

## Press release

### **Fast to individual promotion: the new Vaillant Advertising World**

- **Successor to the online portal WerbungAKTIV**
- **Even stronger individualisation of the advertising measures**
- **New layout for all advertising measures**

**Essen/Remscheid, 6 March 2018** – Get fast with only a few mouse clicks to your own advertising measure – with the new Vaillant Advertising World that's possible for all the company's installer partners. At the SHK Essen the heating and ventilation specialist presents the successor of the previous online portal WerbungAKTIV. In the new Advertising World, users find at a glance advertising measures that can be directly individualised – such as by uploading their own logos. “With the new Advertising World we offer our installer partners uncomplicated and individual design of an advertising activity,” says Nicole Dunker, Manager Marketing and Communication at Vaillant Germany. Besides classic advertising measures such as business equipment, vehicle lettering and advertisements, the Advertising World offers professional support in the online marketing sector. Individual marketing campaigns can with the help of a personal, strategic marketing consulting be conceived that meet the exact wishes of the respective installer partner.

A highlight for the installer partner is the new layout of the advertising measures. Thereby attention was paid to the partner being in the foreground with his brand. What's special is the option of integrating his portrait in the form of a sketch in the advertising measures. “Advertising and communication material can not only be found faster and easier personalised. At the same time, our installer partners also benefit from newly developed measures whose content is aligned even more strongly on their daily business,” Dunker says.

All Vaillant VEP partners receive by registering in FachpartnerNET free access to the Advertising World.

Further information is offered by Vaillant Deutschland, Berghauser Strasse 40, 42859 Remscheid, Germany. Vaillant Infoline: +49 2191 – 57 67 920, E-mail: [info@vaillant.de](mailto:info@vaillant.de), [www.vaillant.de](http://www.vaillant.de)

### About Vaillant

Vaillant offers its customers worldwide environmentally friendly and energy-saving heating and ventilation systems that increasingly are using renewable energies. The product portfolio encompasses solar thermal and photovoltaic plants, heat pumps, pellet boilers, ventilation appliances for low-energy houses, combined heat and power units, highly efficient heating systems based on fossil fuels, and smart controls.

---

### Contact

Vaillant Group  
Dr Jens Wichtermann  
Director Corporate Communications,  
Sustainability & Policy  
D-42850 Remscheid

Phone: +49 (0)21 91 18 2754  
Mobile: +49 (0)175 – 295 18 10  
E-mail: [jens.wichtermann@vaillant-group.com](mailto:jens.wichtermann@vaillant-group.com)  
Web: [www.vaillant-group.com](http://www.vaillant-group.com)

The agency - Communications Management Schellhorn  
Martin Schellhorn  
Blombrink 1  
D-45721 Haltern am See

Phone: +49 (0)23 64 - 10 81 99  
Mobile: +49 (0)1 77 - 3 22 58 02  
Fax: +49 (0)23 64 - 28 77  
E-mail: [martin.schellhorn@die-agentur.sh](mailto:martin.schellhorn@die-agentur.sh)



Caption:

In the new Advertising World, Vaillant installer partners achieve their desired advertising measures.

Photo: Vaillant