

Who wants
to heat your
business?

We do.

Purmo and Radson have decided to combine forces to become the most competitive player in the heating industry. With a total of 1500 employees and a 2006 combined turnover of over 330 million euros, we are in a position to achieve our objective: to create the most attractive heating solutions available on the market. We want to grow the entire heating business through increased focus on value-added solutions.

The PURMO/RADSON Management Team



Claudius Gramse
Brand development manager

Dick Horsfall
Brand director

Elo Dhaene
Commercial director

Tomasz Tarabura
Brand director
(as of 01.01.2008)

Christian Björklöf
Financial director

The strategy

is to become the No.1 brand
in the heating industry

The solution

is based on customer input

- More than 2500 hours of interviews with installers and end-users
- Research in nine European markets
- Focus on future needs and demands

Our research has shown that everybody accepts radiators just as they are. No one questions quality, performance or even design because no supplier has ever actively encouraged this. We know that heating solutions differ greatly in performance and the comfort they offer. Based on substantial input from our customers, installers and wholesalers we aim to change the way people think about heating.

Extensive research has identified the solution

Over the last one and a half years, we have conducted studies in all our markets. From more than 1500 interviews with installers and wholesalers, we have a thorough understanding of market needs and our current competitive situation. Our research clearly shows that installers do not acknowledge any quality difference between various heating solutions and, as a result, no one has ever tried to educate end-users about how to improve indoor comfort through better heating solutions.

From products to solutions

It's not enough to just have a nice product and deliver it over the counter. Installers expect a lot more, and they value a professional approach. A good range of high quality products is only the start. They also demand excellent support and specialised knowledge.



More than 1500 installers and wholesalers have helped us identify the future demands for the ideal heating solution provider.

Focus

on the essence

- Product quality and range is paramount
- Strong service and know-how are essential to stand out
- Create value added demand from end-users through inspiration

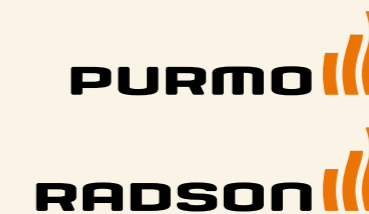
The key elements in our high value solutions:

Range

• A heating supplier must ensure a product range that covers all customer needs and enables optimised solutions with higher comfort and better performance as a result.

Support and know-how

• Solutions need to be backed by expertise. Purmo and Radson have the know-how and will also be developing tools to support solutions in the future.



Quality

• Product quality must be emphasised. As part of the Rettig organisation, Purmo and Radson provide a level of quality that is higher than that of most other brands. Our panel radiators are sold with a 10-year guarantee as standard.

Interior solutions

• End-users perceive the current marketing materials from radiator manufacturers as uninspiring – even boring. We need to encourage them to choose value added solutions and we can do just that with the new inspiration and selection tools offered by Purmo and Radson.

A radiator is more than a radiator

There is a huge difference between radiators. They all vary in quality, ease-of-installation, service and support, design, efficiency and heating comfort. We have faced the fact that the number of suppliers in the heating industry is huge, and in the eye of the customers, no one particularly stands out.

Purmo and Radson have decided to change this. With the strong financial ownership of Rettig ICC behind us, we are now combining our skills to form a leading heating brand – a brand with the power to create real market differentiation and brand preference. By joining forces we can make best use of our competencies and increase the total value of our offerings towards the individual customer.

The results

will be of benefit to everyone

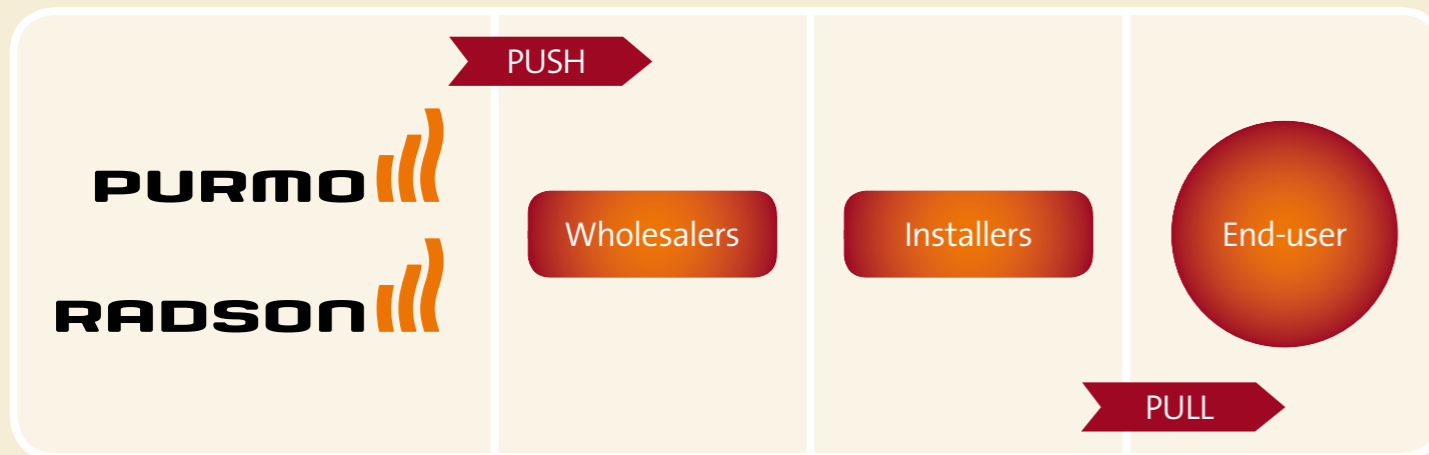
- Clear technical benefits for installers
- New business opportunities for wholesalers
- Better indoor comfort solutions

We will focus on better, value-added heating solutions. By emphasising benefits and performance in different conditions, we can educate the market in supplying higher comfort for the end-users.



By moving away from standardised offerings, everybody wins. End-users get a better, integrated heating solution and installers create higher customer satisfaction, both of which can lead to better earnings. This also benefits the wholesalers who can easily

increase turnover through higher average value per transaction. For Purmo and Radson, it will allow us to increase our coverage through a united sales force network as well as powerful promotion towards both installers and end-users.



Joint forces create strong impact
To create the highest value for everyone, we will apply a 'double' approach to the market, refocusing our sales force and on powerful promotion towards installers and end-users. A dedicated sales approach with a new level

of service and quality will give us optimal access to launch new competitive products. Combining this with a powerful multi-national marketing concept will ensure the strongest market presence ever shown by a heating company.

Unite

and be strong

- One brand concept
- Two leading brand names
- New synergies



The new brand map
We have decided to simplify our multi-national presence by applying one aligned approach across the board. This is symbolised by the three radiating heat waves in a deep orange colour.

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Marketing and sales director
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Markus Reiner
Marketing and sales director
Germany

Christophe Latapie
Marketing and sales director
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The Warm Society



Rob Hermkens
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Wojciech Makowski
Marketing and sales director
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Olivier Schmitz
Marketing and sales director
Belgium

We have formed The Warm Society because we think it's high time that heating got the attention it deserves. For so long, people have been lukewarm about heating solutions, accepting whatever happens to be installed or leaving the selection of a new heating solution to a third party. We believe it's time this changed. There is so much more to radiators than heat and we want to tell the world about the almost infinite amount of options they have when it comes to design, colours and functionality. We want customers and partners to join us in The Warm Society to learn more about heating and support our cause: to free the world of boring and inadequate heating solutions.

The brand

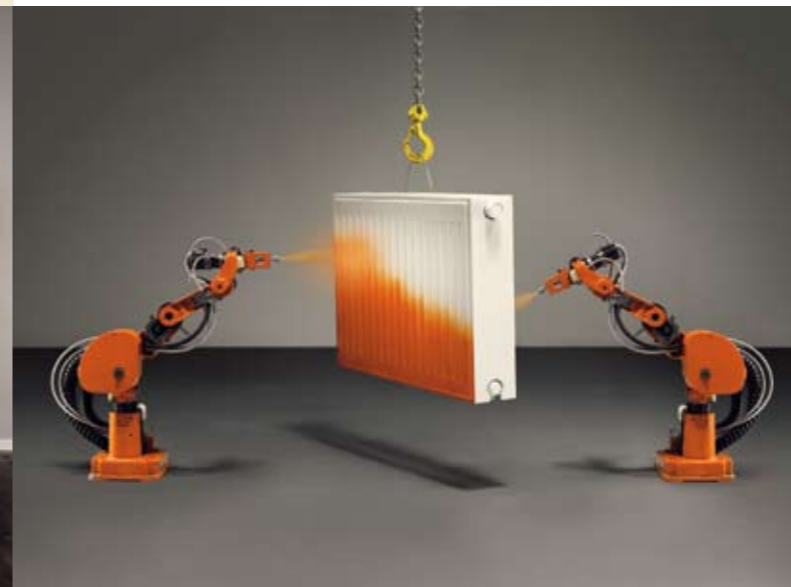
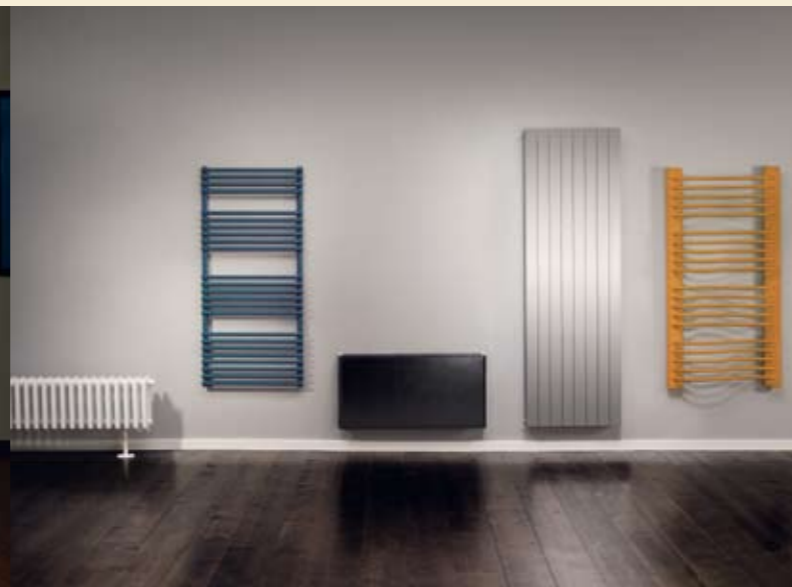
look and feel

- Emotionally appealing
- Modern and dynamic
- Unique style

We have created The Warm Society to reflect the look and feel of a modern heating company that provides innovative heating solutions. The Warm Society is based on four pillars which act as a guide to everything we do. In order to create a strong and aligned position on all our markets, the look and feel of our brand – and all communication – should reflect The Warm Society and the four pillars.

Logo design

The new logotypes, consisting of the company name and symbol, create a strong visual impression for our organisation. The typeface of the company names has been custom drawn for us by a Scandinavian designer. The logotype symbol is a combination of the heating symbol and a flame, increasing in intensity.



LIVING IN

The Warm Society

The Warm Society is a place where you can live life to the full. Our wide variety of heating solutions will provide you with an optimal indoor climate all year round – whatever the room, wherever you live. But The Warm Society is about much more than just heat. We take design seriously – and make sure all our heating solutions serve to enhance not just the feel, but also the look and style of a wide variety of interiors.

HEATING IN

The Warm Society

At the heart of The Warm Society is a comprehensive range of heating solutions, embracing all product types, shapes, sizes and colours – so we can provide our partners and customers with unparalleled choice. Whether it is classic panel or column radiators, towel warmers, decorative radiators, innovative underfloor heating or convectors, we will have the functionality – and the style that is right for you and your home.

BASIS OF

The Warm Society

The Warm Society is committed to producing durable products. Throughout our production and distribution chain, quality is our top priority – whether we are talking about the materials we select, the processes we use, or our meticulous testing procedures. Our dependability is reflected in our respected product quality. When you buy from us, you know you have a product that is built to last.

WORKING IN

The Warm Society

What makes The Warm Society work is the depth of knowledge and attitude of the people within it. We want to rid the world of boring and inadequate heating solutions and we leave nothing to chance in our pursuit of that goal. Training, teamwork, support and service are all geared to ensure we get there. With dedication and pride in our business, we are fully prepared to do whatever it takes to build lasting business relationships and establish standards of excellence that will set us apart from the competition.

Communication

in The Warm Society

- Integrated approach
- Consistency
- New inspiration and selection tools

We will introduce a set of communication tools that will promote the brand and product benefits. The tools will support the sales process at all stages from initial inspiration to final selection. Materials will be available in most European languages.



Ads

Large format ads in leading trade magazines will promote key products and themes.



Brochures

We will introduce a comprehensive set of brochures covering corporate, product-based and technical themes.



ISH Exhibition

The Warm Society concept will be launched in style at an impressive event at ISH, 2007. This will include a brand film, custom-made stands and a variety of exciting activities.

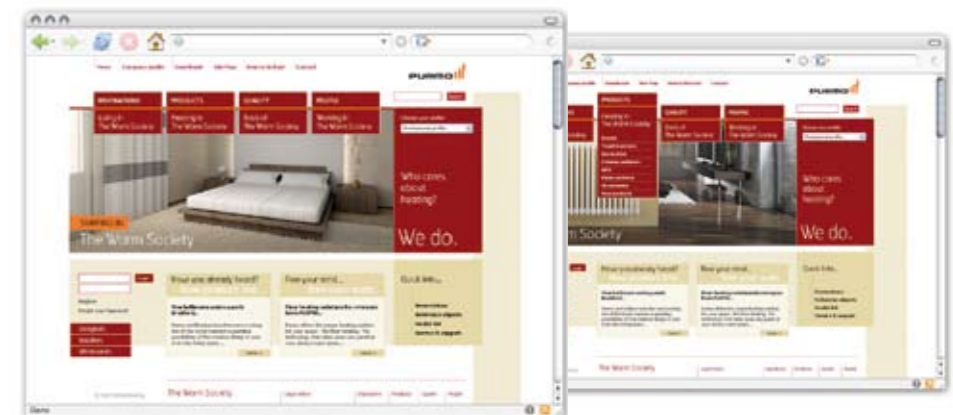
POS

All our wholesale partners will be offered new attractive display materials to support sales of value-added quality solutions.



Web

A new web site will be launched with updated and user-friendly design. The focus is on inspiration as well as technical information and guidelines for installation and specification.



The brand marketing plan

- Strong presence all year
- Focused campaigns and product launches

Our level of activity will be continuously high throughout the entire year. We will introduce new themes and reinforce them to increase awareness, maintain interest and drive new quality and comfort aspects in the heating industry.



Campaign Plan

2007

		January 07	February 07	March 07	April 07	May 07	June 07	July 07	August 07	September 07	October 07	November 07	December 07	
		The Warm Society							Panel Leadership					
Wholesalers	Direct Mail													
	Brochure													
	POS													
	Website		→				→				→			
	Event													
Installers	Direct Mail													
	Ads													
	Insert													
	Brochure													
	Website		→				→				→			
	Event													

Key marketing elements, 2007

- Media plan in trade magazines covering readership of approximately 400,000
- 4 different inserts in trade magazines in 2007. Approximately 1.1 million issues in total
- Range catalogue available in 9 languages
- New strong wholesaler displays
- 15,000 wholesaler mail shots
- 300,000 installer mail shots
- New aggressive web presence in all core markets



Media strategy

The leading European trade magazines will be our key marketing medium. We will maintain a strong presence throughout the year and heighten focus on key products and themes.

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