

Press release

Neighbours love Vaillant. Especially quiet heat pumps in the spotlight at SHK Essen

- **Continuous expansion of the heat pump range**
- **Positive corporate development in 2017**
- **New products and services at SHK Essen 2018**

Essen and Remscheid, 6 March 2018 – At SHK Essen, three new heat pump models took centre stage at the Vaillant stand. The new aroTHERM Split air-to-water heat pump is the quietest unit on the market in its class at present. Furthermore, it is an in-house development, made in Europe. This heat pump can be cascaded with up to seven units and is suitable for use in the housing industry as well as commercial facilities.

The recoCOMPACT exclusive air-to-water heat pump is an all-in-one solution that provides heat, hot water and fresh air. All of the components are brought together in a single compact housing. This new Green iQ product is not only quiet and efficient, but also sustainably produced in Remscheid.

The versoTHERM plus air-to-water heat pump makes it possible to put together a building-specific system for heating, hot water and fresh air supply – complete flexibility for an individual solution. “We will continuously work to expand our range of systems featuring heat pumps in the years ahead,” says Tillmann von Schroeter, managing director of Vaillant Germany. “Our goal is to offer an individual solution for every task related to heating, cooling and ventilation with our heat pumps.” To this end, the company is investing around 54 million euros in the construction of a new research and development centre amongst others for heat pumps in Remscheid. Vaillant also unveiled a newly assembled range in the area of photovoltaic technology at SHK. The combination of heat pumps with an auroPOWER photovoltaic system and an eloPACK battery storage system makes users more independent from market developments.

In addition to electricity, Vaillant continues to focus on gas as an energy source. “We still consider gas to be a transitional technology, and more than 140 years of experience has gone into the development of our products,” notes Schroeter. “It will be a long time before gas has to concede its leading position in the heating market to electricity. Until then, we will carry on developing gas-fired boilers that use energy with the greatest possible efficiency.”

The online sales platform HeizungOnline, which was launched two years ago, is now successfully established on the market. More than 200 specialist partners are now connected and able to benefit from gaining end customers and processing orders with the Vaillant project app. In the last quarter of 2017 alone, the website received 100,000 hits. Visitor numbers and customer enquiries are expected to increase significantly in 2018. To achieve this, the company is constantly investing in further development and marketing activities.

With serviceDIALOG, Vaillant trade partners can carry out in-depth, computer-supported analysis quickly and easily at the customer’s premises, even on heating units that are not Internet-enabled. Another app, ersatzteilCHECK, reliably identifies any spare parts that may be required. The depotCHECK app, meanwhile, shows where spare parts are available from wholesalers in the region, allowing specialist partners to place direct orders.

With Vaillant’s new advertising resource bank, VEP specialist partners can create their own advertising campaign with just a few clicks of the mouse. In addition to customised marketing advice, advertising packages to accompany product and sales promotions can be accessed by trade partners. The Vaillant fan shop is another new feature. Here, VEP specialist partners can order a large number of items from the world of Vaillant, including workwear, tools and the Vaillant plush hare.

Further information is available from Vaillant Germany, Berghauser Straße 40, 42859 Remscheid, Vaillant infoline: +49 (0)2191 5767 920, email: info@vaillant.de, www.vaillant.de.

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:
At SHK Essen, three new heat pump models took centre stage at the Vaillant stand.

Source: Vaillant