

EXPERT NEWS

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NEWS FROM NIBE ENERGY SYSTEMS IN MARKARYD, SWEDEN



NIBE F2120 IS A BEST-SELLER!

HUMIDITY CONTROL SAVES CHURCHES

NIBE LEADS THE WAY INTO THE SMART HOME SEGMENT

NIBE ACQUIRES CTC

KJELL EKERMO:

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KJELL EKERMO
BUSINESS AREA MANAGER FOR
NIBE CLIMATE SOLUTIONS



WASN'T ONE ENERTECH ENOUGH?

The intention to acquire a majority stake in the well-known British company, EnerTech Group, was announced at the beginning of autumn. This came after the acquisition of part of the Swedish company, Air Site AB, and the major acquisition of the American Climate Control Group in the first six months of the year. First, the deal has to be approved by the Swedish Competition Authority in accordance with usual practice before we can welcome our industry colleagues to NIBE. CTC and Bentone are among the most widely-known brands in the Swedish domestic market, and total operations are made up of six companies in six European countries with several brands. So eventually we'll be represented in Europe with one EnerTech and we are already established in the United States with another. Although they have different backgrounds, they share a passion to generate product solutions that deliver energy-efficient indoor comfort.

OUR NEW AMERICAN colleagues in the Climate Control Group were welcomed to NIBE during a week in the holiday period when we visited the six production plants in Oklahoma City and met all the employees. It was a resoundingly positive experience that included personal presentations of Swedish NIBE and our North American

ambitions for the future. Lots of questions generated lots of answers and it's quite clear that we are now in a stronger position to take on the challenge of expanding our operations, particularly in the larger real estate side of the business. We were also able to gather the majority of the most knowledgeable persons in the American industry at an important meeting on the future held in August. The aim was to further strengthen our activities to speed up the conversion of old technology based on gas and oil. The day after leaving Oklahoma, we heard there had been a minor earthquake in the area. Like many other similar earth movements, it was most likely triggered by a major fracking operation. Fracking is an environmentally controversial technique used to extract natural gas from under the ground. We look forward to the day when the USA seriously adopts state-of-the-art, environmentally-friendly heat pump technology to utilise solar energy stored in the ground. We're ready and waiting for that to happen.

HERE AT HOME, the summer holidays began with a great surprise when it was announced that the Swedish Competi-

tion Authority (KKV) was withdrawing its appeal of the District Court's ruling in the so-called district heating case in Växjö. Opinions on district heating and heat pumps can certainly vary, but there is no doubt that the behaviour of the municipality of Växjö puts competition completely out of the question. We doubt that we've heard the last word on this subject and are hoping that the end customer will still be able to choose freely.

GROWTH FIGURES for small new-build homes in Sweden continue to look good and increasing numbers of satisfied customers are using our exhaust air heat pumps. It is satisfying to note the market's glowing response to the NIBE F2120, our new air-to-water heat pump, which has already proved very popular in Sweden and internationally. Our plant in Markaryd has been kept busy by the steadily increasing demand from the market.

As far as other heat pumps are concerned, the market is generally stable and we are looking forward to the autumn period being as intense as the spring season.

EXPERT NEWS

PUBLISHER:
Magnus Axelsson

EDITOR:
Magnus Axelsson
Lina Simonsson
Niklas Rönnäng
Caroline Olofsson

PRODUCTION:
Genberg & Co AB
Mats Genberg
Caroline Alesmark
Nina Börstad

GRAPHIC DESIGNER:
Catarina Genberg
PHOTOS:
Suvad Mrkonjic
Krister Tuveros

ADDRESS:
NIBE ENERGY SYSTEMS
NIBE MARKETING DEPARTMENT
Järnvägsgatan 40
285 32 Markaryd, Sweden

NIBE acquires CTC

- WANTS THE WHOLE WORLD TO DISCOVER HEAT PUMPS

The Swedish heating industry is currently buzzing about NIBE's acquisition of CTC, which is part of the British Enertech Group. The goal with the acquisition is more than just growth, however. It is also about creating a united force that will improve the market's understanding of heat pumps.

That all countries will be as good as Sweden when it comes to sustainable heating.

"NIBE purchases CTC". The big news announced in September came as something of a bombshell to the Swedish heating industry. A merger between two giants of the industry.

What are the plans?

What will happen with the brands, jobs and everything else? Kjell Ekeremo, Business Area Manager for NIBE Climate Solutions, has a clear view of the situation.

"This is about something much bigger than two Swedish companies. Although it might sound pretentious, what this is really about is a global vision. We all have a duty to do everything we can to spread information about how we can live in a more sustainable and energy-efficient way.

Kjell explains how companies like NIBE and CTC have helped Sweden develop unique expertise in the creation of comfortable indoor conditions using renewable energy. In terms of technical know-how and also strategic marketing.

"Swedish homeowners have taken heat pumps to their hearts nowadays, which means that we've made greater progress towards sustainable heating than almost any other country and that our expertise is possibly world-leading.

Today, Sweden is considered top-of-the-class when it comes to energy efficiency and environmentally-appropriate heating. Emissions of greenhouse gases, and carbon dioxide in particular, would decrease significantly globally if more countries used a corresponding percentage of heat pumps.



BACKGROUND

On 28 September, NIBE Industrier AB announced that it had signed an agreement to buy a majority stake in the British manufacturer, Enertech Group. The acquisition encompasses six operations in six European countries and will be incorporated into the NIBE Climate Solutions business area. Ljungby-based CTC, which has been in business since 1923, is the best known of the acquired operations.

Enertech has some 460 employees in total. In 2015, it generated sales of SEK 830 million.

The acquisition is pending the approval of the Swedish and German competition authorities and decisions are expected before the end of the year.

"Internationally, climate-smart heating is in its infancy. Gas, oil and direct electricity are still the dominant forms of energy and are supported by large stakeholders with massive resources. Heat pumps account for a tiny percentage."

"If we're going to get the world to act as sensibly as the Nordic countries, it's essential that more strong stakeholders work together rather than wasting energy competing with one another. Our goal with every acquisition we make is not just to become a larger company but to spread our message and our solutions. It may sound boastful, but what's good for NIBE is good for the environment."

NOT YET FINALISED

Although the deal was announced in September, it has not yet been finalised. Since it involves a Swedish and a German company, which are both strong in their field, the competition authorities of both the countries have to grant approval.

"This means that we're more or less not allowed to talk business with one another while the authorities are dealing with the matter," Kjell explains. We can't discuss our ideas and visions for the future either. Basically, there's not much we can do jointly until the necessary approval has been obtained.

"Obviously, we know that CTC are extremely good at what they do, which is why we want them on board as part of our team. We'll soon be working in more detail on concrete plans for the future. It's a journey we're looking forward to with great anticipation." ■



”HELLO! REMEMBER ME?”

NIBE has launched a new commercial in which we hear a heat pump expressing concern for our planet and the environment. It aims to emphasise the key role that heat pumps play in helping reduce environmental impacts, says Magnus Axelsson, Marketing Communications Manager at NIBE.

It doesn't blow its own horn much, but it does a huge and important job when it comes to getting society to make the transition to renewable energy.

An international climate conference was held this spring for all subsidiaries in the NIBE Climate Solutions business area. The message was clear - NIBE needs to show visionary leadership in spreading climate-smart technology throughout the world and thus be instrumental in building a sustainable future.

Most people are aware that a heat pump saves money, says Magnus.

“What they perhaps don't think about so much is that every installed heat pump is working faithfully day-in and day-out to minimise our carbon footprint and environmental impact. This is the message we're putting across in this video.

NIBE has been working on sustainability for decades and this has contributed

significantly to Sweden being well ahead when it comes to climate-smart energy solutions. The market is also focusing more on environmental awareness and a sustainable approach as consumers are increasingly taking a global responsibility and not simply buying products that bring savings to household bills.

“Owning an electric car is a status symbol these days,” Magnus says. So is having solar panels on your roof. It's quite common to have a meat-free day once a week and it almost causes physical pain to throw refundable bottles into the rubbish bin...

“It's fantastic that working at NIBE makes us part of the solution. It's high time that we let this be known!”

Watch and download the video:
www.nibe.se/hello

FLEXATOR & NIBE

– a flexible partnership

We're hearing a lot these days about modular buildings for schools, student accommodation and offices. However, choosing a heating system for buildings that can be moved and resized is not a simple matter. This is where Flexator, one of the oldest operators in the industry, is able to offer really workable solutions.

FLEXATOR IS CELEBRATING ITS 60TH ANNIVERSARY this year. The company is a manufacturer of modular buildings and its industrially produced business premises include provisional solutions and buildings designed to last. Its manufacturing facilities are located in Småland, in Gråbo outside of Gothenburg and in Eslöv in Skåne. The modular buildings are transported all over Sweden for on-site assembly.

This means that Flexator needs a reliable heat pump supplier with a nationwide presence. It has chosen NIBE because it offers both an extensive range and a nationwide network of supplier services and dealers.

"It used to be a headache trying to keep track of where all the various players were. We don't have that problem now that we have NIBE," comments Torbjörn Isaksson, HVAC Manager at Flexator.

He points out that NIBE not only has a nationwide presence, it can also provide a level of service that no previous supplier could.

"The persons designated as our contacts at NIBE respond immediately to our questions and communications. Previously, we would be passed from one person to the next be-

fore eventually receiving the help we wanted. Now it takes just one call to get help, which is positive in my view."

This is the third year of their partnership and Torbjörn Isaksson is satisfied.

"There has been no trouble with any of the products," he says.

"NIBE uses cutting-edge technologies and offers excellent warranty and insurance terms that are favourable to both us and the end customer. This includes a five-year warranty, which the customer can extend via NIBE."

FLEXATOR'S BUILDINGS ARE based on standardised systems with the modules built according to production-ready drawings. The modules can also be combined in all kinds of ways, which offers considerable flexibility and means that NIBE's pumps always fit the requirements perfectly.

Fredrik Snygg, Regional Manager for commercial heat pumps at NIBE, also speaks warmly of the partnership:

"Whatever type of building they're constructing or its location, we have a workable standard solution at the ready!" ■





A new NIBE F2120 being installed.



NIBE F2120 is a best-seller!

As soon as it was launched, it was evident that the new NIBE F2120 represented a breakthrough in heating, with figures that had never before been presented for an air-to-water heat pump in the Swedish market. Sales are now well under way and there's record-breaking interest in the product.

"IT'S GOING INCREDIBLY WELL," says Niklas Rönnäng, Sales Manager at NIBE.

The high expectations that we had at the outset have certainly been far exceeded.

In fact, it has been so successful that demand is currently greater than NIBE is able to supply.

"Before a product is launched, we can only make forecasts

for sales. It's always something of a balancing act. What percentage of our production capacity should we allocate to each of the various products? What sort of reception will the market give the new product?

Production is being redirected at the moment and capacity for the NIBE F2120 is steadily increasing.

"That's one of the major advantages of our modular system - we're able to switch production easily as soon as we have the right components and the right materials here."

DISCONCERTINGLY QUIET

The NIBE F2120 is exceeding expectations in the Service Department too. Everyone's always a bit nervous before a new NIBE product is placed on the market. Will everything go as smoothly as intended? Are the instructions clear enough? Will there be any teething problems?

"We're a bit on edge, especially as the NIBE F2120 is such a major and important launch," says Berry Christensson, Head of NIBE After Sales.

"Here at the Service Department, we're not only responsible for service but also for providing the installer with support. So we're the ones who get the initial indications of how it's all going. It was quiet with the NIBE F2120. Berry says, "Of course, you get a bit worried. Normally when we launch a new heat pump, there are always some questions or concerns. So we were starting to wonder if the deliveries had been delayed or if the pumps weren't selling. But everything was working fine and it's selling very well. Quite simply, the NIBE F2120 is as easy to install as it's supposed to be.

Niklas Rönnäng is pleased that it has been so quiet. This proves not only that this is a good product, but also that the quality assurance process has worked as intended. And that includes information, documentation, manuals and user-friendliness too.

"We've put the NIBE F2120 through exhaustive tests," says Niklas.

"But have we also put ourselves in the installers' and users' shoes and done our research and homework well enough? Judging from the positive response from the market, I'd say we have."

NIBE F2120 ENJOYS SUCCESS IN EUROPE!



The new air-to-water heat pump was recently awarded the Grand Prix at the "For Arch" building trade fair in Prague in September. This award is presented to exhibited products that incorporate progressive technologies, energy efficiency and environmental consideration.



HUMIDITY CONTROL SAVES CHURCHES

An out-of-tune organ or mouldy paintings. That's what can happen when a church's heating is regulated by temperature control. Humidity control is a standard feature of NIBE's new heat pumps and could be the saving of many churches and other sensitive environments.

"THE TEMPERATURE IN CHURCHES IS OFTEN TURNED UP TO about 18°C when services are held and turned down to 5°C at other times," says Staffan Berg, Project Manager at Bröderna Håkansson's Rör in the town of Halmstad.

Staffan says that churches are healthier if there is humidity control and the temperature is kept constant.

"Because the relative humidity of the air inside the church remains stable, it creates a better environment for sensitive objects like murals and the organ. Companies selling humidifiers are rather disgruntled because they're not needed any more," Staffan Berg chuckles.

RÄVINGE CHURCH DATES FROM the 12th century. In 2015, its electric heating system was converted into a water-based, geothermal system with a NIBE F1345-24. It's an environmentally and financially sustainable solution that keeps the temperature constant inside the church.

Agneta Johansson, the church warden, is delighted. She's been working at Rävinge church since 1998 and has noticed a definite difference since the humidity control system was fitted.

"I think it's a great improvement. It's always a comfortable temperature now when you step inside the church. It used to feel raw and cold and I had to turn the heating up full blast before a service. Now it's all automated. I no longer have to worry about getting here in time to turn the heating up to keep the congregation warm. What's more, our annual electricity bill is down by about 50%, which is a massive saving."

Staffan Berg believes that churches present a large niche market.

"No two churches are alike but most of them have the same problem. We've tested it in three different churches to date and it has worked extremely well. Once you've learned how to set it up, it's amazingly simple!" ■





NIBE leads the way into THE SMART HOME SEGMENT

We're hearing more and more about "smart homes" and the "Internet of things". Smart devices will only really be smart, however, if all their features are so user-friendly that they actually get used. It's an area of development that many players are currently working on and NIBE is one of the Swedish companies at the forefront.

SMART-HOME TECHNOLOGY is advancing at record pace. It's only a few years since it first became possible to monitor and control home alarms from a mobile phone. NIBE Uplink was introduced shortly afterwards, enabling homeowners for the first time to communicate with and regulate their heat pump in the same way

The latest in smart-home technology is remote-controllable light bulbs, whose colour and intensity can be changed via a mobile phone or PC.

"What's important now is making sure that these smart features really are so simple to use that they actually get used," says Andreas Johnsson, Product Manager at NIBE.

The general consensus is therefore that the future lies in various types of universal remote controllers that allow you to control all the controllable devices in your home from just one app. Everything from your dishwasher to the garage door.

To make this possible, an application programming interface, or API, is used to enable all the different systems to interact. You could say that API is an adapter that allows one service to pass information to other services. For example, like when you are able to compare prices from different websites on just one site. Or when you can view the stock market prices for your particular selection of shares in an app on your phone.

At NIBE, we've decided to have a fully open API that all developers can access.

NIBE should be the obvious choice for collaboration, regardless of who produces an app or a feature that can be useful in some way when connected to a heat pump. I'd go so far as to say that we are at the forefront of the industry in our digital thinking, and we're going to hold on to that position.



IFTTT IS HERE

If APIs sound complicated, there's now a whole new generation of tools that let anyone create custom solutions for their daily lives. Like a kind of digital LEGO.

IFTTT, which stands for "If This Then That", is the most popular of these. Put simply, "If this happens then it causes that to happen too". It offers features from numerous companies that you can combine as you wish to make your life easier. "Triggers" send a signal and "Actions" are what happens when a signal is received.

For example, your mobile phone's wake-up alarm can trigger an action to switch on your coffee machine. Or the phone's GPS can trigger an action to switch on the garage lights when you're almost home.

Andreas says, "We're one of the very first Swedish companies on IFTTT."

The actions that we've chosen are: increase ventilation, increase hot water temperature, adjust temperature and go into home or away mode. An alarm from the heat pump is the trigger. It is then up to the user to combine this with other services based on personal preferences and needs.

The word "Holiday" noted in Google Calendar could trigger the heat pump to switch over to away mode. An alarm from the heat pump could create a "to-do note" in property maintenance staff's Evernote.

"The smart home is still in its infancy, but is probably one of the most exciting areas of technology right now. And here at NIBE, we're right in the middle of it," Andreas Johnsson says in closing. ■

COURSE PROGRAMME

Do you want to learn all about our latest air-to-water heat pump, NIBE F2120? Are you interested in solar power or feel it's time for a course in cooling?

Most of our training courses are held at our head office in Markaryd, but we'll also be running Home Products courses in Stockholm, Härnösand and Umeå this autumn.

PLEASE CONTACT US FOR MORE INFORMATION!

Elin Hagnestam, +46 (0)433-273 292

Mats Edvardsson, +46 (0)433-73 000

Welcome to our courses this autumn!

Smart NIBE ventilation for older buildings



Many older buildings in Sweden were originally built for oil heating with a ventilation system, comprising a chimney and vents in the walls. The NIBE DVC 10 is an energy-efficient air treatment unit for houses that are naturally ventilated.

“NIBE’S DVC 10 AIR TREATMENT UNIT, acts as a complementary system if you’ve had a heat pump installed and want to improve the indoor air.

In simple terms, the air treatment unit with controls, a ceramic core and fan is placed in a hole in the wall, explains Jonas Thörnqvist, Product Manager for air-to-water heat pumps at NIBE.

The double-action fan works in two directions. It expels air from the building in 70 seconds and then changes direction to draw in fresh air. The ceramic element collects heat energy from the heated air that is extracted and then uses it to heat the incoming cold air. So instead of going to waste, about 90 per cent of the energy is recovered.

“You can also connect multiple units in the building using WiFi and get them to work in symbiosis. When one unit expels air, another one brings air in. This ensures a good balance of air pressure inside the building. Up to five units in different parts of the building can be operated together. When you have multiple units covering large areas, the indoor air quality is better and waste heat energy is recovered.

A HOLE WITH A DIAMETER of 180 millimetres is required for each unit. A filter fitted on the rain shield on the outside prevents dirt from entering and the auto-

mation system on the inside is remotely controlled. The ventilation system that draws in the fresh air has a capacity of 50 cubic metres per hour.

“It’s worth considering this system if you’re having a heat pump installed, and it’s a smart solution too for older buildings with natural draft ventilation. Moreover, it’s an efficient and inexpensive way to create good indoor air without having to fit new ventilation ducts throughout the building,” says Jonas Thörnqvist in closing.



Count on NIBE

NIBE is now rolling out its new system sizing software, NIBE Dim. This is a simpler, more modern and user-friendly version of VP Dim.

The new software contains more information and lots of new web-based features.

"IN RECENT YEARS, we've upgraded the older software. The actual calculations haven't been changed. The difference is that the software can be used for much more and we've added other types of heat pumps," explains Per Törnkvist, Product Manager at NIBE.

Before the update, the software only had calculations for air-to-water and ground-source heat pumps. Now it includes exhaust air heat pumps too. The new version includes lots of other features that provide support for installers and help customers to choose the right heat pump according to their needs.

"NIBE Dim's presentation technology has also been enhanced and the software can print out data sheets with the customer's address and a photo of their property via Google Street View. This gives the information a more personal feel for the customer and visually makes things simpler. Sales staff can add a photo of themselves or their company logo.

The software also makes it easier for users to choose when they want to put together their presentations, which might be outside of office hours.

"All installers are good at HVAC services, but perhaps not all of them are as proficient when it comes to sales. The software contains a template that can be used to create a simple quote that's good for the customer and lists the parts that are needed for a heat pump.

In the past, sales staff had to keep track of any changes to the software and update their knowledge on new features. The new NIBE Dim is linked to the Internet, so it senses when new products are added and automatically updates to the latest version. Legislation introduced in September 2015 requires installers to ensure that the heat pumps they sell have compliant energy labelling. The new version of the sizing software also offers an option to print out the energy labels that must be attached to the products and quotes according to legislative requirements.

"We started using the new software last autumn but introduced it very gradually. It's now being rolled out on a larger scale as we're feeling confident about it. It's designed not just for installers but project planners too, such as HVAC consultants," Per Törnkvist explains.

NIBE DIM WORKS IN the whole of Europe, is available in multiple languages and is free. The software is only for professionals and is available when you are logged on to NIBE's website. Please contact a NIBE representative to gain access to it.

"We're seeing a very good response to the new NIBE Dim. It's fun and easy to use and the software's new, modern interface is much appreciated, according to those who have tested it," says Per Törnkvist in closing.



NEW COLLEAGUE AT SALE DEPARTMENT IN MARKARYD

Pär Larsson is our new internal sales executive and his work mainly involves sizing of systems and providing advice on commercial heat pumps. He has previously worked as an HVAC installer for five years and has completed further studies to qualify as an energy engineer. He says that the course gave him a better understanding of and heightened his interest in the subject and it was a great pleasure getting to know new people in the same field.



Pär Larsson, age 28
Commuter weekly from Malmö to Markaryd
Studied in Borås
Interests:
Skiing!

VARIED WORK

Customers call NIBE every day to ask us for advice on all kinds of projects.

"I offer general guidance and help them to choose the right heat pump. My main area is larger properties but I also work with system sizing for residential housing," Pär tells us.

"I really enjoy my work here at NIBE because the projects offer good variation. It's a great place to work, with friendly colleagues, a good atmosphere and a supportive climate," he concludes!

NIBE WORLD WIDE

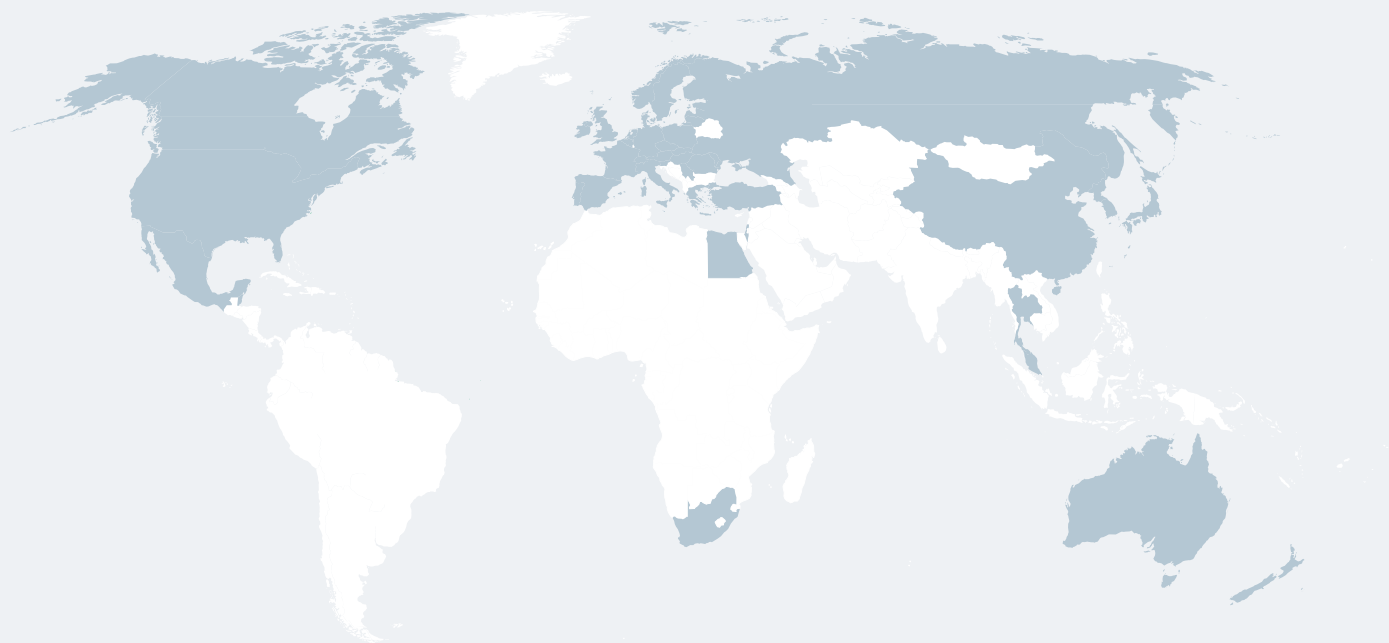
NIBE Energy Systems is the largest manufacturer of domestic heating products in the Nordic countries and a market leader in Northern Europe in the electric water heater and heat pump segments. The mission is to supply homes and buildings with products that provide domestic hot water and ensure a comfortable indoor climate.

The parent company NIBE Industrier AB (registered office in Markaryd, Sweden) has been quoted on the Stockholm Stock Exchange's O list since 1997.

The fact that we are now represented in over 40 markets across Europe is a huge opportunity in itself. If we then add our healthy profitability and the new product platform that we have introduced, we have never before enjoyed better conditions for continuing along our path of international commercial development.

The marketing message on all the international markets we work with has evolved from "A world of opportunities" to "Energy for life". This clearly indicates what we ourselves feel: that after many years of intensive development of our product offer and our geographical market expansion, we can supply a global market with sustainable

energy solutions for indoor climate comfort and thus safeguard the future environment.



www.nibe.eu