

Press release

Slovakian babies love tigers

- The Vaillant Group relaunches its corporate website
- Authentic stories to kindle enthusiasm about the company and related topics
- The website fully conforms to responsive Web design standards

Remscheid, 2 February 2015 – The Vaillant Group, the heating technology specialist based in Remscheid, is relaunching its corporate website. Following eight months of development, the family-owned company has created a high-quality central digital platform for professional communication. In addition to providing expert factual information, the new portal also aims to tell authentic multimedia stories that kindle enthusiasm about the company, its values and related topics – including the development team, who are committed to finding green solutions, the British production team showing a great deal of tact when it comes to footwear, as well as the top athlete who is racing in the coldest, windiest – yet also sunniest – place in the world in aid of climate protection.

Focus on responsive Web design

“When developing the new online presence, one of our key aims was to develop a user experience with responsive Web design that would function on as many devices as possible – from desktop PCs to tablets and smartphones,” explains Dr Jens Wichtermann, who is responsible for corporate communications across the group. “The new Vaillant Group website will set new benchmarks in our industry in terms of technology and content.”

Precisely tailored content for every target group

The target groups of the multilingual site include job applicants, suppliers, journalists, interested members of the public and Vaillant employees. Key topics include information on the Vaillant Group, its eight brands and the international family-owned company's

corporate responsibility. The site also has special Careers, Media and Procurement sections.

Why do Slovakian babies love tigers? In Slovakia, tigers are often part of family planning. Parents want to ensure that their child is kept toasty warm right from the start. And in Eastern Europe, just like thousands of kilometres away in China, many people don't necessarily think of the elegant feline predator when they hear the word "tiger"; instead, the name awakens associations with a cosy home – and is also the name of an easy-to-use heating appliance from the Vaillant Group that reliably provides families with cosy heat and warm water throughout the long winters.

The **Vaillant Group** is an international company based in Remscheid, Germany. It operates in the heating, ventilation and air conditioning technology sectors. As a global market leader and technological innovator, the Vaillant Group develops and produces tailored products, systems and services for domestic comfort. The product range includes efficient heating appliances based on conventional energy sources and system solutions that use regenerative energy. The company, which has been family-owned since its founding in 1874 and has over 12,000 employees, achieved revenues of approximately 2.4 billion euros in the 2013 financial year.

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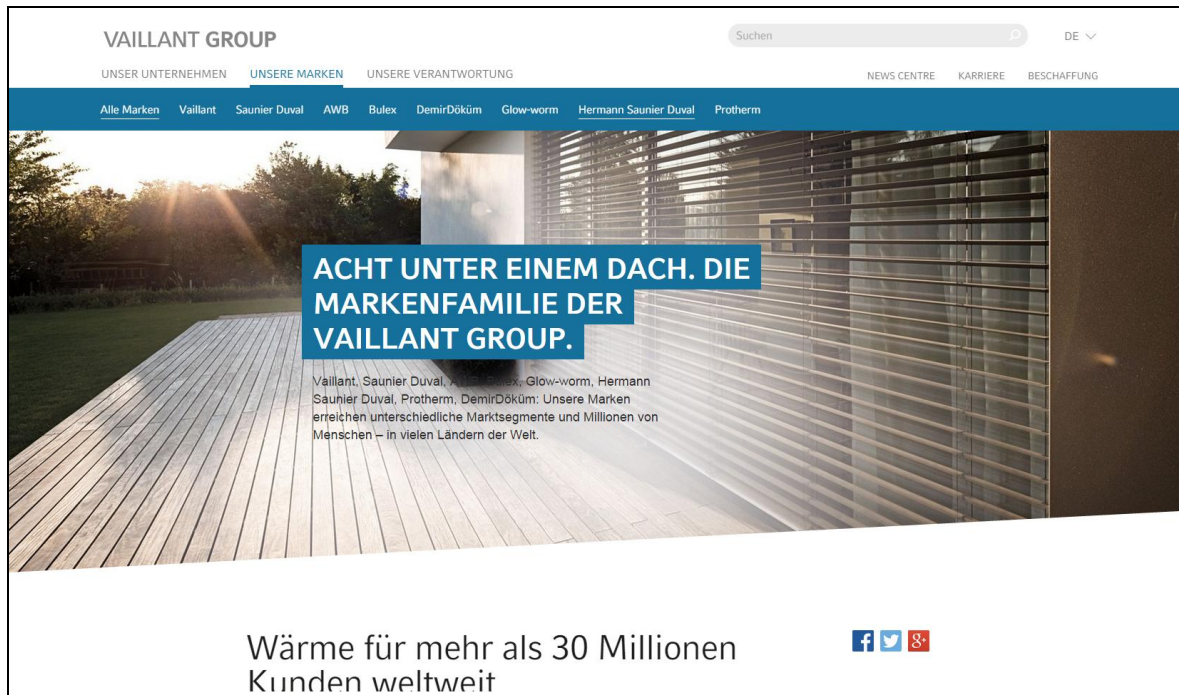


Image caption: The new Vaillant Group website. Authentic stories to kindle enthusiasm about the company and related topics.