

KWD-globalpipe 267

www.kwd-globalpipe.com

INFORMATION - IMPORT-EXPORT SERVICE

MARKETING - CHARTS – DOCUMENTATION

Underfloorheating - Radiator Heating - Plumbing - Fittings

Potable Water Systems - A/C - Water - Sewage - Gas

Distribution - Irrigation - Heating&Plumbing-Systems

Editorial office:

Dipl.-Ing. Winfried Hamich
Jahnstraße 57
D-64285 Darmstadt
kwd-online@kwd-online.de
www.kwd-globalpipe.com

Distribution office:

Dipl.-Ing. Jutta Hix
Luisenstraße 6
D-58332 Schwelm
hix@kwd-online.de
www.kwd-online.de

Variotherm extends its successful export business to New Zealand

KWD-globalpipe, 2008-01-24, No.267.

The **VarioKomp underfloor heating system** developed by Variotherm is a force to be reckoned with. Currently two articulated lorries a week regularly **deliver a total of 46 tonnes of Fermacell boards** to the Variotherm factory in Leobersdorf, Lower Austria. The ecologically tested Fermacell boards are the **base material for VarioKomp underfloor heating**. No one imagined, when VarioKomp underfloor heating was launched on the market in 2003, that it would be such a huge success. Now at the end of 2007, VarioKomp can truly be regarded as a winner in terms of sales. This year alone, **sales of VarioKomp underfloor heating increased by 30% over the previous year**. **VarioKomp production as a whole has risen by an incredible 500% by comparison with the year it first came on to the market**. The reason behind the success of VarioKomp on the market is the range of features which make it stand out against so many other underfloor heating systems.



The installed height of VarioKomp underfloor heating is **only 20 mm**, making it ideal for dry lining, the renovation of older property and for floors where there is no space for floor screeds. Other valuable features are its lightness and rapid installation. Tiling

can be laid as little as 24 hours after the installation of VarioKomp underfloor heating. Heat is radiated within 15 minutes of it being switched on. Variotherm is in demand throughout the world: in the **last 3 years alone exports have risen to 50% of the total annual production**. Variotherm's newest international partner is located in the town of **Dunedin on New Zealand's South Island**. He is a heating and air conditioning specialist, originally from Germany, who has emigrated to New Zealand. He had already been familiar with Variotherm for many years. **Now he wants to make the New Zealanders aware of the ecological and economic benefits of the Variotherm heating and air conditioning systems**. He appears to be having considerable success, as a **first container load** of VarioKomp underfloor heating **was shipped to New Zealand at the end of November 2007**. The fact that he also sells other leading European brands in New Zealand suggests that the Kiwis are increasingly coming to appreciate European heating and air conditioning know-how. Variotherm heating and air conditioning systems are **now exported to 26 European countries** and the **North Americans, too**, are beginning to take note of Variotherm. Useful discussions have been underway for some time with a **potential partner in Canada**.

Contact: office@variotherm.at, www.variotherm.at.