EUROPE’S ECONOMIC CENTER
The markets in Germany, Austria and Switzerland

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The signals coming from the world’s leading trade fair ISH last year were encouraging. 2,500 exhibitors displayed their innovations in Frankfurt. They were also well-received by the visitors – 200,000 people made their way to the exhibition venue, with significantly more than one-third from abroad.

Viessmann chose the motto “Hybrid – Connect – Power” for their attendance at ISH. It showed that we are facing the defining topics of the industry head on and introduced more than 40 innovative new products. Considerable space was also devoted to the wide-ranging services Viessmann offers its market partners alongside its comprehensive range of products. The markedly positive feedback from visitors confirmed that our exhibit was successful and had struck a chord in the industry. All in all, the upbeat atmosphere in Frankfurt continued throughout the year that followed.

Mixed results in international heating markets
Nevertheless, the international heating markets showed mixed development in 2015. While the EU countries and North America proved to be relatively stable, we saw market declines elsewhere, especially in Russia and the Ukraine, but the Chinese market also lost momentum.

Growth in the German market
The heating market in Germany grew by four percent to approximately 700,000 heat generators. However, the positive sales figures are primarily limited to gas and oil heating boilers. Products that use renewable energy continue to decline. The same applies to combined heat and power generation, considered to be the technology of the future.

Further action needed on framework conditions
The cause of generally weak market development in the renewable energy sector is not only due to low oil prices, but also the still insufficient political framework – particularly the partially inconsistent subsidies policy that is also not receptive to new technology.

Expanded market position
In spite of the difficult policy framework in numerous countries, we were still able to expand our market position, so that we are quite satisfied with the results from the positive direction of our business. We also see good prospects for the future, because the politically enacted energy transition will only be successful if modernizing existing heating systems also takes place.

Digital structural change
A challenge that is even bigger than the energy transition is posed by the advancing digitalization. That applies to the economy in general and, of course, to the heating industry as well. The digital structural change is already in full swing, and new business models are in the process of changing entire industries in fundamental ways. This process is already quite advanced in the retail sector. Every second consumer already makes regular purchases over the internet, so that ten percent of Germany’s retail sales are now effected online, and that share will double again by 2020. This dynamic development is progressing at the cost of over-the-counter retail stores.

Radical change in entire industries
There are numerous other examples of radical change in entire industries: traditional taxi businesses are threatened in many cities by start-ups like “Uber” or “mytaxi”. Or the hotel business, where a majority of reservations have shifted to online portals, and new providers like “Airbnb” have had great success in brokering accommodations in private homes. The automobile industry is also being infiltrated by non-traditional players like Google and Apple, who are testing networked, self-driving cars on public streets.

New market players
There are also new market participants in our industry who all have one thing in common: they are not taking on established players at their core competence levels. They don’t build boilers, heat pumps or solar thermal systems. They don’t install them, either. They are making inroads in a completely different area: they are re-defining the interface with the end customers, and inserting themselves between the distribution levels.

Working together for mutual growth
There, dear market partners, is where not only a big challenge lies, but also an
opportunity for us to take up new approaches and continue to develop our mutual business on the basis of our core competencies.

The industry suffers from a lack of qualified personnel
Another challenge that we must face are demographic trends and the resulting dearth of trained personnel, which is already affecting our industry. That is why effective strategies to acquire qualified young employees are more important today than ever. All available potential must be taken advantage of. Integrating refugees can very well play a role, as many people who are currently coming to Germany are young and want to start a new life here.

Integration of refugees
The most important prerequisites for successful integration are learning the language and an opportunity in the job market. It is just at this point that a project we have initiated comes in: we are facilitating refugee assimilation at our company’s headquarters in Allendorf (Eder) by giving them German lessons and letting them observe our company first-hand. If projects like this are successful, not only can it benefit the people affected directly, but our entire country.

Benefiting from opportunities
It can be assumed that the challenges that we must face will not get any easier in the coming year. However, every challenge also offers opportunities. We only have to recognize them and join forces to use them to benefit us and society. Then we will be successful in the future as well.

Prof. Dr. Martin Viessmann
"Today we celebrate, tomorrow we have to get to work," said EU Energy Commissioner Miguel Arias Cañete upon conclusion of the treaty on climate change at the Climate Conference in Paris. In fact, there is still a lot of work to do before all 194 participating countries have laid the foundation to achieve the two-degree target.

The EU is already quite a few steps ahead. On October 23/24, 2015, the European Union country and government heads already established a new framework for EU climate and energy policy, of which German climate protection policy is an integral part. What the European and German climate protection policies have in common are very challenging targets and measures designed to make these policies a reality. The greenhouse gases footprint in Europe is to be at least 40 percent less in 2030 than in the base year 1990. European emissions trading is meant to provide the lion’s share of that.

On December 3, 2014, the German Federal Government’s Cabinet passed the "Climate Protection Action Program 2020", which contains energy policy measures and the National Plan of Action for Energy Efficiency (NAPE). The aims are scaled: a 40 percent reduction in greenhouse gas emissions by 2020, 55 percent by 2030, 70 percent by 2040 and 80–95 percent by 2050 – all as compared to 1990. As the German greenhouse gas balance in 2013 was still some distance from the 2020 target, the Cabinet passed more than 100 measures to ensure that the national climate protection goal is not missed. The implementation status of each of the measures is recorded in a climate protection report submitted to the cabinet on November 18, 2015. This “target-tracking radar” will be continued on a yearly basis. Furthermore, the federal government’s vision for the year 2050 is in development – the "Climate Protection Plan 2050", which is meant to supply investors and other players a perspective on the mid-century and thus ensure more dependability.

The bundle of climate policy measures is aimed at all sectors. Not only is the energy sector given special attention as the biggest emitter of greenhouse gases, but buildings are a focus as well. Specifically in that area, the possibilities for enormous reductions in CO2 has not been fully exploited in the past. The opportunities for climate protection, but also for economic growth and employment are revealed when one considers that a mere one-fourth of today’s installed heating and domestic water systems utilize state-of-the-art technology. This “treasure trove” must be uncovered, otherwise realizing Germany’s climate protection target will be difficult. However, this will only succeed if the federal government, state governments and the economy all act in concert. It would also require commitment from trade professionals and local engineers. Homeowners and other heating system operators must realize that it is not only a matter of protecting the global climate, but also that the trend in rising energy costs can be curbed by using the most modern technology. Benefits for the environment as well as for the wallet – that just makes sense!
World Champion title for Germany in Brazil! No, not the country’s victory in the soccer world championship of 2014, but first place in last year’s vocational skills world championship “WorldSkills” in Sao Paulo for the German participant Nathanael Liebergeld. The 21-year-old was prepared for the competition by the German central association for plumbing, heating and air conditioning in the category of industrial technician for sanitation, heating and air conditioning in the federal training center in Schweinfurt, Germany. Viessmann contributed to expenses again this year. In the competition, Nathanael Liebergeld was way ahead of participants from the other nations and easily gained his victory. This was an impressive tribute to the high standards in the German sanitation, heating and air conditioning trade.

Viessmann has once again been honored for its environmental management. The EU Commission had invited representatives from business, science, administration and politics from over 30 countries to the European Central Bank. Together they celebrated the 20th anniversary of EMAS (Eco Management and Audit Scheme), the world’s most ambitious system for sustainable environmental management. As an EMAS pioneer, Viessmann has the oldest site registration.

Kestutis Sadauskas, Director of the Green Economy section at the EU Commission, and Werner Studener, General Director of Administration at the European Central Bank (ECB), presented the certificate to the Viessmann Chief Representative Manfred Greis in the course of the ceremony. In his talk, he pointed out that sustainable working was one of the Viessmann company’s guiding principles as early as 1966. The first EMAS Regulation of 1993 offered a new, innovative management instrument with which Viessmann environmental protection activities could be structured in a new way. Greis called the sustainability project for improved efficiency one of the most important projects in the company’s history. Production facilities were completely rebuilt and a new energy concept was implemented based on the double strategy of increased efficiency and the expansion of renewable energy. “At the Allendorf site, we reached the long-term energy and climate targets set by the federal government as early as 2012”, said Manfred Greis.

Viessmann customers, suppliers and guests are now able to charge up the battery of their electric car before continuing on their journey; there are six charge points available. 100% of the electricity comes from the Viessmann photovoltaic modules on the roof of the charging station. A BMW i3 painted Vitorange also gets charged up there. It supplements the Allendorf fleet of cars and is used for journeys in the vicinity of the plant.

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Two Viessmann products have been awarded the design prize "Red Dot Award: Product Design". The gas adsorption heating units Vitosorp 200-F and the wall-mounted gas condensing boiler Vitodens 300-W were chosen by a high-ranking, international jury of experts to be included in the group of products allowed to display the coveted Red Dot logo.

The Red Dot Design Award, dating originally from the 1950s, is one of the most important symbols of quality for outstanding design. It is awarded by the Design Center of North Rhine Westphalia.

Exemplary environmental management

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German victory at the "WorldSkills 2015"

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Red Dot Award goes twice to Viessmann

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The challenge of energy efficiency in the building stock

A sizable modernization backlog exists in all three DACH countries Germany, Austria and Switzerland.

With a gross domestic product of almost 3 billion euros, Germany is the largest economy in the European Union and is the fourth largest worldwide after the USA, China and Japan. Austria and Switzerland, the neighboring countries to the south, form a common linguistic and cultural space with Germany, known as the DACH region. These three states taken together have a population of 98 million inhabitants and a nominal gross domestic product of 5.8 billion euros. This is equivalent to a third of the US economic performance.

Similar climatic conditions and so a comparable need for heating and cooling are also common to the DACH countries, along with completely outdated current systems. Germany and Austria, as members of the EU, are obliged to implement European climate and energy efficiency targets, while Switzerland has initiated its own “Energy strategy 2050”.

The Reichstag in Berlin has been the seat of the German Federal Parliament since 1999. The building was constructed between 1884 and 1894 and is one of the best-known landmarks in the federal capital.
Germany

After the United Kingdom, Germany is the second largest heating technology market in Europe in terms of individual heat generators. Here in Germany, politicians have set ambitious energy and climate targets that far exceed the guidelines in other EU countries – such as a 40 percent reduction in CO2 by 2020 – and in addition they have instigated the energy transition i.e. the complete phase-out of nuclear energy and a CO2-neutral energy supply by 2050.

Energy transition no longer just a turnaround in electricity generation

This is to be achieved with a double strategy comprising the expansion of renewable energies and an increase in efficiency. For far too long, the energy transition was viewed as a simple turnaround in electricity generation. Now for the first time the heating market, the largest consumer of energy, is facing concrete measures in the form of the National Plan of Action for Energy Efficiency (NAPE). This means that at long last action is being taken to solve the problem of the modernization backlog in current systems. At least 70 percent of the 20.5 million heating systems are still outdated and need to be replaced.

Slight market growth

After a slight decline in growth in 2014, the heating market in Germany has grown last year to approximately 700,000 heat generators. This four percent increase is still inadequate in terms of reaching the target, however. Furthermore, several special effects that have resulted in sales peaks have to be taken into account. On July 1 last year, a tightened directive of the German federal state of Baden-Württemberg passed into law, raising the...
MARKETS: GERMANY, AUSTRIA AND SWITZERLAND

A symbol for Germany’s economic power: Frankfurt am Main is an international finance center and at the same time an important industry, trade fair and service city, as well as being an international flight hub.

A single-family home near Munich with its own heat and power supply provided by a photovoltaic system and a micro CHP system Vitotwin 300-W.

Modern single-family homes have a low heat demand and are therefore especially well suited to the use of fuel cell units.

Fuel cell unit Vitovalor 300-P with an integrated peak load condensing boiler.

The share of renewable energy in heating modernization projects from 10 to 15 percent.

The introduction of the energy efficiency label in line with the ErP Directive (Energy-Related Products Directive) also led to pull-forward effects, especially with non-condensing units that have not been allowed onto the EU market since September 26, 2015.

RES products still in decline
The low oil price has also led to a revival of the market for oil boilers. This has put additional pressure on sales of products using renewable energy, already in decline since 2008.

Positive example of the market incentive program (MAP)
A positive signal and a first sign of hope is the increased MAP subsidy for heat pumps and solar heating that came into effect on April 1, 2015. Hot water systems have also been included again. Now we must wait and see whether the measures in this difficult market segment will have a revitalizing effect.

What is the advantage of the stock label?
It can be assumed that stock labeling on the basis of the energy efficiency guideline (ErP) will benefit modernization measures from 2016 onwards. The label is attached by either the chimney sweep or the heating system installer for the purpose of increasing the homeowner’s awareness of problems. Ultimately, the homeowner should be motivated to exchange old, inefficient technology for modern, efficient systems, to bring in renewable energy where possible and so contribute to the success of the “German energy transition”.

Modern single-family homes have a low heat demand and are therefore especially well suited to the use of fuel cell units.
Austria

Unlike the market in Germany, the market in Austria declined in the 2014. However, the relatively favorable electricity price has led to an increase in market significance for heat pumps, particularly in new builds. Out of approximately 80,000 heat generators sold annually, every fifth is now a heat pump. Tightened emissions levels, the obligatory proof of efficiency measures in the energy sector and the energy efficiency label that has been mandatory in Austria since September 2015 will all lead in the medium term to broader market growth in this segment, and also in the market for wall-mounted condensing boilers. The focus, as in Germany and Switzerland, is on reducing the modernization backlog in existing buildings. Around 50 percent of all heating systems in Austria are older than 20 years. This creates a considerable potential that can be exploited through the use of intelligent system solutions, for example, hybrid devices. The long-term increases in the price of fossil fuel sources will also have a positive effect on the development of the markets for biomass systems and solar heating.

Switzerland

The heating market in Switzerland also shows a considerable, as yet largely unexploited potential for modernization. Heat pumps, along with oil and gas condensing boilers, are also important here, both in the new build sector, where there has been a slight decline in recent years, and in modernization projects. However, this domain is also being influenced by unfavorable framework conditions. The removal of the minimum exchange rate for the Swiss franc led to a decline in economic performance as a whole and thus to an increased unwillingness to invest in energy-efficient technology. Other factors are increasing amounts of vacant commercial real estate and the investors’ lack of confidence in future regulatory measures. The result is that the heating market in Switzerland has shrunk last year again by six percent to around 50,000 heat generators.

It is estimated that the market will recover in the medium term. The Swiss energy strategy 2050, alongside regional measures, will generate additional growth in the area of efficient technology and renewable energy.
discounters have a huge energy demand as they have to cool their goods and also to heat or cool their sales areas according to the season. Modern, energy-efficient refrigeration cabinets and display units are important both for presenting the goods in the best possible way and so increasing sales, and for contributing to a reduction in energy costs.

**Germany, Austria and Switzerland—also key refrigeration markets**

In addition, Germany, Austria and Switzerland also have significant markets for cooling and refrigeration technology. In Germany alone the annual volume is around 1.2 billion euros and overall a good quarter of the total European volume falls into the DACH region.

Energy-efficient system solutions for the food retail industry and refrigeration units, particularly for the hotel and catering industry, are increasing in significance. Large supermarket chains and

Schloss Schönbrunn in Vienna is one of the most frequently visited attractions in Austria. The building and the 160-hectare park with the Tiergarten Schönbrunn have been part of the UNESCO World Heritage since 1996.

The Catholic parish center in Swiss Kirchbühl has had its energy systems extensively modernized. A gas condensing boiler of the type Vitocrossal 200 is used to supply heat to the St. Jakob church.

The Kapellbrücke bridge is the symbol of Lucerne, Switzerland, and one of its most important tourist attractions. It was built around 1365 as a battlement walk and it joins the old and new towns.
Cooperation with the building trades that goes back decades

Viessmann in Germany, Austria and Switzerland

Viessmann is one of the leading international manufacturers of heating, industrial and cooling systems and is active in 74 countries around the world, with manufacturing plants in eleven countries. Although the proportion of foreign sales has been constantly increasing in recent years, the DACH region of Germany, Austria and Switzerland remains one of the most important markets. At least half of the company’s turnover is generated in these three countries. A significant factor here is cooperation with the building trades that has been practiced for decades. The building trades are supplied using a two-stage distribution channel and can access a comprehensive range of services.

31 sales offices in Germany
Viessmann Deutschland GmbH is responsible for sales. A tight-knit sales network with 31 sales offices in five sales regions offers the best possible support to sanitation, heating and air conditioning tradesmen as well as to engineering consultants, architects and the real estate industry. In conjunction with this, Viessmann also offers a comprehensive range of technical...
support, planning aids and training courses. This is available at the Viessmann Academy sites in Allendorf (Eder) and in Berlin as well as in all the sales offices.

The service has been further extended by five regional centers in which groups of experts develop tailor-made solutions for the product groups of wall-mounted and small boilers, medium-size and industrial boilers and also for the area of renewable energy. The Technical Service department (TD) offers competent, speedy assistance with technical problems 365 days a year. The Viessmann logistics department has three regional warehouses and offers the fastest possible delivery to the building site, which is usually the next day.

As well as a sales structure for heating systems, Viessmann also has its own sales infrastructure for cooling and industrial systems.

Ten German production sites
The most important Viessmann site in Germany is the company’s headquarters in Allendorf (Eder), location of production facilities for gas/oil wall-mounted units, floor-standing small boilers, heat pumps, hybrid devices and micro CHP systems, as well as the company’s administrative center. Ten of the 22 production sites worldwide are located in Germany.

Viessmann Austria
Viessmann has been active on the Austrian market for almost 40 years. The headquarters of Viessmann Österreich Ges.m.b.H., which was founded in 1976, is in Wels in Upper Austria. Three other sites in Vienna, Graz and Innsbruck complete the sales network. The most important products are increasingly heat pumps, alongside condensing boilers for gas and oil, but CHP systems, biomass boilers and solar heating systems, too.

Around 440 members of the Viessmann Austria staff work in production, sales and the sales network for cooling, industrial and systems engineering systems. The factory customer service department has always been highly valued.

Viessmann has also had its own production divisions in Austria since 2006, 2007. At the Wolfurt/Vorarlberg site, the Viessmann Holzheiztechnik GmbH produces biomass boilers for logs, wood pellets and woodchips. The headquarters of the Viessmann Holzfeuerungsanlagen GmbH is located in the neighboring community of Hard. The two companies together cover the output range up to 13 MW.

Viessmann Switzerland
Since 1987, the headquarters of Viessmann Switzerland has been located in Spreitenbach in the canton of Aargau, with other sales offices in Luterbach, Arbon, Taverne and Chavornay. Overall around 300 members of staff work for Viessmann (Switzerland) AG, which covers the sale of heating and industrial systems as well as the business area of industrial heat pumps. This includes the location in Worb, where heat pumps with a performance of up to 2 MW are produced. A further subsidiary company is Hexis AG in Winterthur, a manufacturer of SOFC fuel cells.

Maintenance contracts between the manufacturer and the end customer are typical of the heating market in Switzerland. As a result, about half of the members of staff in the business area of heating systems work in the Technical Service department. Regulatory guidelines such as the Swiss Energy Strategy 2050 mean that heat pumps and solar thermal systems are doing particularly well, along with gas condensing boilers.
For Swiss people, Aargau has a reputation as the canton with industry, motorways and a nuclear power station. But Aargau has much more to offer and has already been discovered by the tourist industry.

Planned on the drawing board
The German-speaking canton of Aargau has 640,000 inhabitants and is situated in the north of Switzerland. It owes its name to the longest purely Swiss river, the Aare, which flows into the Rhine at the north-west Switzerland town of Koblenz. Aargau was planned on the drawing board, so to speak, by Napoleon, over two hundred years ago. He combined three previously unconnected areas into one political unit. The capital and most populous town is Aarau, with around 20,000 inhabitants. It is a picturesque little town and the headquarters of the Center for Democracy have been situated there since 2008.

UNESCO World Heritage Sites
Numerous erratic blocks and terminal moraines are a reminder of the glaciers of the Würm glacial period, which created an idyllic landscape: Hills, moors,
bathing. While public baths were at that time used for trading, gossiping and political chat as well as bathing, their primary purpose today is to offer exercise, relaxation and recuperation for visitors.

Work for 250,000 people
Aargau is the largest industrial canton in Switzerland. It profits from a balanced mixture of industries which includes many small and medium-sized businesses. A total of over 250,000 people are employed here. Industry is very much internationally oriented with around 25 percent of exports going to Germany. There are several growth industries located in the Aargau: Electronics and precision instruments, plastics and materials technology, the chemical industry, the machine and electrical industry along with pharmaceutical, biological and medicinal technology industries. Some well-known companies to have settled here are ABB, Alstom, Roche, Johnson & Johnson, Rockwell Automation and Franke.

Site of the largest Swiss research institute
The multidisciplinary Paul-Scherrer-Institute (PSI) for natural and engineering sciences, the largest Swiss research institute, is also located in Aargau. 1,400 members of staff are employed there to work in the areas of matter and material, human and health as well as energy and environment.

Spreitenbach: The home of Viessmann in Switzerland
Aargau is home to the Viessmann (Switzerland) AG, which has its headquarters in Spreitenbach. The community of 11,000 inhabitants in Limmattal in the district of Baden is an important business location. Almost 8,000 people work in the 500 businesses that have settled in the area.

Excellent infrastructure
Spreitenbach’s good traffic connections are especially useful. It is situated on the busy primary road 3 (Zurich–Baden) and very close to Highway 1. The biggest railroad shunting yard in the country was built here and in the neighboring town of Dietikon in 1978. In future, Spreitenbach will also be accessible via the new Limmattal urban railway.
With their color touch display, energy cockpit and integrated Internet interface, wall-mounted and compact gas condensing boilers meet maximum standards in user convenience.
With their innovative product features, standard and compact gas condensing boilers in the Vitodens 300 range satisfy maximum standards in comfort and efficiency. They also include a large, fully graphics-capable touch display. As an energy cockpit, the display provides owners with a complete overview of their energy consumption rates. Integrated as standard, the Internet interface and the optional Vitotrol Plus app enable owners to view consumption remotely at any time.

**Energy cockpit for smart energy management**

The energy cockpit provides smart energy management. All information is displayed in easy-to-understand text or graphic format, for instance, with gas consumption for heating systems and DHW generation shown per day, week, month or year in histograms as required. If the wall-mounted gas condensing boiler is combined with the dual-mode system cylinder Vitocell 100-B, complete transparency is also provided in terms of solar yields and cylinder fill levels.

**Energy efficiency label**

The combination between MatriX gas burners and stainless steel radial heat exchangers ensures high efficiency in all units. Energy efficiency class A can thus be increased to energy efficiency class A+ with just a little extra time and effort – by combining with a room control unit or a solar thermal system, for example. The Lambda Pro Control combustion control ensures that the high degree of efficiency is still maintained on a permanent basis even if the gas quality fluctuates. The units also automatically adjust to the new fuel when changing over from L Gas to H Gas, now a common occurrence in many areas of Germany, without the need for a heating engineer to intervene.

**Also efficient with power consumption**

The condensing boilers are not only highly efficient gas consumers; they also use electricity as an auxiliary energy sparingly too. The units in the Vitodens 300 range feature a flow rate sensor which adjusts the integrated circulation pump’s output precisely to the current heat demand instantly. If the building features thermostatic valves, the pump rate is automatically adjusted according to demand. Adjustment will also continue to work if heat is only needed in the bathroom during warmer weather. Power consumption in the pump is reduced dramatically and flow noise in radiators is eliminated.

The sensor also ensures that simple, rapid, reliable hydraulic flow balancing is provided in the whole heating system with Vitoflow. The TÜV-certified (TÜV: German technical supervisory association) process optimizes the heating circuit, thus offering fuel savings of up to 15 percent.

**Fast, reliable commissioning**

Condensing boilers in the Vitodens 300 series are the only gas condensing boilers on the market to offer a start-up assistant as standard. It detects connected heating circuit components automatically and leads heating engineers through the required unit settings in five steps. This ensures that commissioning is fast, easy and reliable.

**Advantages for market partners**

- Fast, easy, reliable commissioning thanks to assistant function
- Extended diagnosis based on display of relevant operating data and system statuses
- Without conversion measures suitable for all gas types thanks to Lambda Pro Control
- Easy installation thanks to pre-fitted components
- Time-tested Vitodens accessories range can be used

**Advantages for owners**

- Internet interface integrated as standard
- Ease of use thanks to color touch display
- Energy cockpit to provide visual display of solar yields and energy consumption rates
- Chimney sweep inspection interval extended from 2 to 3 years thanks to Lambda Pro Control

**Technical specifications**

- Output: 1.9 to 35 kW (300-W), 1.9 to 26 kW (333-F), 1.9 to 19 kW (343-F)
- Modulation range up to 1:10
- Standard utilization rate 98% (Hs)
With heat outputs up to 50 kilowatts, the new Vitocal 300-A heat pump extends the output range for air/water heat pumps to include applications with high heating loads. Flow temperatures up to 65° C also enable the pump to be used in modernized existing buildings.

**Vitocal 300-A**

Air/water heat pump for heating loads up to 250 kilowatts

With heat outputs up to 50 kilowatts, the new Vitocal 300-A extends the Viessmann portfolio of air/water heat pumps in the top output range. Up to five units in a cascade can even provide a heat output of up to 250 kilowatts if required. With an energy efficiency identification of A++, this air/water heat pump can even heat buildings with a high heat demand efficiently. Such buildings include large residential buildings, office buildings and commercial and industrial operations.

**Suitable for existing buildings**

Flow temperatures up to 65° C also ensure that the pump can be used in modernized existing buildings with radiator heating. Designed for outdoor installation, the unit is still able to reach flow temperatures of 55° C even when outside temperatures fall to minus 20° C.

**Intuitive operation**

The heat pump control unit is mounted on the wall inside buildings, where it is easily accessible. As with all Vitotronic controllers, it is intuitive in its operation – no need to consult operating instructions. In a dual-mode system, such as one combined with a gas or oil boiler, the heat pump controller can switch on the boiler automatically when required, to cover peaks in heat demand, for example.

**Integration into building control system**

With Vitogate 300 and Vitogate 200 interfaces supplied as accessories, the heat pump can be integrated into a higher level building control system or a control room. The Vitotrol app also allows the pump to be operated from anywhere over the Internet and a wifi network.

**Advantages for market partners**

- Wide range of uses thanks to three output capacities and cascades with up to five units
- Simple start-up procedure based on optimum system integration with Vitotronic 200 control
- Easy to service due to integrated diagnostic function
- Incorporated into building control system via optional Vitogate 300 and 200 interfaces

**Advantages for owners**

- Low operating costs due to excellent partial load operation efficiency
- Optimum user convenience thanks to optional operation by wireless, via Vitotrol app or integration into higher level building control system
- No installation space required in the building thanks to outdoor installation

**Technical specifications**

- Outputs of 19.6 to 50 kW; cascades up to 250 kW
- COP up to 3.9 (with A2/W 35° C as per EN 14511)
- Max. flow temperature 65° C
Vitosorp 200-F
Gas adsorption heating unit uses solar heat or geothermal energy

The gas adsorption heating unit Vitosorp 200-F combines time-tested gas condensing boiler technology with innovative zeolite heat pump technology. Savings of up to 25 percent are possible compared to conventional condensing technology. As a result, the unit currently features the highest efficiency rating for this product group at A+. A solar thermal system can also be used as a heat source as an alternative to geothermal energy.

Attractively priced heat sources
The adsorption heating unit ensures that solar yield is used more effectively than in systems using conventional solar technology, especially in spring and autumn. Four Vitosol flat tube collectors or three vacuum tube collectors are sufficient to ensure that this is the case. Existing solar thermal systems can be used in the case of an upgrade.

If geothermal energy is used as the heat source, all that is needed is an inexpensive geothermal probe reaching down to about 50 meters only. Moreover, market-standard geothermal ring collectors or heat baskets can be used.

Advantages for market partners
- Installation and maintenance as for compact gas condensing boilers
- Different heat sources can be used
- Quickly ready for operation
- Accessories same as for Vitodens gas condensing boilers

Advantages for owners
- Energy efficiency label A+
- Up to 25% more economical than condensing boilers

Technical specifications
- Output: 1.8 to 11 kW or 1.8 to 15 kW
- Annual efficiency up to 125% (Hs) at 35/28° C (as per VDI 4650-2)

Vitodens 300-W, 300-F and 200-C
New enthalpy heat exchanger for balanced indoor air humidity

Home ventilation systems Vitovent 300-W, 300-F and 200-C ensure a pleasant, healthy indoor climate while also protecting the building fabric. With the optional enthalpy heat exchanger, they recover almost all heat from extract air and about 70 percent of air humidity. They can simply replace the existing heat exchanger.

Protects against drying out
In winter, a well-adjusted humidity balance in ambient air protects mucous membranes and eyes from drying out, thus helping to prevent colds. A membrane in the heat exchanger clearly separates the intake and exhaust air flows. It produces an anti-microbial effect, guaranteeing hygienic distribution of humidity into the intake air.

Advantages for market partners
- Easy installation and commissioning
- Uniformly high ventilation comfort
- No condensation drain required as general rule

Advantages for owners
- Optimum room air quality
- Well-adjusted humidity balance
- Odors and pollutants removed
- Power-saving operation
- Savings on heating costs

Technical specifications
- Air volume flow between 200 and 400 m3/h

Attractive investment grant
Many governments subsidize the installation of energy-efficient home ventilation systems.
DHW cylinders Vitocell 100-V and 100-W are also available with vacuum panels on request. These panels enhance the existing highly efficient thermal insulation. The vacuum greatly improves thermal insulation compared to conventional insulation materials. It minimizes heat losses from DHW cylinders, saving energy costs for homeowners. These cylinders have been assigned energy efficiency class A, the highest possible rating for DHW cylinders.

**Standard designs with efficiency label B**

Increased to up to 20 millimeters, the surrounding polyester fiber thermal insulation now ensures low heat loss in the standard DHW cylinder design without vacuum panels. Standard design cylinders are assigned efficiency class B.

**Advantages for market partners**

- Tailored to customer requirements thanks to cylinders with either efficiency label A or B
- Easy to transport and install
- Maintenance-free vacuum panels

**Advantages for owners**

- Optimum DHW convenience thanks to rapid, uniform heating
- Energy consumption reduced thanks to low heat loss

**Technical specifications**

- Cylinder capacity: 120 to 300 l (label A), 120 to 500 l (label B)

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**Vitocell 100-V and 100-W**

DHW cylinder with energy efficiency label A

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**Vitoset**

New universal radiators for new builds and modernization projects

The new universal radiators are either installed as valve radiators with an integrated valve fitting or as compact radiators with three standard side connections. The integrated fitting and the valve insert included in the optional valve installation set ensure that the new radiator is ideal for new builds. If the compact radiator is used, the three side connections allow a two-side or same-side connection for the feed and return pipes.

**Replacement radiator for modernization**

With installation heights of 555 and 955 millimeters, the new universal radiator is highly suitable for replacing old radiators. These models make a perfect fit for existing connections in standard existing buildings.

**Easy installation**

Installation is very easy and saves time. The universal radiators are not fixed to brackets, so they can be turned. They can thus be connected on the left- or right-hand side, or below on the left or right.

**Advantages for market partners**

- Radiator range catering for every need
- Easy to mount
- Flexible connection options
- High-grade, tested materials

**Advantages for owners**

- A suitable radiator for every room
- Environmentally friendly primer and high-quality coating in traffic white; other colors on request
- Easily removable cover for easy cleaning (suitable for allergy sufferers)

**Technical specifications**

- Installation heights between 300 and 955 mm
- Installation lengths between 400 and 3,000 mm
- Installation depths between 76 and 161 mm
**Tecto Standard WL 100**

**Cold room for dry beef aging**

Tecto refrigeration and freezer rooms easily meet even special requirements. In the Tecto Standard WL 100 design, cold rooms are now also available in a version which is specially designed for dry aging beef.

**Dry aging**

Dry aging is one of the oldest processes for preparing beef for consumption. Meat is hung for several weeks, stored at controlled temperature and air humidity levels. It is regarded as a delicacy among gourmets when treated in this way as the beef becomes tender and has an intensive taste.

**Extra hygienic thanks to anti-microbial coating**

The anti-microbial powder coating SmartProtec® offers extra hygiene for storing foodstuffs. It provides the required hygiene standard for the aging process in the Tecto dry aging cold room by preventing the transmission and spread of microorganisms. The anti-microbial effect in the coating remains active for the cold room’s entire lifespan.

The cold room has been painted black at the customer’s request; large, multi-glazed windows make it easier to control the aging process.

**Quick and easy installation**

The wall, floor and ceiling elements are held together by a self-centering tongue and groove system. Eccentric turnbuckles with corrosion-resistant clamping jaws are inserted into the panels. The turnbuckles can be easily adjusted on the inside – there is no need to access the cold room from the outside during installation. This means that the cold room can also be easily installed in cramped locations, saving time on assembly.

**Advantages for market partners**

- Effortlessly installed thanks to tongue and groove system and eccentric turnbuckles
- Easy to extend or re-assemble
- Silicone-free joints thanks to Tecto overlapping in the cold room walls

**Advantages for owners**

- Flexible solutions for all areas of application
- Low electricity demand thanks to highly effective insulation properties
- Hygienic thanks to SmartProtec® anti-microbial powder coating
- Durable
- Comprehensive service provision

**Technical specifications for the models shown**

- Width x depth x height: 3,100 x 2,200 x 2,665 mm
- Wall thickness: 100 mm
More than 150 CHP experts gathered in the Academy at Viessmann headquarters in Allendorf (Eder) to talk about their experiences. The lectures and discussions focused on the impending amendment to the German Combined Heat and Power Generation Act and the challenges this would bring for the industry. Possible uses of CHP units in contracting arrangements and in the supply of local heating were also highlighted.

A quarter of power generation from CHP systems by 2020
Dr. Frank Voßloh, Managing Director of Viessmann Deutschland GmbH, emphasized in his welcome address the role of CHP generation: “High-efficiency technologies like CHP and micro CHP systems are essential to the success of the energy transition”. Because the fluctuations of the volatile fuel sources wind and sun have to be evened out, CHP can make a substantial contribution to this. Politicians have clearly defined the development target for the year 2020 as a CHP share of 25 percent of the total controllable power generated in Germany. "To reach this target", said Dr. Voßloh, "Viessmann offers the broadest CHP program on the market with solutions to fit almost all applications". Voßloh, however, believes that the impending amendment to the German Combined Heat and Power Generation Act could "risk not achieving the political development target". The expected change in the law would particularly favor a few large, gas-driven systems for district heating. Small systems in residential buildings and medium-sized businesses would be at a disadvantage.

16th Energy forum already
The Viessmann energy forums have developed into an interdisciplinary...
Viessmann USA celebrated the 25-year anniversary of the sales company with an open day for market partners at their headquarters in Warwick, Rhode Island. More than 150 guests had been invited to the official part of the event, mainly long-term market partners, and also many representatives from business and politics.

Optimally prepared for the challenges of the future

Prof. Viessmann said that he was optimistic about the future, because with the products from the company’s comprehensive range they would be optimally prepared for the challenges of the future.

200 market partners took part in information events and product training courses during the course of the open day. The appliances concerned were the floor-standing gas condensing boilers Vitocrossal 200 and 300 and the wall-mounted gas condensing boilers Vitodens 100, 200 and 222, which are in great demand in the USA.
Launch of Viessmann online magazine invitech

Energy, technology, innovation, architecture and smart living presented in an easy-to-understand and true-to-life form

The digital Viessmann magazine 'invitech – your digital home' has been successfully launched. Soon after it was activated, more than 10,000 users had shown interest in the contents of this completely new format for the Internet. Particularly noticeable: Almost 80 percent of users landed on the page via a mobile device.

The new digital home
invitech stands for "invitation" and "technology" and would like to invite homepage visitors to this new digital home ('your digital home'). The magazine presents topics from the areas of energy, technology, construction and lifestyle in an easy-to-understand and true-to-life manner, and introduces readers to the increasingly complicated world of technology.

Smart life 4.0
The Viessmann Group, one of the leading international manufacturers of heating, industrial and cooling systems, is addressing end users directly with invitech. The magazine is aimed at people who up to now have not been too involved with technology. And with easy-to-understand articles, it presents new ways of making life more comfortable, under the slogan of smart life 4.0.

The focus is on innovation
Those looking for informative articles and fascinating stories will also find what they need. Heating topics are particularly well represented and the focus here lies on innovations such as fuel cells and hybrid technologies.

Popular ABC of heating systems
The ABC of heating systems is especially popular with users. It is updated regularly, and frequently occurring questions on the topic of heating systems are answered in a concise and entertaining manner. For example, there is an explanation of how to use the Building Energy Savings Check to track down potential for efficiency in your house and to exploit it.

In dialog with the user
In particular, the users of invitech, among whom are many heating system contractors, are always introduced to the newest level of technology for the home. Users are able to write comments, which are answered by the invitech editorial team. Requests for specific advice can be made using a contact form.

The new magazine is available on www.invitech.de
The specially pleasant atmosphere in the Hamburg brewery pub “Altes Mädchen” arises from the use of wood and a fireplace, as well as from the many different types of beer and culinary delicacies. However, the star attraction in the heritage-protected brick building is the black lacquered Tecto special refrigeration unit. Its large glass panes draw the attention of the guests to the specialty beers stored in it. Heated windows prevent the glass from misting up and spoiling the view. Colored LED lighting that can be altered to create any mood illuminates the beers.

**Refrigeration unit as an eye-catcher**

Brewery pub offers guests a view of the cooled specialty beers

The pleasantly atmosphere in the Hamburg brewery pub “Altes Mädchen” arises from the use of wood and a fireplace, as well as from the many different types of beer and culinary delicacies. However, the star attraction in the heritage-protected brick building is the black lacquered Tecto special refrigeration unit. Its large glass panes draw the attention of the guests to the specialty beers stored in it. Heated windows prevent the glass from misting up and spoiling the view. Colored LED lighting that can be altered to create any mood illuminates the beers.

**Different from traditional brewery pubs**

“We deliberately wanted to set ourselves apart from the traditional brewery pub in our furnishings. That is why there are no wooden barrels or the usual copper pipes in our place and you can look directly into the refrigeration unit”, explains Patrick Rüther, one of the two Managing Directors in the “Altes Mädchen”.

**Anti-microbial powder coating**

As well as the illuminated, individually designed refrigeration unit for drinks, a large combination refrigeration unit of the type Tecto Standard WL 100 is used in the kitchen. It consists of four refrigeration sections and one freezer section. All the refrigeration units are fitted with SmartProtec®, an antimicrobial powder coating for the surfaces. It prevents the formation of biofilms and so gives bacteria and fungi no space to grow.

**Time-saving installation**

The refrigeration concept was implemented by André Schapke, a refrigeration and air-conditioning specialist from Delmenhorst. “The Viessmann units are the only ones on the market to have an anti-microbial powder coating and gap-free Tecto overlapping of the unit walls”, said Schapke, for whom the simple mounting system is also an important criterion. “The individual elements fit perfectly together thanks to the self-centering tongue and groove system. I can save up to one and a half hours of the time I would normally require for mounting a two by two meter refrigeration unit”, explained the technician.

**The brewery pub**

The slogan of the brewery pub “Altes Mädchen” in the Schanzenviertel area of Hamburg is “A beer to go with every meal”. The pub offers over 60 craft beers as well as their own particular brands. They are specialty beers brewed manually by passionate brewers from the USA, South Africa, Scandinavia and Germany. The Managing Directors, Patrick Rüther and Axel Ohm, are introducing a completely new north German brewery concept to Hamburg with their “Altes Mädchen”.

The refrigeration unit fits well into the pleasant atmosphere of the “Altes Mädchen”.

The brewery pub

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The single-family home on the northern bank of Lake Constance is flooded with light and has direct access to the water and a view of the Swiss mountains: The "House by the lake" built by Baufritz in Langenargen, Germany, is architecturally unique and offers best possible choices for the future thanks to far-sighted planning.

The architect, Stephan Rehm, wanted to include the older neighborhood environment in his planning and yet still design a contemporary house. And it does justice to its prominent position. The house is two and a half stories high and presents itself to the very busy street with a closed facade, which also helps conserve energy. The atrium at the entrance is already a sign that something special is waiting for the visitor. On the fully glazed south side, the eco-friendly designer home has a large terrace opening up to Lake Constance and connecting with the natural landscape.

Planned for the future
The house has been designed with minimal barriers for the future. For example, the kitchen is already equipped in a way to suit older people. The finished result shows that no compromises have had to be made in appearance, modernity or design. This finding is confirmed throughout the house. Because all the other options are not directly obvious either. An extension has even been planned and structurally prepared in the form of a second semi-detached house. This would involve the entrance area and the utility room, which would realize up to three residential units, one on the ground floor for senior citizens and two apartments on the second and third floors. This would make it possible for family members or even care staff to live here at some later time. It would also be possible to build in an elevator at a later point.

Smart home technology for comfort and energy efficiency
In choosing home automation and building equipment and appliances, Baufritz has chosen an individual option based on Viessmann technology. The "House by the lake" is an efficiency house 55 following the definition of the German development bank KfW and has a brine/water heat pump that extracts energy from a 15-meter-deep groundwater well in the garden. The heat generator is operated on self-produced solar power, supplied by the Viessmann modules on the south side of the roof. The controller automatically calculates the photovoltaic system’s anticipated output curve and the building’s expected energy demand based on data from previous days. Both are
taken into account in the operation of the heat pump so that a maximum amount of solar power can be used. If heat is currently not required, it can be stored in the heating water buffer cylinder. A supplementary DHW cylinder ensures a high level of DHW convenience.

Charging station in the carport
The photovoltaic modules also supply light and feed the household appliances. Surplus electricity charges up the electric car in the carport. The owners want to be as independent as possible of increasingly expensive grid power and so an electricity storage system, also from the Viessmann comprehensive range of products, was integrated into a small technology annex. It absorbs surplus electricity and stores it for later use.

A home in the sun
The heating and power supply system has also been prepared for a potential expansion of the building envelope. The building’s automation features make the sunny home into a smart home to suit individual wishes. That guarantees a high level of comfort with intelligent, efficient energy management and multiple security features. The lights, the blinds and the new generation of Miele household and kitchen appliances are sensibly connected in a network.

The architect, Stephan Rehm, has succeeded in making the house fit harmoniously into the older built environment.
Erftverband uses innovative heating technology

Heat pumps bring about 58,000 euros per year in savings

The Erftverband is an association for water management with tradition. A non-profit organization called the "Society for the improvement of the Erft lowlands" was founded in 1859 and today is still responsible for cleaning the waste water of around 750,000 inhabitants and commercial and industrial operations in the area. Moreover, the Erftverband looks after a sensitive natural space that has been affected by the large-scale consequences of brown coal open-cast mining. It helps protect the settlement areas from flooding.

New heating center for the administration building

The organization is oriented towards environmental and general welfare care and includes sustainability among its guiding principles. This is why energy efficiency and the use of renewable energy were at the top of the agenda when the new heating center for the administration building in Bergheim was planned. In addition, a pipe carrying groundwater that had been pumped out of the open-cast mine ran very close to the premises and offered an opportunity to use it as a cheap heat source. This sump water has a temperature of up to 26°C and provides enough energy to heat the buildings with the aid of heat pumps.

High-efficiency heat pumps

The two Vitocal 350-G heat pumps used in Bergheim have a high level of...
In operation, with the second compressor stepping in only when output demand increases. Thus, high efficiency is also guaranteed in partial load operation. The heat pumps also generate flow temperatures of up to 73° C, thus fulfilling the hygiene regulations that apply to heating drinking water.

Unique solution to the problem of heat transmission
Since the sump water is polluted with minerals, chloride and sulfates that over time would clog the plate-type heat exchangers in the heat pumps, a different way of transmitting the heat had to be found. In partnership with Jaske & Wolf Verfahrenstechnik GmbH in Lingen, Germany, a solution was found that is up to now unique in the world. The two DUPUR heat exchangers that were used clean themselves, as soon as sensors detect a temperature drop in the heat transmission. Then silicon cylinders as thick as a finger are washed through the piping of the heat exchangers and remove deposits in a similar way to a bottle brush.

Big savings in heating costs
This year, the Erftverband invested around 650,000 euros in this efficient and environmentally compatible technology. Depending on the heating demand, the heat from up to 70 cubic meters of sump water per hour is utilized by the two heat exchangers. With an annual total heating requirement of 1,200 megawatt hours, the Erftverband saves around 58,000 euros in heating costs. One operating year has elapsed and the system has already fully achieved the expectations of the operators.

The two heat pumps Vitocal 350-G together have an output of 620 kilowatts and fulfill the strict requirements of the operators.
Eric Frenzel, the winner of the World Cup overall last season, is also among the top favorites in 2015/2016.
Three world championships are on the agenda of this winter sports season for the Viessmann Team athletes, and all of them are taking place at locales steeped in sports history.

**Biathlon**

From February 29 – March 13, Oslo, site of the Biathlon World Championships, is considered the Mecca of Nordic ski sports. The German biathletes are set to defend the championship title in both relay races on the legendary Holmenkollen, Norway. The 2015 women’s race in Finland’s Koniolahti was contested by Franziska Hildebrand, Franziska Preuß, Vanessa Hinz and Laura Dahlmeier, a 100-per-cent Viessmann quartet. The men’s gold-medal winning team included Arnd Peiffer and Daniel Böhm, both members of the Viessmann Team.

Right at the season kickoff in Sweden’s Östersund, the German mixed relay team with Viessmann athletes Franziska Hildebrand, Vanessa Hinz und Benedikt Doll captured second place. Maren Hammerschmidt and Daniel Böhm were also successful in the new single mixed relay, earning a third-place spot on the podium.

**Luge**

The artificial ice track at Königssee, Germany, is the venue of the World Luge Championships. Viessmann is involved as a main sponsor and wishes everyone, but especially their own athletes, the best of luck: four time world champion Tatjana Hüfner, two time Olympic champion Felix Loch and the duo Tobias Wendl/Tobias Arlt, Olympic and world champions.

**Ski flying**

Just like Oslo and Königssee, the ski-jumping/flying venue at Kulm, Austria, enjoys a legendary reputation. The Ski Flying World Championships were held there January 14 – 17. Viessmann athlete Richard Freitag kept his success story going by contributing to the German silver medal alongside Andreas Wellinger, Stephan Leyhe and Severin Freund. Freitag had also finished ninth in the Viessmann sponsored Vier-Schanzen-Tournee (Four Hills Tournament), followed by his teammate Andreas Wank.

**Cross-country**

What the Four Hills Tournament is to ski jumping, the Tour de Ski is to cross-country skiers. Eight competitions in ten days are planned for the tenth anniversary of the event. Viessmann, of course, will be there again as a sponsor.

**Nordic combined**

The top favorites for winning the overall World Cup victory in the Nordic combined this season include last year’s winner Eric Frenzel and Johannes Rydzek, who ended last season in third place. The successful Viessmann athletes had home matches at the World Cup contests in Klingenthal and Schonach.

**Youth Olympic Games**

The 1994 Winter Olympics in Lillehammer are considered by many to be the most beautiful in Olympic history. Now the small Norwegian town is getting ready to follow up on that past success by hosting the second Youth Olympic Games. The big event will take place February 12 – 21, and is the uncontested season highlight for the athletes on the Viessmann Junior Team.
Viessmann selection now available in the new online shop

Easy ordering and direct payment

The new Viessmann selection online shop is now open. Ordering has now become easier, and soon you will be able to pay directly via the Internet. There are quality articles from the successful and personable athletes from the Viessmann Team – displayed in proper style against the proper winter background, naturally. The products are clearly ordered according to product group, simplifying the search. Checking in regularly is worthwhile – starting with the homepage www.viessmann-selection.de. The user can learn what’s new at the site, and there are always special offers in the “nice price” section. Below are two product highlights from the new selection program for an active and fun-filled winter season.

Horn toboggan
It already provided our great-grandparents with a lot of enjoyment, and even today has lost none of its original attraction. Sledding is pure fun for both big and little people – especially with the right materials. The traditional mountain sled from the Viessmann selection is equipped with a comfortable and easy-care webbed seat, which together with the curved runners provide firm support. The sled, which is made of laminated beech wood, never goes out of style and is very sturdy and durable when kept stored in a cool, dry place.

DSV hat
By pros for pros: the original team hat by Adidas is part of the personal sports attire of the Viessmann Team athletes and trainers. Made from a merino wool blend, the hat fits every head perfectly. An extra fleece inlay strip all the way around additionally protects ears and forehead from the cold. The hat is available in classic red or in the new, stylish red/orange color combination.

The DSV hat is available both in a two-color design ...

... and in the classic red with a white pompon.