cultural events.



Works of art by eleven internationally acclaimed artists are shown in the "Art and Heating" exhibition.



climate of innovation

Viessmann Werke
35107 Allendorf (Eder)
Telephone +49 (0)6452 70-0
Fax +49 (0)6452 70-2780
www.viessmann.com

9449 683 - 7 GB 03/2015

Copyright Viessmann
Duplication and alternative use only with prior written consent.
Subject to technical modifications.