

Viessmann gives installers “What you really want” reward programme

Vitodens boilers purchased by Viessmann Trained Installers between January 2020 and February 2021 can receive exclusive rewards, from boots to boilers.

Telford, UK – [Viessmann](#) has launched the “What you really want” sales promotion to enable installers to exchange points for a multitude of professional products.

Installers can register any Vitodens boilers up to 150 kW to earn and accrue points that can be redeemed against a collection of the most popular and practical items from all previous promotions, plus the new addition of PPE. Vitodens boilers, from the 050-W to the 200-W models, earn between 100 and 300 points each.

Rewards range from safety boots (200 points) and tripod lighting (400 points) to electric power flushers (2500 points) and boilers (2300 points for a Vitodens 111-W model). 100 points covers a box of 50 disposable face masks. For the installer who has everything, 2200 points will cover a trip to visit the Viessmann factory in Allendorf, Germany, at a future date.

“Viessmann installers have told us in no uncertain terms what they would like from a sales promotion – and the answer is that they all value something different! So, the “What you really want” promotion does what it says on the tin – there is something for everyone,” says Darren McMahon, Viessmann marketing director. “As we begin to think about getting our lives back to some kind of normality, we would like to give a little

back to our loyal installers whose business we value enormously.”

The Viessmann promotion is open to all Viessmann Trained Installers in Great Britain. In what will be Viessmann’s longest running promotion, boiler installations from January 1st 2020 to registrations made by February 28th 2021 are valid. Claim forms must be received no later than 31st March 2021.

For more information, installers should visit <https://www.viessmann.co.uk/professionals/installers/what-you-really-want>

Images

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	<p>Vitodens boilers, from the 050-W to the 200-W models, earn between 100 and 300 points each in the “What you really want” promotion.</p>



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May 28th 2020

About Viessmann

Viessmann develops and manufactures seamless and integrated climate solutions for domestic and commercial living spaces, providing people with the optimum room and hot water temperature, electricity and air quality. Through digital platforms and services, Viessmann connects products and systems, ensuring the most efficient, and where possible, renewable, energy sources are employed. Founded in 1917 and employing approximately 12,300 people worldwide, the German family-owned company attaches particular importance to responsible and long-term action. Co-CEO Maximilian Viessmann represents the fourth generation of the Viessmann family. The company vision is “Creating the living space for the generations of tomorrow.” Viessmann’s UK headquarters are in Telford, Shropshire and the company has been operational in the UK since 1989.

Press Enquiries

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