

A photograph of Professor Willem Verbeke, a middle-aged man with a balding head, wearing a dark suit, white shirt, and a striped tie. He is standing with his arms crossed in an urban setting with blurred buildings and lights in the background.

PROFESSOR WILLEM VERBEKE

Keep developing,
keep discovering,
and take advantage
of training

Our world is changing at a whirlwind pace. Information and technical developments are taking place successively at unparalleled speed. So there are two options: either you join in or drop out. Deciding to join in means you will have to engage in continuous personal development, keep taking on challenges and complete additional education and training as necessary. Within this context, Purmo Radson LVI has developed a range of educational and training programmes, including one programme in close consultation with Professional Capital and Erasmus University in Rotterdam.

“I think it is a bizarre world,” is Professor Willem Verbeke of Professional Capital’s opening remark. He has, together with Maarten Colijn, developed an intensive training programme for the senior management of Purmo Radson LVI that is taught at Erasmus University in Rotterdam. “I think it is a bizarre world because we no longer have a memory. Developments take place at such an incredible speed that we simply do not have the time to store all the information that reaches us. So we respond in a primary and spontaneous way, meaning our limberness is decisive for both our personal and business success. That is not to say, however, that we have to go with every flow, but it does mean we must move in tandem and with optimum flexibility with the events that matter to us. We must anticipate and learn. Every day anew. At least that’s the idea.”

COMMITTED

“Companies and organisations benefit the most from people who have a high level of social intelligence. They engage with business discussion partners in an alert and understanding fashion. They know better than anyone how important it is to translate what they hear into concrete and pragmatic steps and solutions; steps our discussion partners are seeking. Because they also want to share their knowledge and experience so they can be able to take the next step with us. And they too are faced with the problem that they no longer have time to keep up with the incredible speed of new developments. And we are naturally committed to remaining in the lead! So teamwork is key.”

NEW OPPORTUNITIES

Professor Willem Verbeke continues, “Sales professionals are socially intelligent

by nature. They have street smarts that enable them to establish new connections extremely quickly. They see and recognise opportunities that allow both them and their discussion partners to grow. In our course at Erasmus University we show people from Purmo Radson LVI the opportunities our modern age offers them. We teach them how to adapt in order to subsequently make this work to their advantage, both as human beings and as professionals. A new consciousness, a new mindset that matches our modern age. An age that not only demands speed and creativity, but also entrepreneurial



behaviour. Or in other words: entrepreneurship. It does not, after all, just happen, you have to be willing to fight for it. And it is not about what you want, but above all what the client wants. If we want to be successful and distinctive, then we will place our clients’ interests above our own. Read between the lines and we see that means we search for implicit needs.”

WE LEARN FROM OUR MISTAKES

“In order to remain successful and distinctive in the longer term, it is imperative for us to share information and knowledge with each other. Mind sharing is in the interest of both the team and the collective and of the company,” explains Professor Willem Verbeke. “After all, both the people

and the company have to grow. The company is the ultimate source where all the knowledge comes together, is filtered and once again shared with each other. Sharing knowledge is multiplying knowledge. But learning does involve a process of making mistakes and learning from them. That’s just the way it is. People must consequently be given the chance to make mistakes. Mistakes that both they and the company learn from. Because learning is changing and changing is learning. If you want to stay in step with your times, then you have to be open to change. And that means change in the broadest sense of the term. Because if you learn something, something not only changes in your brain, but also in your behaviour. Certain connections become stronger and people not only learn to think differently, but also to act differently.”

SELF-AWARE AND SELF-CONFIDENT

“We consequently focus in our training course on, among other things, how and what you can learn and use from others including colleagues, clients and strategic partners. And vice versa: what you can teach others. Where are we headed? Where are we going? What are we going to do there? Questions like these once again teach people to think about the goals of their daily actions. So at the end of the day we primarily help people to regain their self-awareness. Which in practice means they approach the market more self-confidently and with the required degree of introspection,” concludes Professor Willem Verbeke. ■



*You only learn to get things right
by finding out what’s wrong*

Purmo provides information on TGA Expert Forum

The TGA Expert Forum, held annually in four major German cities, is a leading information exchange platform for production engineers and industry experts. Purmo has been involved in the forum for years, focusing on issues related to indoor climate comfort and the efficient use of heat exchangers. As part of the 'Intelligent Energy Concepts' forum issue, Purmo consultant Manfred Falk, regional sales manager at Rettig Germany, reported in summer 2011 on the latest research results from Germany and Scandinavia. Many engineers in the forum were unaware that low-temperature heating in radiators provides a high degree of thermal comfort. The engineers discussed the research results presented by Purmo with great interest.

The Expert Forum is organised by "tab", a leading trade journal for the German building equipment industry. Purmo will continue to use the TGA Expert Forum in the future as a way to present the brand's expertise and inform the industry on important heating issues. ■

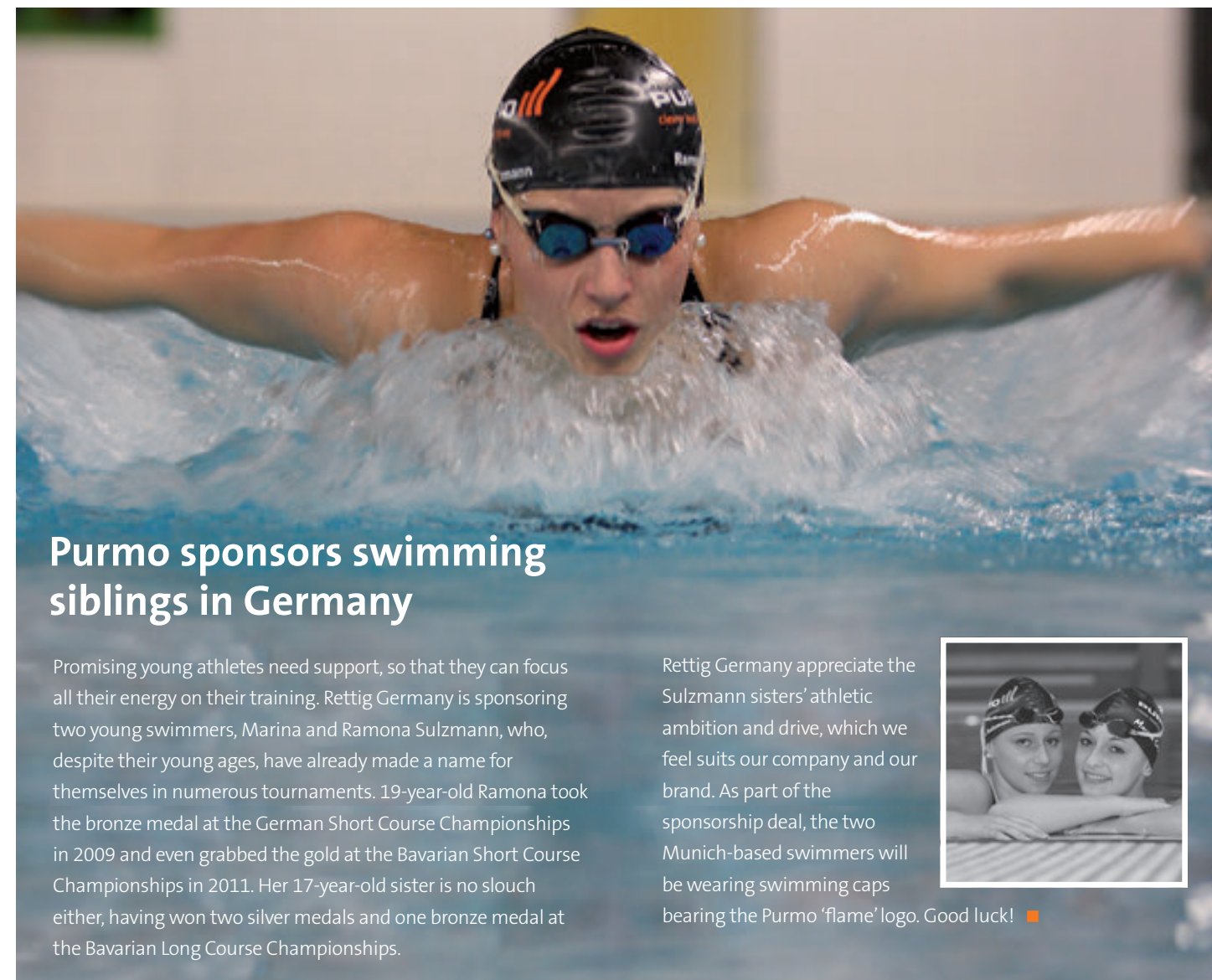


Purmo takes the green approach to advertising in Germany



Motorists on Germany's A7 motorway enjoy a curious experience every time they pass a certain field near Kassel. For 53,000 drivers every day, the sight of one of the country's largest and most innovative advertising sites is a welcome part of their long journeys. "PURMO.DE" has been carefully cut into the grass, in a sign 75 metres wide and 65 metres high.

The unconventional sign – the only advertising in the area – is a large-than-life reminder of the Purmo brand, ensuring maximum message retention and exposure on a daily basis. And of course it ties in well with the energy-saving and environmental aspects of using radiators too. The link between the Purmo brand and the landscape evokes the prudent use of natural resources – an issue to which the company has always been firmly committed. ■



Purmo sponsors swimming siblings in Germany

Promising young athletes need support, so that they can focus all their energy on their training. Rettig Germany is sponsoring two young swimmers, Marina and Ramona Sulzmann, who, despite their young ages, have already made a name for themselves in numerous tournaments. 19-year-old Ramona took the bronze medal at the German Short Course Championships in 2009 and even grabbed the gold at the Bavarian Short Course Championships in 2011. Her 17-year-old sister is no slouch either, having won two silver medals and one bronze medal at the Bavarian Long Course Championships.

Rettig Germany appreciate the Sulzmann sisters' athletic ambition and drive, which we feel suits our company and our brand. As part of the sponsorship deal, the two Munich-based swimmers will be wearing swimming caps bearing the Purmo 'flame' logo. Good luck! ■



45 years of craftsmanship and quality

Radson ('Rad' is derived from Radiators and 'son' from Zonhoven) was founded in 1966, so celebrated its 45th birthday in 2011. During this time, the brand has established a leading position in the European heating industry. Every two years, USP Marketing Consultancy carries out independent research which measures name awareness, image and brand strength among installers and consultants in the Dutch installation sector. The most recent study revealed Radson as having the highest brand awareness in the Netherlands, with more than eight out of ten Dutch installers and consultants being familiar with it. 'Trendsetting', 'honest' and 'responsible' were identified as key brand associations. The market sees Radson as a radiator manufacturer with an outstanding price-quality ratio. These results are (we're pleased to say) not surprising, as Radson has always focused on quality and innovation.

Radson is a brand that spans generations and is based on long-term partnerships. We see these as vitally important values which have led to successful brand building. One measure of this success is the fact that Radson broke through the €35 million revenue mark for the first time in the Belgian market in 2011. ■



A brand on the rise



Few sights attract our imaginative attention in quite the same way as a hot-air balloon floating majestically in the sky. Most of us stop and look up longingly, wondering what it would be like to hitch a ride. Rettig Germany has been getting plenty of exposure via its Purmo hot-air balloon. In particular, at the annual International Balloon Festival in Warstein, Germany. Every year, the Purmo balloon rises into the sky along with hundreds of others, witnessed by up to 200,000 visitors to the 3-day festival.

This festival, officially called the Warstein International Montgolfiade, is named after the Montgolfier brothers who invented the hot-air balloon. It's the largest of its kind in Europe and hosts the leading European ballooning competition. The event provides a unique opportunity for Rettig Germany to get the Purmo brand name seen by a wide audience. ■