

## Press release

### **The Vaillant Group wins Econ Award for best website**

- **Expert panel applauds outstanding content and navigational concept**
- **Corporate website [www.vaillant-group.com](http://www.vaillant-group.com) inspires users with exciting stories**
- **Added to Yearbook of Corporate Communications**

**Remscheid, 27 October 2015** – The Vaillant Group is delighted to have received the prestigious Econ Award from Econ Verlag and the Handelsblatt Group for its new corporate website. The website, [www.vaillant-group.com](http://www.vaillant-group.com), was chosen by an expert panel to be the recipient of the silver award for the best website of 2015. This new platform meets the highest demands for intuitive usability, with content communicated in fascinating, authentic stories that are presented to optimum effect on all devices.

#### **Inspiring stories combined with expert information and facts**

In explaining its decision, the panel praised the website for its seamless interplay of content and navigation. “This multimedia business card is a potpourri encompassing everything from research activities to the company’s history, while managing to remain relevant”, said the expert panel. The clear menu navigation provides quick orientation, while the mix of stylistic elements including interviews, reviews and reports in video and text format offers variety and helps to bring the website to life. “By offering these emotive stories, exciting reports and interesting facts, our desire as a family-owned company is to kindle users’ enthusiasm about the company, our values and related topics,” explains Frederik Lippert, Senior Manager Corporate Communications. “Thanks to the in-house development and efficient project management, we were able to get the website up and running in just eight months.”

# VAILLANT GROUP

## Optimised for access on all devices

When developing the website, the company placed a particular emphasis on creating a responsive web design. The flexible grid system ensures the content is optimally presented on all devices. Whether they are viewed on a desktop, tablet or smartphone, these stories – written with passion and edited with meticulous attention to detail – are a fascinating read. From the development team, who see the world through green-tinted glasses, to the British production team, who have a feel for those all-important finer details, and Slovakian babies with a preference for elegant predators.

Explore our new website at [www.vaillant-group.com](http://www.vaillant-group.com).

The **Vaillant Group** is an international company based in Remscheid, Germany, which operates in the fields of heating, ventilation and air-conditioning technology. As one of the global market and technology leaders, the Vaillant Group develops and manufactures customised products and systems and offers services to provide a comfortable living environment. Its product portfolio ranges from efficient heating devices based on conventional energy sources to system solutions for using renewable energy. In the financial year 2014, the company, which has been family-owned since its foundation in 1874, generated sales of around 2.3 billion euros with its workforce of over 12,000.

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### Contact

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

Tel.: +49 2191 18-2754  
Mobile: +49 175 295-1810  
E-mail: [jens.wichtermann@vaillant.de](mailto:jens.wichtermann@vaillant.de)  
Website: [www.vaillant-group.com](http://www.vaillant-group.com)

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Caption: Responsive Web design. The new Vaillant Group website displays content to optimum effect on any device.

Picture credit: the Vaillant Group



Caption: The Vaillant Group's new website is named best website at the prestigious Econ Awards.

Picture credit: the Vaillant Group