

Press release

Vaillant expo – a home for a strong brand

- **Vaillant inaugurates brand experience centre**
- **Green products for a green future**
- **Grand opening ceremony with visitors from around the world**

Remscheid, 21 April 2015 – The place where company founder Johann Vaillant produced the first gas-fired boiler at the close of the 19th century is now hosting the inauguration of the Vaillant expo brand experience centre. At the headquarters of the heating, ventilation and air-conditioning specialist, visitors can find out all about the Vaillant brand's origins and why it's now one of the most well-known brands in Europe – and this on an area measuring 1,300 square metres. The brand experience centre is being inaugurated with an official opening ceremony before an audience of customers and media representatives, as well as figures from the political and economic spheres. “For more than 140 years, the Vaillant brand has been synonymous with technological advancement, green products, customer focus and premium quality. With the new Vaillant expo, we're inviting our customers and partners to delve into the brand's history and cast a glance into the future of green heating technology,” said Dr Carsten Voigtländer, CEO of the Vaillant Group, speaking at the opening ceremony. Thereafter, the guests were given the opportunity to pay an exclusive visit to the Vaillant expo.

A hands-on exhibition

The Vaillant expo is not a museum in any sense of the word: this is where employees present the brand in a personal manner and invite visitors to engage in an open dialogue in the spirit of partnership and discover new, sustainable technologies designed for tomorrow's world. Visitors are invited to join in at numerous points, thus casting aside their role as mere onlookers to become a part of the Vaillant expo.

On a journey spanning the past, present and future of the company, visitors can learn all about original exhibits, such as the gas-fired boiler and Circo-Geyser, the sales hit of the

60s. Anecdotes and stories behind the history afford personal insights into what went on behind the scenes at this more than 140-year-old brand whose logo features a hare.

The section dedicated to the present day addresses current developments. Visitors get an insight into the functions and design of Vaillant innovations, as well as a look at the Green iQ product range. Green iQ is the first label in Germany to distinguish well-engineered products of outstanding quality that are both sustainable and networked for the future.

A glance into the future is an exciting moment for every visitor. How will tomorrow's homes adapt to the way we live? How can energy be stored over long periods of time? What technologies can considerably reduce emissions, thus helping us achieve climate targets? These and other questions will be answered together with visitors.

The Vaillant expo will be rounded off by an international systems training centre, in which Vaillant specialist partners will be brought up to date with regard to the latest technology.

"The Vaillant expo turns the history of our green brand, which spans more than 140 years, into a tangible experience," says Tanja Brinks, Marketing Director at the Vaillant Group, summarising its appeal. "Our brand experience centre is a holistic concept; when people visit it, they will get to know our brand, our products and the people behind them."

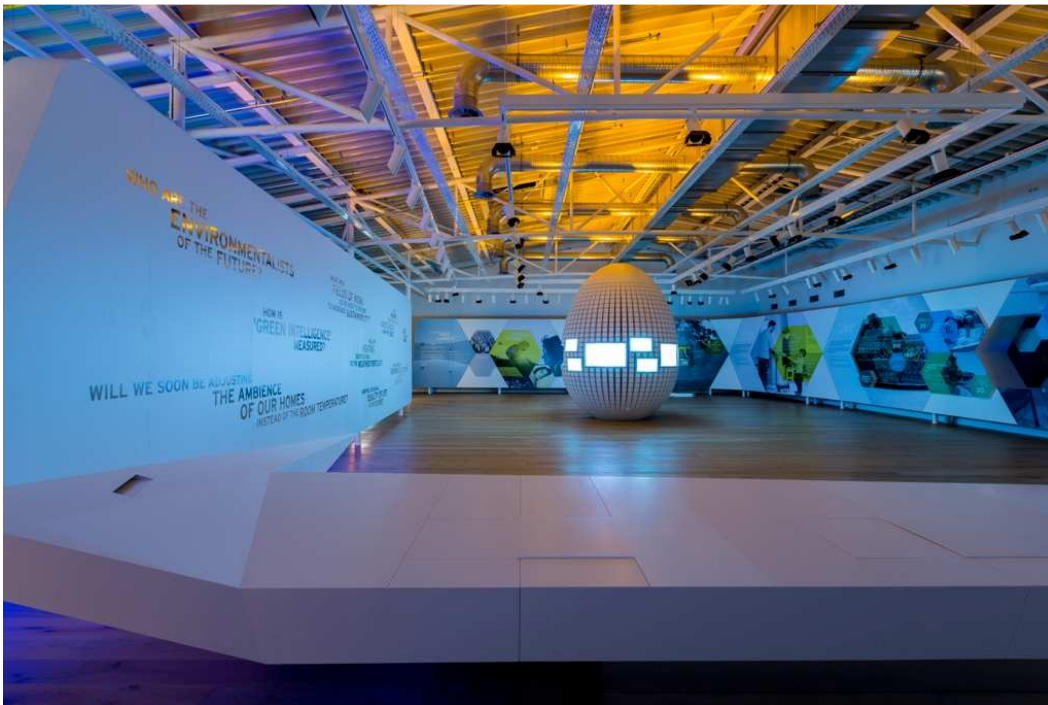
About Vaillant

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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Caption: The Vaillant expo – a home for a strong brand

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