

## Viessmann scoops Brand of the Year 2019

**Telford, UK** - Viessmann has been named by German consumers as the top Energy & Heat brand for 2019 in the Handelsblatt Brand of the Year rankings.

Over 900,000 people took part in online interviews conducted by researchers YouGov on behalf of the German business newspaper. Family-run heating innovator Viessmann beat other top-five placing companies Vaillant, Buderus (Bosch), Stiebel Eltron and Junkers (Bosch) to take the top spot.

Graham Russell, managing director of Viessmann UK, commented, "We are always striving to be better for our UK customers and were delighted when this was reflected with Which? Best Buy recognition for the third year running earlier this year. To see that this has been mirrored in the German market, where our headquarters is based, demonstrates unequivocally that Viessmann is doing the right things for its customers."

Brands were evaluated on six performance criteria: general impression, quality, price-performance ratio, customer satisfaction, readiness to recommend and employer image. Viessmann scored 34.9 points – 3.2 higher than second place Vaillant and 8.7 more than Junkers, which ranked fifth. In total, 18 heat and energy companies had sufficient brand recognition to be evaluated.

The consumer interviews took place between 1<sup>st</sup> September 2018 and 31<sup>st</sup> August 2019. The findings are representative of the views of the German population over 18 years. Toy manufacturer Lego achieved the best result across all 38 evaluated sectors.

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## About Viessmann Ltd.

Viessmann develops seamless and integrated climate solutions for the entire living space, providing people with the optimum room temperature, hot water and electricity, as well as good air quality. Through digital platforms and services, Viessmann connects products and systems, ensuring the most efficient energy sources are employed. Wherever technically possible, Viessmann promotes the use of renewable sources, in all other cases fossil fuels are used to maximum efficiency. Founded in 1917, the German family-owned company attaches particular importance to responsible and long-term action. The company vision: "Creating the living space for the generations of tomorrow" is the responsibility of the 12,000-strong Viessmann family worldwide.

## Press Enquiries

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