

WolfWelt

Current information for Wolf trade partners

Wolf China: At the ISH exhibition in Beijing and celebrating ten years in China Dynamic business expansion a result of successful development work

From 13 to 15 May, over 950 exhibitors showcased the latest innovations from the sanitation, heating, ventilation and air handling sectors at the ISH China & CIHE in Beijing.

This year the trade show, organised by Messe Frankfurt, welcomed over 40,000 trade visitors, breaking all previous records. German companies set up their stands in the German Pavilion, which was sponsored by the Federal Ministry of Finance. Highlights of the exhibition included Wolf's CGB-2 wall mounted condensing gas boiler and their high performance TopSon F3-1 flat-plate collector. "China is an interesting market for the whole industry, and Wolf is in a good position to profit from predicted growth over the next few years," stated Wolf's Managing Director, Bernhard Steppe.

Not only did Mr Steppe visit the ISH, he also launched festivities

marking the tenth anniversary of Wolf's operations in China on the final evening of the trade fair.

"The decision to enter the Chinese market in 2004 was very important. We now have a great opportunity to forge important business links," declared Mr Steppe as he addressed a gathering of over 100 people at a reception held at Wolf's offices in Beijing. Guests included representatives from the Chinese government and the German embassy, along with design engineers, business partners and customers. Mr Steppe continued: "It has been a long journey from the completion of our first project in China to the nationwide sales operation that we have here now. But thanks to our partners and customers, business has developed very well. The Wolf brand has today gained a huge reputation in China. We have a lot of plans for the coming years." The Chairman of the



(Left to right) Tong Xu of Beijing Gas Group Corporation, Fangmin Song, Major General, Bernhard Steppe, Wolf Management spokesman, William Yim, Board Chairman Wolf China, Mrs. Lifang Lu, General Manager Wolf China, Peter Kreutzberger, Deputy Manager of the Business Section of the Germany Embassy in China

Supervisory Board at Wolf GmbH, Alfred Gaffal, spoke in a video message. "In the last two years turnover in the Chinese market has doubled. This has been a great success and a reason for us to invest

in expanding our business still further. Our successful development work over the last ten years has laid the foundation for dynamic expansion in the next decade," he stated.

Dear Business Partners,

With 60 sales partners worldwide, Wolf is a truly international company. As a professional brand of energy saving systems, we have been a leading and innovative system supplier of heating, ventilation, air handling and solar products for years. Our customers receive professional, reliable products and service, all from a single source: oil and gas fired condensing boilers and combustion systems, biomass heating technology, heat pumps, solar thermal systems, DHW cylinders, air handling and ventilation systems, as well as control systems and CHP units.

We believe our partnership works best as a constructive dialogue. You know your market better than anyone. We learn from your experience, continually improving our services with the aim of giving you all the support you need to succeed. This approach is also reflected in our slogan for 2014: "Getting closer – creating success". The closer we work together, the more successful we will be.



2014 has been a challenge for us all. Numerous global events and crises have inhibited investors, making business more difficult. Together, we overcame these demanding conditions and were able to introduce our new products with great success.

The Wolf strategy is shaped by quality and continuity. These attributes can also be seen in our distributors and sales offices: The Technology Centre at Wolf Czech Republic won the "Heating Prize 2014" of the Czech Trade Association of Sanitation and Heating. Wolf Schweiz AG celebrated their 11 year anniversary and Wolf China their 10 year anniversary, and our German sales office in Berlin can look back on 25 successful years in business.

Years of success have established a solid foundation for the future. 2015 will be an exciting year, with important trade fairs such as the ISH in Frankfurt, Klimahouse in Bolzano, Batibouw in Belgium and the Energy Saving Show in Wels. Once again we will be exhibiting our new energy efficient products and demonstrating our tradition of innovation at Wolf.

Our energy saving systems meet all expected demands for efficiency and sustainability. Our full product range is ready for the introduction of the ERP directives in the coming year, so this will represent only a small challenge for us. We hope that these new directives will contribute to a much needed reactivation of the heating market.

Let's start 2015 full of optimism, continuing our successful partnership and driving growth together. We wish you and your families a happy and peaceful Christmas followed by good health and success in the New Year.

Yours sincerely

Bernhard Steppe
Spokesperson for the management board



(left to right) Xianchun Gong, Guipeng Liu, Yuchun Tian, Jingbo Shi, Reinhold Freudenmacher and Thomas Schreier (Wolf GmbH), Lily Lu, Annie Ge, Nancy Chen, Fiona Ji in the newly designed office in Beijing from Wolf China.



New showroom design

In preparation for Wolf China's 10th anniversary in May, the Beijing office was completely remodelled and updated to match the new corporate design.

As all product information and sales in China take place through outlets known as "Wolf Shops" integrated in large equipment stores, and the demand for these shops is increasing due to the strong growth in end customer business, it was important to ensure a unified and recognisable presence across the country. Wolf China worked with Wolf's Exhibition Department to standardise the corporate design of the Beijing office. In future, Wolf Shops, Wolf dealerships and customer showrooms will be fitted out in this design.



Wolf in France A long standing partnership

Wolf subsidiary Wolf France, located in Massy, 15 km south of Paris, comprises a team of 25 people – including 12 staff employed out in the field.

Wolf has been active in the French market in both the heating and air handling sectors for 20 years. Two years ago we launched the "Wolf Alternative Premium" strategy, with the goal of positioning the Wolf brand within the top segment of the market, and we have been continually implementing this strategy ever since. The strategy aims to highlight the fact that Wolf is a system provider and supplies all components as a single manufacturer from "under one roof". The office building and the training centre have also been completely renovated as part of the campaign to raise the company's standing as a professional manufacturer. Wolf



Left to right: Mohamed Bekhti, Laurent San Juan, Maria Neri, Cédric Pierret, Bernadette Tanguy, Sylviane Dessez, Anthony Gleyen, Régis Ardjet, Gabienne Le Grand, Alexander Eitel (Wolf Mainburg), Patrick Brandt (Managing Director), Luc Baverel, Thorben Gerke, Patrick Le Quéré, Karin Artigue, Oya Canne.

France is now able to receive customers in style and display its demonstration models to optimum effect. We are now seeing the first

signs of success, as a number of prominent customers have already switched to Wolf from the competition.



Wolf Schweiz AG Big celebration for 11 year anniversary

Wolf Schweiz AG celebrated their 11 year company anniversary in August with an entertaining event for customers. The Jumping Areal in

Mettmenstetten was hired for the occasion once again. Ski acrobatics events have been hosted there for the past 12 years.

The festival was opened with a speech from the management of Wolf Schweiz AG. This was followed by a varied programme of events providing exciting entertainment for the 150 guests. Alongside some spectacular ski acrobatics were games areas with shooting galleries, a "ring the bell" strength challenge and Mexican music, while a barbecue and cocktail bar provided refreshments. And last but not least, the perfect summer weather played its part in making the day a total success. At the end of the evening the guests and management agreed: We should celebrate the anniversary every year!



Back row from left to right: Adrian Waser, Markus Berghahn, Michael Sidler, Anton Hauser, Jürg Sidler (MD), Hubert Mom (MD), Josef Köglmeier (Wolf GmbH), Markus Kellermayr, Hanspeter Portmann (MD)
Front row from left to right: Egon Buchgeher, Laura Hintermann, Isabella Fuchs, Adolf Bösch

Heating award for Wolf Czech Republic Trade association awards prize to technology centre

Wolf celebrates another award in the international arena: At the IBF 2014 [International Building Fair] in Brno, the Czech Trade Association of Sanitation and Heating presented awards to outstanding heating and sanitation suppliers.

Prizes were awarded in four different categories to companies, institutions and individuals for outstanding service in the fields of heating and installation technology, both in the Czech Republic and abroad. "Heating Prize of the Year 2014" went to Wolf Česká republika s.r.o. for its modern Wolf Technology Centre and Wolf Academy in Brno. Wolf Česká republika s.r.o. is one of the leading suppliers of heating, ventilation and air handling equipment in the Czech Republic.

The company was founded in 1991 as KKH. In 2013, when the company was renamed from KKH to Wolf Česká republika s.r.o, a new "Technology Centre for Energy Conservation" was opened in Brno to both trade and public. This new centre accommodates a permanent Wolf exhibition and the Wolf Academy for the Czech Republic and Slovakia. "In both markets we offer the complete Wolf product range with heating, air handling and ventilation. We have already won lots of new customers," said Ramon Haas, Managing Director of Wolf Česká republika s.r.o.. The merger of Wolf and KKH under the Wolf brand combines Wolf's 50 years of experience and tradition with the experience of the local sales specialist spanning over 20 years.



Bohuslav Hamrozi, President of the Czech Association for Heating and Sanitation (left) and Ramon Haas, Managing Director of Wolf Česká republika s.r.o.

Recruitment in Ireland and the UK Welcome to the Wolf Team

Niall Horgan joined our export sales team on 1 October. Niall is the new Sales Director for Ireland and the UK, having previously spent twelve years as Managing Director at Systemair. The 43-year-old lives in Dublin with his Swedish wife, Taina. His primary objective will be to increase awareness of the Wolf name in Ireland and the UK as a professional brand in the air handling, ventilation and heating markets. He is planning



to increase contacts with architects and engineers to engage them in new projects.

"Supplier of the Year" Wolf presents the award

Wolf again presented this year's "Supplier of the Year" award. The prize went to Springob Profil GmbH from Sundern in Germany. The Bültmann Group produces profile sections ranging from the simple to the highly complex, and has been supplying Wolf GmbH for 20 years. The seven members of the Wolf panel of judges assessed the companies against the following criteria: reliability on delivery and quantity, quality standards, and their capability to cooperate and innovate. Wolf Managing Director, Gerdewan Jacobs, was fulsome in

his praise: "Springob has developed from a pure profile roller to a system supplier that adds value in ever increasing amounts, providing valuable innovative contributions as early as the development phase." Springob supplies a wide variety of products with short delivery times utilising all the advantages of logistical systems, KANBAN for example, which helps Wolf to increase its competitive advantage. For several years now, Springob has been achieving top marks in this annual appraisal.

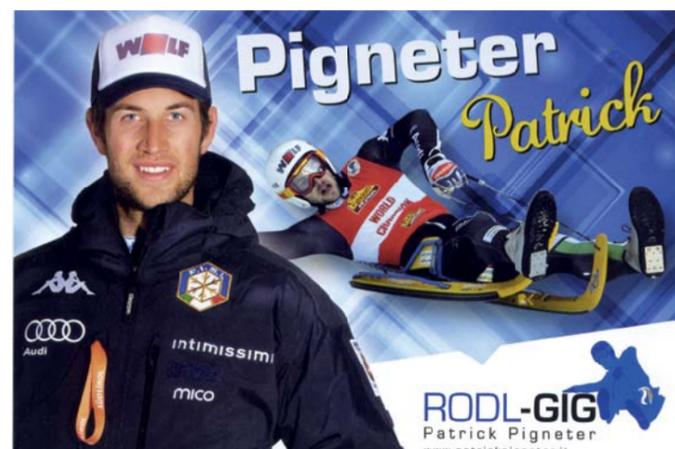


(Left to right) Ernst Kranert, Wolf Purchasing Manager, Ralf Hillebrand of Springob Profil GmbH and Gerdewan Jacobs, Wolf Technical Purchasing Director

FARKO eco, heating and solar PV systems A South Tyrolean company growing through commitment and vision

FARKO, a company specialising in eco, heating and solar PV systems, has been operating in South Tyrol since 1973. Back then, Franz Kolhaupt and his wife Margareth established their own business and workshop in Wolkenstein. He continued to expand the business through his high level of dedication and passion.

Success was guaranteed as he never let go of his vision: "We want to keep building on our strong position in South Tyrol and Northern Italy, in order to become one of the leading suppliers of heating products in the market. Our goals include the implementation of controlled and planned processes, the improvement of product quality and ensuring our business adds value. The market segments that we serve and the pioneering technology we employ enable us to



offer high end products to the customer." Today, the company employs 18 staff and both of the Kolhaupts' children, Armin and Barbara, have since entered the family business as well. The company head office is now located in Lajen-Pontives. Franz also shows his generosity through sports sponsorship. For some time now he has been supporting the Italian

luger Patrick Pigneter, currently the most successful natural track luger with four World Championships, three European titles, a total of 48 World Cup victories and seven Overall World Cup wins. Franz Kolhaupt even uses the Wolf company logo in place of his own logo, thereby revealing his good business sense for a win-win situation.

Improved indoor climate provided by Wolf air handling technology "Sonnenwendviertel" – Vienna benefits from a new urban district

A visionary residential design concept of approx. 400 apartments has been built close to the new Central Station in Vienna. Both pioneering and forward-looking ideas have been realised and put into practice in the new Sonnenwendviertel district.

The main principle was to move away from housing complexes to neighbourhood environments, and away from property managers to infrastructure and service providers. This project idea was designed by the developer win4wien in collaboration with a team of three architects Kada, Riepl/Kaufmann/Bammer and Vlay/Streeruwitz. An infrastructure of community facilities will promote social coexistence and boost the feeling



of belonging. This includes a swimming pool and spa covering approx. 1000 m², shared kitchen, home cinema, youth space, music rehearsal room, games room with a climbing wall, market place, study



club and much more. This variety of communal facilities was also the reason why they decided not to go for decentralised ventilation systems, but instead to supply the different areas with centralised air conditioning units. The designers decided on Wolf air handling and ventilation units from the KG TOP range, to guarantee the best possible living environment. A total of six centralised units supply each area with the aim of achieving the best air quality with the greatest recovery of energy.

Project data at a glance

Object:	Sonnenwendviertel housing complex, 1100 Vienna
Developer:	WIN4WIEN
Architect team:	Kada – Riepl/Kaufmann/Bammer and Vlay/Streeruwitz
Total air volume:	up to 71,000 m ³ /h
Heat recovery:	525 kW
Total heating output:	380 kW
Total cooling capacity:	260 kW
Building services consultant:	Mischek Bau, Ungargasse, Vienna
Installer:	SLA, Mautern
Ventilation and air handling units:	Wolf Klima- und Heiztechnik



Production

Publisher: Wolf GmbH
Postfach 1380, D-84048 Mainburg

Editorial office: Marketing – Communication
Tel.: +49 (0)87 51 74 0,
Fax: +49 (0)87 51 74 1683

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No energy transition without heating transition

Prime Minister of Bavaria Horst Seehofer visits Wolf GmbH

In the future, Bavaria will become a pioneer for improving energy efficiency in the building sector. This intention of the state government was announced by the Bavarian Prime Minister Horst Seehofer at the end of July during his fact-finding visit to Wolf in Mainburg. "No energy transition without heating transition", Mr Seehofer declared during the visit. Wolf GmbH is Bavaria's largest and most well-respected producer of building technology and as a professional brand for energy saving systems is one of the leading system suppliers in Europe for heating, air handling, ventilation and solar PV systems.

The company had a number of answers ready in response to Mr Seehofer's question on how the energy transition can be brought about. Wolf's Managing Director Bernhard Steppe commented that the discussion had so far been

much too "power-dependent." "Everyone only ever talks about power generation and power line construction. Over 50 % of the energy required in Germany is used for heat generation, but only 21 % is used for power. It is therefore clearly more important and more worthwhile to take action in the heating and building sectors. Using currently available technologies, it is possible, depending on the measures taken, to save around 50 % of the energy in single-family houses," Bernhard Steppe explained. "In this way we could save about 13 % of the total German energy consumption in the next few years." An improved political framework would be needed though. "Germany's plan to become a pioneer in energy transition has been a total failure. In the meantime we have fallen to the bottom of the table when it comes to replacing heating systems, compared with the rest of Europe," stated Alfred



Bernhard Steppe, spokesperson for the board (centre) and Christian Amann, Director of Production, Logistics and IT (right) briefing Prime Minister Horst Seehofer in the Wolf Energy Saving Centre on the modern Wolf heating, air handling and ventilation systems.

Gaffal, Chairman of the Supervisory Board of Wolf GmbH and President of the Bavarian Industry Association

(BIA). "For this to change, the refurbishment rate of old plants must be increased from the present

1 % to at least 3 %. What we need now is to make refurbishing measures tax deductible, introduce a new, attractive incentive scheme, and to reduce and simplify subsidy programmes," stated Bernhard Steppe. Mr Seehofer promised to campaign again for these demands in Parliament. On his tour around the production plant, Mr Seehofer took time to chat with workers and apprentices at the Wolf Training Centre. "It has been a very interesting visit. Technical know-how, motivated and satisfied employees, and innovative products – I've got to know one of Lower Bavaria's real gems here today" – the Prime Minister was full of praise.



Alfred Gaffal, Chairman of the Supervisory Board of Wolf GmbH and President of BIA (left) with the Wolf management team and Horst Seehofer during the site tour.



Prime Minister Seehofer took time during the tour to speak to employees and trainees.

Modern, fast, and closer to the customer

New international internet presence

The Wolf website has undergone a complete relaunch. The aim was to revise and redesign the content, provide navigation to new organisational structures and new technological aspects, and improve the layout.

So what are the changes?

You will notice many new features on the Wolf home page, such as the use of large, clear fonts; the design of the layout so that topics can be identified immediately; the quick reference to the most important content, and above all, the conversion of the website so that it can work seamlessly with smartphones and tablets.

Find your information and your trade partner – faster than ever

Our new web presence makes it quick and easy to find what you are looking for: All visitors can locate the products they require as soon as they land on the home page. The private customer section has now been given the same prominent position as that of our business partners. Users will be enthusiastic about the well formatted information: Large, zoomable image galleries, easy product search, plus documentation, product benefits and data at a glance. You can use the new map search function to find your local Wolf trading partner, making the link from end customer to local sales office even faster.

Global implementation

Wolf is also looking to relaunch its

brand on the global stage. Now you can select both the country of your choice and locate all of our international Wolf partners just by clicking on the interactive world map. In future, a number of new country-specific pages will also be launched online in the new version. All our subsidiaries and many of our sales partners are linked to the system and will gradually appear one by one in the new design.

Extra tools

The user and customer interaction will also be the focus of further developments of the new Wolf website. One example is the contractor login area, which is being continually optimised and expanded with extra functions. For

our end customers we will soon be introducing an integrated Wolf product and heating system finder. The new website will continue to be expanded and updated with multimedia functions such as videos and animations.



Discover it here

