

# PURMO WINS AT THE 2014 GOLD WINTER OLYMPICS

## BEATING 20 OTHERS TO BECOME CHOSEN SUPPLIER AT SOCHI

Back in 2007, the International Olympic Committee gathered in Guatemala to decide the venue of the 2014 Winter Olympics.

After many long and complex meetings, they voted that Sochi, southern Russia's most beautiful resort, would take the honour. And so began the region's race to find suppliers who deserved to say they were involved in making the Winter Olympics a reality. And so it is with great pride that we can report that Purmo has been chosen as supplier for heating solutions for the major venues next year.

More than 8,500 radiators will be supplied for the Olympic Village alone. Thanks to the committed efforts of the Purmo team and the many distributors, the original tender for traditional steel radiators was improved, and as a result Purmo Ramo radiators will be seen across the entire Olympic site.

### A PRIZED RESORT - PRIDE OF THE SOUTH

Russia's Krasnodar region enjoys a unique combination of climates, with a mixture of moderate continental and sub-tropical weather that makes it the most popular

destination for tourists in Russia. Sochi is one of Krasnodar's greatest treasures, with warm sea and snowy peaks that have delighted visitors for many generations. And work is well underway to transform this already beautiful place into an architectural marvel. Amidst the meadows and forests now stand dozens of astounding sports facilities, many of which are world-leading examples of their class.

In order to achieve this Olympic standard, hundreds of suppliers entered tenders for construction, engineering, designing and managing the creation of the venues.

Among them, Purmo, represented by Alexander Pisarev, Sales Manager for the Southern and Volga regions of the Russian Federation. Along with regional Purmo distributors, Alexander participated in the tender, against more than 20 other leading manufacturers and suppliers. Of course the benefits to the winner are more than financial – the prestige of being associated with the Olympics is reward enough in itself. And with more than 150 different facilities, from sports venues to accommodation, at varying levels of comfort requirements, the tender was a mammoth task. >>

*“We will be at the centre of the world's stage”*

**A DIVERSE PORTFOLIO OF CHALLENGES**

Purmo will supply radiators to many of the largest venues in Sochi. Some of the biggest and most interesting venues requiring heating include: Main Media Center, Olympic villages for teammates: one in the upper mountain cluster and the other in the Lower Imereti Lowland, the so-called 'seaside' part. So too the Indoor Skating Center, Main Skating Rink and Central Stadium, which seats 40,000, as well as a Curling Ice Rink Hotel complex for 4,200 guests, including the world's media; Sochi's airport, hospital and clinics in Krasnaya Polyana. Also in need of heating are the Olympic Village, and various other venues including "Rose Farm" and "Bitter City".

**A COMPLEX TEAM EFFORT**

Thanks to the dedication and combined efforts of the entire Purmo team, contracts were signed for the largest venues, and a range of other sites which now enjoy the



benefits of Purmo panel and bathroom radiators. Over the past 5 years, the hard work of our huge team has brought about this incredible achievement. We can truly state that this tender was the most complicated that those involved have ever seen. For Alexander Pisarev and the companies listed, there have been countless meetings, conferences, recalculating versions and approvals, development of great technical solutions and many months of official

correspondence completed under constant pressure.

**Elita Group**, our Southern distributors, were responsible for the deal on providing radiators to the Skating Center; as well as a complex of five 12-storied buildings for the world's media; and the Clinics 4 building.

**OJSC "Metallplast-Plus" (interpreter Kapranchuk)** supplied Purmo products to the IOC representatives' hotel, as well as a number of other hotels. This means that esteemed visitors including Count Jacques Rogge, Prince Albert of Monaco and more than 100 other foreign nobles will feel the unique warmth of Purmo during their stay.

**Onninen** supplied radiators to the Olympic University in Sochi and a number of notable hotels and residential complexes.

**OJSC Fittingville** showed its loyalty to the Purmo brand by installing the radiators in the Airport Complex and in Gorky Park, the largest residential facility in the centre of the resort city.

**ZAO Aisel** and **ZAO Akvatoriya Tepla** gave us extensive support, as they do throughout the year, supplying thousands of radiators throughout the region.

**PURMO: ENJOYED BY THE WORLD'S BEST ATHLETES**

The Olympic village, which will house more than 2,000 of the world's greatest sportsmen and women, will be heated with the help of Purmo. Which means that our special brand of comfort will directly benefit the champions of tomorrow. With the countdown already well underway, Purmo has already earned a treasure trove of gold medals for its work in bringing the best of indoor comfort to the best of the world's athletes. ■



“It’s all about the peak of perfection”

**Dmitry Kostin and Evgeny Ustimov** ▶  
Dmitry Kostin, Region Director Onninen South and Evgeny Ustimov, Manager Onninen in Sochi



**Alexander Pisarev** ▶▶  
Sales Manager of Purmo in the Southern and Volga regions of the Russian Federation

