

## Pressemitteilung

### **Vaillant Christmas Action – Baking biscuits for the Remscheider Tafel**

- **Vaillant employees are baking biscuits for the Remscheider Tafel**
- **Social Media Action: Facebook users decide on the biscuits to be baked**

**Remscheid/Germany, 11 December 2014** – Employees of Vaillant, the Remscheid-based specialist in heating, ventilation and air-conditioning technology, have handed over home-made Christmas biscuits to the food charity organisation Remscheider Tafel. More than 30 Vaillant employees joined to bake heaps of biscuits on trays, full of crispy flakes, coconut macarons, and orange crescent cookies for the good cause. Overall, about 114 tins were filled with Christmas cookies. “On 18 December 2014, starting at 12:00 o’clock, we will give out the biscuit tins together with other Christmas donations at the Ernst-Moritz-Arndt-Gymnasium secondary school located in the city centre. It is just great to be supported by so many parties,” says Sandra Kubiak, operations manager of the Remscheider Tafel, upon the handover.

During a social media campaign, all facebook users could vote the types of biscuits to be baked. For one week, on its facebook site, Vaillant invited people to send in their personal favourite recipes for Christmas biscuits. In this period, more than 170 recipes were collected. Afterwards, nearly 500 facebook users voted for those recipes to be put into practice, namely into biscuits, by the Vaillant employees. Thanks to the Christmas blessings of facebook users enclosed in the biscuits tins, each single tin is an individual gift. All users sending in recipes or voting for a recipe will be rewarded with an advent calendar by Vaillant. This year’s calendar illustration has been painted by a child living in the SOS Children’s village Sauerland. Vaillant enjoys an international strategic partnership with “SOS Children’s villages worldwide”.

“Christmas is a very special feast that you wish to celebrate with your family. With our Christmas campaign, precisely during our anniversary year, we would like to give a reminder and honour all people having a hard live. With our home-made biscuits we would like to put a smile on their faces for Christmas,” says Nicole Dunker, Head of Marketing and Communication Vaillant Deutschland.

#### **About Vaillant**

Vaillant offers its customers worldwide eco-friendly, energy-saving heating and ventilation systems that make increasing use of renewable energies. Its product portfolio encompasses solar-thermal and photovoltaic systems, heat pumps, pellet boilers, ventilation systems for low-energy buildings, combined heat and power stations, high-efficiency heating systems using fossil fuels, and intelligent controls.

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#### **Contact**

Vaillant Group  
Dr Jens Wichtermann  
Director Group Communications,  
Sustainability Management & Politics  
42850 Remscheid, Germany

Phone: +49 (0)21 91 18 2754  
Mobile: +49 (0)175 – 295 18 10  
Fax: +49 (0)21 91 18 2895  
E-mail: [jens.wichtermann@vaillant.de](mailto:jens.wichtermann@vaillant.de)



Image caption:  
More than 30 Vaillant employees joined to bake Christmas biscuits for the Remscheid Tafel.

Image: Vaillant  
Date: 11 December 2014



Image caption:  
Vaillant employees hand over 114 tins with home-made Christmas biscuits to the food charity organisation Remscheider Tafel.

Picture: Vaillant  
Date: 11 December 2014