

So what do you do to earn a crust?

Whenever a new acquaintance asks me what I do for a living, I can immediately switch to autopilot. That's because the conversation usually develops along the same lines. First, the person exclaims, "Radiators?" Followed by, "I have no idea what kind of radiators are installed in my house." And then, after briefly considering the matter, "Does that mean there are differences between the various types of heating units?"

That's my cue; it's when I explain that there are compact radiators, tubular radiators, vertical radiators, convector radiators; and so on and so forth. At this point, some of my conversation partners lose interest in the subject. That's fine with me; in my off-time, I prefer to talk about something other than work anyway - gardening, for example, or the children, or my most recent holiday.

But sometimes I meet someone who genuinely takes an interest - these are usually people who've recently built or renovated their home. They really start pondering the subject and want to hear more detailed information. That's fine with me, too - after all, I love my profession. Basically, I wait for the point where the person I'm talking to refuses to accept his fate. "Nobody told me that. Besides, I would have spent a couple more euros on a fancier design," they sometimes say. Then I think, "Too bad for the installer and too bad for us." Nevertheless, I'll loudly tell him that his heating installer's main priority is a functional and energy-efficient heating device and that he would probably consider the design a secondary issue - and quite a new one at that. After all, there was only one type of heater back in the day.

"Well, then you should do something about it - you, as manufacturers." I'll reply that we are doing something about it - he should just open any home design magazine, which regularly include features on radiators and their various designs, colours and surfaces. And it's all thanks to our tireless public relations efforts, I'll tell him. My conversation partner will

Martin Hennemuth
Marketing Manager Purmo Germany

nod and start wondering why he didn't gather any information on radiators before building his house. After all, he had also given his plumber precise instructions on the design of his wash basin and fixtures. He thinks about this for a while and then goes quiet. As for me, I've already long forgotten where I am and that, at this off duty personal event, I would really prefer to talk about something else.

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Instead, I begin to contemplate what our next marketing campaign for diversity in radiators might look like. I sometimes drift into a little daydream, trying to imagine how a future conversation might go when someone asks me about my job. Instead of a doubtful, "Radiators?" This man would ask, with a beaming smile, "Oh, was it your company that manufactured those sleek-looking things I bought for my loft the other day?" Once we got that over with, and I nodded with pride, and accepted all the compliments I could take, we would confidently be able to switch to another subject - gardening, the kids, or our holiday plans. Then again, we might just skip the talking altogether and head straight for the buffet... ■



Easy Fair the easy way to exhibit

▶ Pehr Lindh, LVI Sweden Sales Manager



When things are difficult and business is challenging, it is refreshing to see an entrepreneur in the market that is there to help. Just such an entrepreneurial company is EasyFairs, Europe's leading organiser of time- and cost-effective trade shows. Its goal, making it easy for people and brands to meet and do business in a professional environment.

And, it is really easy, says Joni Grönqvist, LVI Finland Sales Manager. "All exhibitors are entitled to pre-built standard package stands adhering to the EasyFairs concept. LVI Finland and Sweden used this model successfully in the two last trade shows within our field - SÄHKÖ & ELMÄSSA.

"SÄHKÖ is an important meeting point and networking opportunity for the professionals of electrical industry," says Joni. "The event consists of two intensive sales days with the presence of important buyers and decision makers from the industry." Altogether, SÄHKÖ 2011 in Helsinki gathered 6761 visitors during its two days.

Pehr Lindh, LVI Sweden Sales Manager, is also a fan of the EasyFairs way of business. "Most visitors are keen on getting to know about new innovations and new products," he says. "It might not be the biggest fair, but you come close to the customer on these small stands and the visitors show a high level of interest." And as the trade report shows, this compact fair really does give big returns: 92% of the visitors said that they planned to buy one or more products displayed at the show in the near future. ■

See you at Easy Fair!

LANGILA & SANBE – TWO NEW DESIGNER RADIATORS FROM LVI

The new standard in electrical designer radiators

LVI, the trusted Rettig ICC brand, has more than 90 years of experience in Clever heating solutions, recently launching the latest additions to its product portfolio. Langila and Sanbe are eye-catching electric designer radiators for the customer who appreciates the ideal combination of form and function. Stylish and elegant, these new designs bring warmth to life, capturing a place in both the homes and hearts of an appreciative audience.

Langila's clean straight lines are ideal for those who favour the strong and simple shapes of the cubist style, while Sanbe brings warmth and comfort to the home with a softer curved design. Both beautiful in their unique approach to innovation, these designer radiators combine radiant and convective heating, adding beauty to any décor and enhancing every indoor climate. Naturally they both meet the strictest standards of quality and performance, and come with a complete 10-year guarantee. ■



▶ Designer radiators Langila and Sanbe