

The Rettig story

a brief history of long-term growth

Today Rettig Group comprises 3 distinct business areas: Bore (shipping), Nordkalk (limestone-based products), and the familiar Rettig Indoor Comfort. To those unfamiliar with the origins of this family company, it began in 1776 when Steffen Cerillius Rettig took a position in the recently founded tobacco factory in Ringklöping, Denmark, after completing his apprenticeship in Hamburg.



Fredric von Rettig
1843-1914



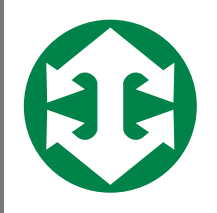
Pehr Cerelius
1811-1871



Robert Rettig
1818-1886



- Start of Rettig as a tobacco factory 1770
- Start of the first tobacco factory in Gävle, Sweden, by Pehr Christian Rettig 1809
- Brothers Pehr Cerelius and Robert Rettig started a tobacco factory 1845
- Establishment of Bore Steamship Company 1897
- The first vessel, Bore I, started to operate 1898
- Hans von Rettig became the major stockholder of Bore Steamship Company 1926
- Start of Rettig's involvement in the heating industry 1953
- Acquisition of Purmo 1970
- First sales company established in Hannover, Germany 1974
- Opening of a completely new radiator factory in Jakobstad, Finland 1976
- Change of the company name to Oy Rettig Ab 1983
- The Rettig Group acquired the factory Dia-Norm in Germany and Dia-Norm Teoranta in Ireland 1989



Steffen remained in Ringklöping until 1793 when he moved to Sweden to head operations in Carlskrona Tobaks Fabrique. His son Pehr Christian Rettig would follow his father into the tobacco industry by establishing P.C. Rettig & Co. in Gävle, Sweden. Pehr Christian's own son Pehr Cerelius also founded a tobacco factory, in Turku, Finland and after his death in 1871, his brother Robert, who now owned the factory in Gävle, took the helm, until 1886 when his son Frederic inherited the family business.

Parallel to his tobacco interests, Frederic had begun to develop a flourishing shipping business, with a central role in establishing the Bore Steamship Company in 1897. His plan was to enable year-round travel between Turku and Stockholm, and the advent of steam power made it possible to build more powerful and stronger ships that could withstand the rigours of travel through waterways crusted with ice. In 1898 Bore I, the line's first steam ship, took to the water, and the fleet continued to grow when Hans von Rettig took majority ownership in 1926, and the company grew to become Finland's leading passenger and liner operator. Today, Bore has 18 vessels, shared between the charter and industrial shipping concerns.

FROM TOBACCO AND SHIPS TO BEVERAGES, SWEETS AND BEYOND

Over the years, the Rettig family has diversified its interests, branching into the confectionery, beverage and real estate businesses. Its focused attention, however, would turn in 1970



to a small Finnish town called Jakobstad. Here, in 1953, three entrepreneurs had set up business in a village called Purmo Tuote, which would later grow to include a small radiator manufacturing factory. Rettig acquired this factory in 1970, thus beginning the modern chapter of the Rettig story. In 1974 a sales office was opened in Hanover, Germany, to handle the high volume of exports to the country, and in 1976, a new factory was opened in Jakobstad. In the 1980s, the Jakobstad factory started to sell more of its quality radiators in Finland, and Rettig became the leading radiator manufacturer in the Nordic countries after the acquisition of the Finnish Lämpölinja Oy in Kokemäki in 1983 and the Kymi-Strömberg radiator factory in Heinola in 1986. Business continued to grow and Rettig strengthened its position as one of the leading players in the radiator business by acquiring the West German radiator factory Dia-Norm in Vienenburg and its associated company Dia-Norm Teoranta in Bunbeg, Ireland in 1989. Further acquisitions have since brought Rettig ICC to its leading market position in the heating industry, as you can see from the timeline here, or online at www.rettig.fi.

Rettig Group diversified further in 2010 with the 2010 acquisition of Nordkalk, which mines limestone for industry, agriculture and environmental care and had a 2011 turnover of more than €369 million.

Today Rettig Group is a major global company, with operations that stretch across the world. What sets it apart is its continued commitment to and care for customers and employees, and the family tradition that still plays a major role, some 200 years since the company began. After all these years, the Rettig Group remains dedicated to its founding pillars of product range, quality, inspiration and people. ■





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Radson at the trade fairs

February and March are traditionally busy months for trade fairs. These events provide ideal opportunities for companies such as Radson to come into direct contact with many customers and (potential) business associates within a time span of just a few days.

As a leading manufacturer of radiators and underfloor heating, Radson naturally has a strong presence at all the main trade fairs: VSK-Utrecht, Interclima-Paris and Batibouw-Brussels. While VSK and Interclima are only held once every two years, Batibouw is, in contrast, an annual event consisting of two professional days followed by no less than eight consumer days.

With more than 150m² of stand space, Radson holds a prominent position at these shows. Using our Low Temperature Heating campaign as our central promotion theme, our brand message fits perfectly into the current trend for sustainable and energy-efficient heating solutions.

REVEALED IN 2012

Trade fairs always represent excellent opportunities for Radson to introduce exciting innovations. The following new products were presented to the public during the most recent shows:

- Tinos/Paros-EL: electric version of the design radiator which was launched in late 2011
- Apia-M: towel warmer with a double pipe configuration
- Muna, Elato, Flores: towel warmers with Turbo function
- Vido: convector for both heating and cooling
- Underfloor heating thermostat with touchscreen (and colour screen)

LOOKING AFTER OUR CUSTOMERS

An attention-grabbing promotion for installers at the VSK trade fair was a brand new Radson Volkswagen Caddy which was given away

as the grand prize in a raffle at our stand. And true to tradition, the Radson Party was once again a very successful event where customers were invited to wind down and relax after the trade fair.

GETTING THE MOST OUT OF OUR BOOTH

New products, a motivated and enthusiastic sales team and a stylish stand are key to successful trade fair participation. A trade fair stand acts as a living business card and must correspond in every way with the company's image. To ensure ours represents us in the best way possible, Purmo Radson LVI has a long-term working relationship with stand builder i.xpo, a company located in the German town of Kaarst near Düsseldorf. Because a good trade fair stand requires substantial investment, we use the same one for all events attended by Purmo Radson LVI. This results in smart deployment of people and resources while ensuring uniformity of our business communications at all European trade fairs.

Our current successful concept will continue to be used for the remainder of 2012. We will, however, introduce a completely new stand from 2013. So be sure to stop by and check us out! ■



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Radson, a strong brand

Independent market research conducted by USP Marketing Consultancy in 2009 shows that Radson is the best-known brand name in the Dutch installation sector. This comes as no surprise in the brand's home country of Belgium, where Radson has been a household name for decades.

Radson has achieved this position through hard work and dedication. Building and maintaining confidence in the brand, combined with a well-considered marketing mix, are vital factors behind this success. Investment in the future is continually made through advertising campaigns, smart marketing promotions and sport sponsorship.

Sport sponsorship provides many opportunities to team up with customers and business associates and experience top sport in positive, inspiring environments. It also presents excellent opportunities for generating additional media exposure through live television reports, articles in newspapers and coverage in sports magazines, etc.

These benefits led Radson to join forces in late 2011 with its customer Jinstal, a Dutch consulting firm, to venture onto the ice as sponsor of the Radson Jinstal marathon skating team. Jinstal had already been active in the sport of ice skating for many years, but wanted to enable its skating team to attain higher levels of professionalism. In their search for a large co-sponsor, as a good client they naturally called upon Radson. The team has now achieved fantastic results and gained a permanent place among the top rankings.

Radson has also been active on a smaller scale in the sport of tennis since early 2011. The brand serves as sponsor to the ELTV-Eindhoven Tennis Club's Men's Premier League team. The team were Dutch champions in both 2006 and 2007 and they currently include former professional players Paul Haarhuis and Jacco Eltingh. Radson's sponsorship of the ELTV tennis team has resulted in Paul Haarhuis providing regular educational tennis clinics and exciting teambuilding presentations for Radson's employees, customers and business associates. ■

How to turn energy into efficiency

Professor Dr. Christer Harrysson is a well known researcher who lectures on Energy Techniques at the Örebro University in Sweden. He has conducted extensive research into the energy consumption of different energy systems, sources and emitters.

Research is one of the most important tools for increasing knowledge and obtaining a clear, independent insight into the functions of different heating distribution systems. It also makes it possible to rank the performances of a variety of solutions. In my research, I studied the energy used by 130 houses in Kristianstad, Sweden over a one-year period. Their electricity, hot water and heating system energy consumption were all closely monitored. All the houses were built between mid-1980s and 1990, and were grouped in six distinct areas, with variations in construction, ventilation and heating systems. The results were convincing. We recorded differences of up to 25% in energy use between the different technical solutions in use.

My main objective was to determine the difference between energy efficiency of different types of heating systems

and the thermal comfort these systems offer. We compared the recorded results of underfloor heating and radiators, and conducted interviews with residents. We found that homes heated with radiators used a lot less energy. In total – including the energy for the heating system, hot water and household electricity – the average energy consumption measured was 115 kWh/m². This was in comparison to the average use of energy of 134 kWh/m² in homes with underfloor heating. In short, our data shows radiators to be 15-25% more efficient than underfloor heating. Measurement data also shows that the 15% difference correlates with houses that have underfloor heating with 200mm ESP insulation beneath the concrete floor tiles.

CONCLUSION
The most important and significant finding of this study is that designers,

suppliers and installers need to apply their skills and provide residents with clear and transparent information. In addition to that, we found the level of comfort to be as important as the calculated energy performance and consumption of new, but also renovated buildings. This is something that should be taken into account not only by project planners and constructors, but also by the owners and facility managers of new buildings. ■

***Note:** Houses in the study are directly comparable with the buildings insulated according to the German EnEV 2009 regulations.*

A complete summary of the research conducted by Professor Harrysson can be found at www.purmo.co.uk/clever



Professor Dr. Christer Harrysson lectures at the Örebro University (Sweden) and is Director of Bygg & Energiteknik AB

Gasservice Venlo (NL) proud winner of the Radson VW Caddy



Mr and Mrs Peeters of the installation company Gasservice in Venlo are now the proud owners of the new Radson Volkswagen Caddy. They were hailed as winners during the VSK trade fair which was held in Utrecht in February.

PROUD OWNERS
Gasservice Venlo started in 1993 and have grown into a well-known and respected installation company in the Venlo area. In 1998, they expanded by adding a electric engineering department managed by Pieter Peeters. Since early 2008, all their activities have been concentrated around their new premises on the Guliksebaan in Venlo. Gasservice Venlo handles the complete installation, service and maintenance of gas, water and electrical installations in both private homes and companies. They hold quality and customer satisfaction in high regard. “We are thrilled with this prize,” says Mrs Peeters. “We have been a loyal customer of Radson for years. So it was easy for us to find our way here; after all, we come here regularly. But this is the first time we have taken home such a lovely gift!” she says, and laughs. Radson wishes them all the best and plenty of driving pleasure with their new vehicle! ■

Just as we did during the HVAC trade fair in Brussels in November 2011, Radson thought it would be a good idea to launch the so-called Caddy campaign, this time for Radson’s Dutch customers. Around a thousand people received the trade fair newspaper ‘Hot Issue’ by direct mail together with a magnet shaped like the new designer radiator Tinos. With this magnet they could go to the Radson stand and check if they had the winning code by placing the magnet on a working Paros radiator. The trade fair campaign was a huge success and attracted hundreds of curious people to the stand. But the winners were not announced until the very end of the trade fair. It did not take long to find out who the winner was.



DISCOVER **HIDDEN LEVELS OF COMFORT**
WITH UNDERFLOOR HEATING



Ultimate indoor heating comfort

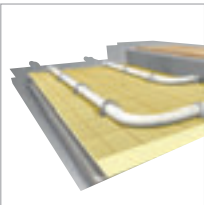
Radson underfloor heating systems can fill a room with a unique comfortable warmth. When paired with Radson radiators, they give you the ultimate in indoor heating comfort, combining a cosy underfoot sensation with a uniform temperature.

The benefits of Radson underfloor heating go far beyond the consistent, reliable and comfortable sensation of year-round warmth. As well as invisible and silent operation, Radson underfloor heating systems require little or no maintenance once installed. And all our systems are designed to be easy to install, with the minimum of time and fuss.

There is a wide selection of underfloor heating systems on the market, but only one company gives you the added reassurance of decades of experience and expertise.



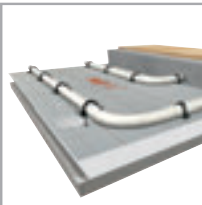
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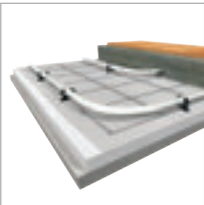
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▲ The Romanian sales team (from left to right): Laurențiu Dumitrescu, Maria Muntean, Tünde Sándor, Anca Surducan, Adrian Drăghici, Ioan Drăgan, Cristina Iacobescu, Cristian Dimache.

The warmth of generosity: giving to the needy in Romania

Charles Dickens once wrote “charity begins at home”, and for the Purmo team in Romania, that means helping the people in the local community where they can. “Our involvement in social well-being is one of our major objectives and priorities,” says Tunde Sandor, Managing Director of Rettig SRL, Sales & Marketing Director of Purmo in Romania.

The most recent beneficiary of this Purmo goodwill was the Holy Trinity Dudesti Church in Bucharest, where a complete underfloor and radiator heating system was installed for the benefit of worshippers. “We don’t want to say how much it cost,” says Tunde. “What is important for us is that the team gave up their time; transporting and installing the system themselves, for the benefit of the local community – not to gain customers.”

And this wasn’t the first time Romanian communities have gained from the behind-the-scenes modesty of the Purmo team. In 2011 alone, the team donated radiators for the Architects’ Chamber of Romania, the Greek-Catholic Church in Iclod, the Sfintii Martiri Brancoveni Church in Cluj-Napoca, and around 100 radiators for nursing homes in the Moldavian region. “Purmo products are created to improve the quality of the interior climate,” concludes Tunde. “We are above all a business, of course, but we always focus our attention on people and their general comfort. Purmo is not only quality and durability, for us, Purmo is most of all caring.” ■

A year of Purmo Clever campaigns in Romania

Every year in Romania, Purmo works with its long-term partners to develop campaigns to support planners, installers and consumers. This kept us particularly busy in 2011, starting with specialised events like the Construct Expo-Romtherm Exhibition, the third national conference of building energy, and Renexpo South-Eastern Europe. In May we organised a factory trip to Rybnik, Poland for Romanian planners, showing them the benefits of the region’s most modern production line. They were impressed with the full range of our heat-emitter collections. Throughout the year, Purmo ran a number of special promotions for installers, also in collaboration with our major partners in Romania, as well as some exclusive campaigns for wholesalers’ sales teams across the network. Together, these Clever marketing activities helped deliver a welcome boost in sales volumes and figures, which easily surpassed the projected figures for 2011, and the sales results for 2010. The Purmo team in Romania is proud to report that professionalism, quality and innovation have once more kept us in fine shape in a turbulent market. ■

UZ Ghent

K7 REHABILITATION CENTRE

When the Universitair Ziekenhuis (University Hospital) in Ghent embarked on a major renovation project, it had as its twin objectives the goals of modernisation and, specifically overall energy reduction. The latter is indispensable for UZ Ghent, with a vast complex covering an area of no less than 300,000 m². Since the start of the project, several buildings of the UZ domain – which comprises 40 buildings in total – have already been completely renovated and updated to comply with current energy policies. One of these buildings is the ‘K7’ rehabilitation centre. For this ecological project UZ Ghent selected Radson as its heating partner.

The K7 rehabilitation centre covers 12,000 m²; quite an area to heat. So the purpose of this renovation was to equip the rehabilitation centre with energy-efficient heating installations. For this reason, UZ Ghent decided to work together with waste processing company Ivago, which incinerates the waste of the city of Ghent on a daily basis at high temperatures. The incineration process releases steam which is recuperated by UZ Ghent as a heating source for the rehabilitation centre. In this way, 65% of the complex is heated with “green steam”. Only in the winter months is natural gas used to supply extra heat.

In order to arrive at this solution, research bureau De Klerck first undertook an extensive investigation. They ultimately recommended that UZ Ghent should choose this heating system, in combination with radiators. For the rehabilitation centre they selected Radson’s Integra radiators. The choice of different types of radiators was determined by the function and purpose of each block. The deciding factor for each was the health or vulnerability of the residents. In other blocks such as K1 and K2, which were completed in 2010 and



which house more vulnerable patients, they selected hygienic models without fins. The thermostatically controlled taps in the common rooms of the rehabilitation centre are deactivated everywhere so that the temperature can be regulated centrally. This is not the case in the patients’ rooms or small studios. During the realisation of the project the needs and wishes of the patients were taken into account. People who are convalescing in the centre often stay for long periods of time, so it was decided that they should be able to regulate the temperature in their personal space. This gives patients valuable self determination of both the climate and the level of comfort in their own rooms.

The total energy costs of UZ Ghent, consisting of natural gas, electricity, water and recently also steam, amount to €6 million a year. Since switching to heat production via green steam, in combination with Radson radiators, UZ Ghent has succeeded in reducing its total energy costs by €1 million a year (16%). ■



- Commissioned by: UZ Ghent
- Research bureau: De Clerck
- General contractor: Algemene Bouw Maes NV
- Installation company: Cegelec
- Project responsibility UZ Ghent: Veerle de Smet (Energy coordinator government buildings), Geert De Waele (Managing official UZ)