



THE **GLOBAL** PLAYER

Newsletter **3/2017**

COVER STORY:

VTS enters the “Green Way”.



- | **Who Benefits by Choosing EC Devices?**
- | **Launch of “Instal Partner” Platform!**
- | **Energy-Savings as a Standard Issue – Interview with Marian Baran**

▶ **Foreword**



Dear Readers,

It is my pleasure to inform you about another milestone for VTS - an introduction of modern and energy-saving EC motors in Wing and Volcano devices as standard issue.

Withdrawal of AC technology is a continuation of our product policy, with which we are taking the resolute and uncompromised path of aiming at securing our Clients with the highest quality devices. Thanks to their technical parameters, design and quality, our devices reach out far into future, defining the direction of development of the whole branch for the years to come.

Not only do the energy-saving technologies allow their users to pay smaller bills, but they also provide for protection of natural environment – a common good that should be cared for by all of us.

The question lingers: were we afraid of taking such a step? And the answer is: if we have what it takes to make the product more perfect, it would be unfair not to do so. We are aware of the changes we are introducing, and that is why we are not afraid to say: the future is here, where we are.

This edition features key characteristics of the motor and possibilities for the users. You will also learn about our actions to come in the nearest future in terms of educating and informing our trade partners.

Enjoy your time with our newsletter!
Hanna Siek-Zagórska, VTS Group President



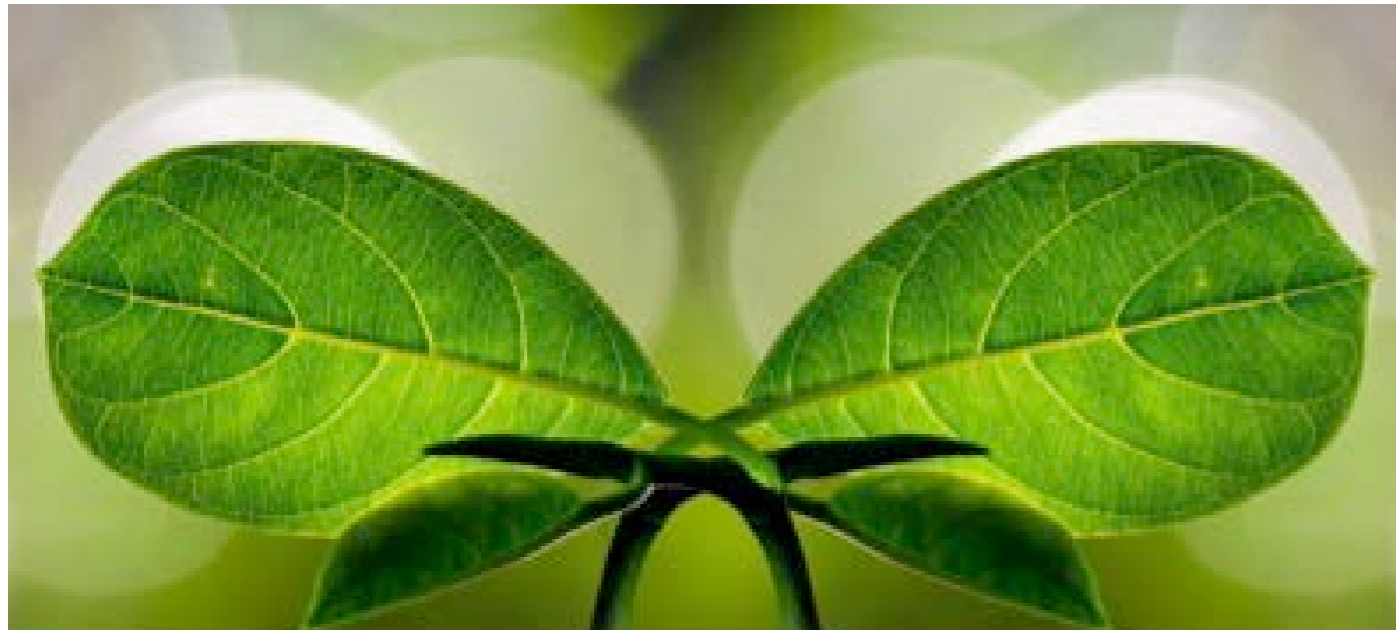
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VTS enters the “Green Way” – Volcano and Wing equipped with energy efficient EC drives as per standard.

Electric motors used in the industry significantly contribute to global consumption of electric energy. Huge figures representing this share tend both final users of electric equipment and governments of entire countries, to find solutions allowing its reduction. Nowadays, continuous increase of electric drives efficiency installed in commonly used devices is strongly promoted and even dictated by European Community authorities.



We do care about our planet and also our clients valets. That's why, since 1st of September 2018 we cease selling any AC motors and change for energy saving EC ones. It concerns drives of all Volcano and Wing units sold within European territory. Following this technological change, we've decided to change prices as well – just to make our offer even more attractive for customers.

What is EC motors indeed?

It is brushless, direct current, Electronically Commutated motor, having the coils in the stator and permanent magnets in its rotor. Thanks to elimination of brushes – a part subjected to fast wear – EC motors are recognized as the most durable and reliable drives ever created. Elimination of brushes makes, that

now, bearings remain the only parts considered as potentially subjected to wearing process in the whole EC motor.



The EC motors are characterised by:

- > Less energy consumption in comparison to AC drives
- > Higher efficiency in wide range of performance
- > Higher durability
- > Less maintenance cost
- > Silent operation at high revolutions
- > Smooth regulation by means of 0-10 volts signal of MODUBS RTU protocol

| A seasonal VTS promotional campaign, entitled: “Your reliable friend, now with a new heart” is about to start.

As announced, we have discontinued the sales of Wing and Volcano devices with AC engines for the sales of devices with EC engines on all European markets. Thus we have completed another milestone towards adapting our product offer to increasingly higher requirements concerning power effectiveness.

VOLCANO
YOUR RELIABLE FRIEND.
NOW WITH A NEW HEART!



DISCOVER ENERGY EFFICIENT EC MOTORS



Education above all

This year's campaign is exceptional, since we do not only introduce a new product, but we also embark upon an ambitious task of changing installers preferences. The installation of devices with EC motors is different from AC connection, despite the fact that it is much simpler, it requires appropriate training anyway. The campaign that we have prepared strongly focuses on the education of installers in this scope. Apart from the traditional training meetings we will present e-learning and instruction videos, which will present key differences in a simple manner and will introduce the assembly process. We are also developing a platform dedicated for installers, which will include any indispensable information for this group and also the motivational programme.

Robots with a new heart in all regions

The main motif of which shall be the EC engine, and the heroes of campaign became VOLCANO and WING robots. The materials dedicated for the information campaign will be sent to all regions. The information campaign starts 11.09.2017.

We are convinced that modern EC engines will win the hearts of our customers and will enable the company to effectively implement a long-term modernization policy of our product offer.

| Who Benefits by Choosing EC Driven Devices?

High efficiency of EC motors translates directly to lowering operational costs, thus making the user the biggest beneficiary of actual savings.

We have prepared a number of financial simulations. And the example of one of them proves that when using VOLCANO heater the difference in price between a device driven with a previous generation motor and the new VOLCANO EC heater recoups after a year of operation. Subsequent years simply generate net profit.

Generally, EC motors are more effective when working on second gear and are able to consume **even 40% less of electric energy**.

Not only does the user benefit from changing VTS devices standard. The possibility of connecting 8 devices to one VOLCANO EC or WING EC controller reduces also investment costs. Savings are increasing with the rise in number of heaters and air curtains. The investor uses one conveniently located controller to manage up to 8 units.

There are also benefits that are not so clear at a first glance, but are mainly profitable for the installation technician. To control an EC motor a low voltage signal of 0.10 V is required. Installation that delivers the signal to the device demands for smaller diameter cabling. These are small things that aggregate globally into considerable savings.

Non-financial factors that make the choice of EC motor device worth consideration are, above all, convenience that comes from silent operation of a device – fluent control of rotational speed makes it possible to customize the device for own purposes. Additionally, the Client is safe and sound – VTS devices, manufactured with care for natural environment, are covered with a 5-year warranty.



| EC + BMS

BMS is a Building Management System, which serves the purpose of integration of all device automation systems installed in a building.

From the user point of view, the system's most important task is to reduce costs of building operation, connected with electric and HVAC installations, and at the same time secure proper comfort.

leave your desk. External management system means also the possibility of planning device work in a very precise and individualised way.

Additionally, BMS allows for management of controllable building's devices from one spot, without even the need to



Management of WING EC and VOLCANO EC devices via one BMS system

To meet the growing demands, VTS equipped its devices with the possibility of connecting with building management systems (BMSs). Connection may be established via a controller, but also owing to introduction of EC motors directly into devices without

the need for automation systems, which caters for reduction of investment costs. Both methods of communication with BMS employ MODBUS RTU protocol via RS485 bus. What is important, the usage of BMS makes it possible to program curtains and heaters – mounted in one building or in, for example, few halls – from a single location.

Launch of "Instal Partner" Platform!



The platform addressed to ventilation device installers will be launched still in October! The aim of designing the platform is to draw the best installation technicians round the VTS brand. The platform will serve two basic functions:

- 1 | Install and earn benefits**
"Instal Partner" is a partnership programme, providing additional benefits to those, who in a day-to-day work choose VOLCANO and WING devices. Following assumptions of the programme, they will register codes from VTS devices, which will be exchanged for financial benefits. An installation technician will be able to use them to any end, and will have the access to the funds with a dedicated debit card.
- 2 | Quick access to knowledge base**
The programme is dedicated for the best individuals that is why, when registering, installers will get access to training materials, like e-learning presentations or training videos. By staying in touch with installation technicians we will be able to meet their needs and opinions, and as a result we will organise dedicated training meetings and prepare new education materials for them. Their opinions will be taken into account during a planned development of VTS products, so that the products not only meet expectations of the Clients, but also are user-friendly for installation technicians working in the field.

Launch of the programme

The platform will be launched in Poland still in October, so that in the rush hour of sales peak installation technicians are able to clearly see the benefits stemming from installation of VTS devices. We will test it in polish market so we could prepare it also for all regions in the future.

join the
INSTAL PARTNER
programme

Install Volcano water heaters and WING air curtains and earn more!

You just need to register codes found on the devices via our website. Any time you want you may transfer benefits collected on your account to a payment card and spend them to any end.

Join the group of the best installation technicians, who earn the most.

**COLLECT CODES
AND RETRIEVE
RESOURCES!**



how to join the
PROGRAMME?



VISIT
INSTALPARTNER.VTSGROUP.COM

| Ready, Steady, EC!

Meeting of EH sales structures was held on 13–14 September. Those were two days of an intensive training and discussion focused on EC motors in Volcano and Wing devices.

On the day one the training took place in Research and Development Centre in Dębogórze. Wojciech Lew Kiedrowski, Corporate Purchasing Manager, shared his vast knowledge of design and characteristics of EC motors. It turned out that the possibilities stemming from introduction of energy-saving motors mean financial profits from a more effective work of the motor, but also a much more advanced control system – and the key to the control system is the electronically commutated motor. *“We have obtained detailed information and are convinced that the key to success will lie in the education of our Clients, and informing them about the matters we already know”* – says Joanna Banach, Corporate Account Manager EH.

The second day brought the meeting in VTS seat aimed at exchanging key information between marketing division and sales department. We have summed-up the nearly ending Q3 of the year, which brought a 40% year to year rise in sales. We have

also confirmed schedules of activities for the in-coming rush hour sales period, and the marketing division presented their advertising strategy for the coming season, based on a slogan appealing to the new motor: *“Your Trusted Friend – Now with a New Heart”*.

The meeting was summarized by Marian Baran, Business Development Manager, elaborating on how did bold actions taken by VTS in recent years influenced market position of the company. *“Over a year ago we have dropped the sales of a well-recognizable DEFENDER curtain for the sake of completely new and futuristic WING model. Contrary to common disbelief, in the final outcome that decision proved to be a success – both in terms of our image and sales. Similarly, we are now also convinced that marching boldly forward is the key to strengthen position of market leader”*.



| EC-Pumped – Video Footages Dedicated to Installation Technicians

In times, when time and availability are the key factors, tonnes of paper instructions are become gradually forgotten, phased-out by much more straightforward knowledge carriers. At the same time, we are aware that education is an important component of a change – we started producing short instruction video footages, focused on energy-saving EC motors.

In September we have started producing video footages that star our experts. Electronically commutated motors will be presented by our remarkable specialist and undeniable fan of our products – Wojciech Lew Kiedrowski. In the series of short video footages he will, in the first place, say that it is not worth a while to be afraid of novelty that a new drive may be to some of the installation technicians. One will learn, how they are constructed and what underlies their greater efficiency. Finally, he will indicate zones of benefits that flow to the installation technician and investor and end user of the devices. Mariusz Pilipczuk, Corporate Product Manager – with a calmness typical of him – he will present key elements of connecting VOLCANO heater and WING air curtain. He will also explain step-by-step how to program new VOLCANO EC and WING EC controllers. The footages will be available in the company YouTube channel and in “Instal Partner” platform.



| Energy-Savings as a Standard Issue – VTS Sets New Market Trend, interview with Marian Baran, VTS Business Development Manager for ogrzewnictwo.pl portal

VTS is a global company, owning production facilities and logistic centres in USA, Russia, PR China, Dubai, India and in Poland. With this scale of business, how important for you is the Polish market?

VTS was and is a Polish company. And we are very proud of it. We still believe that both Polish market and markets of the remaining Middle Europe countries exhibit high rise potential, and thus they are very interesting for us. Interesting, but also gradually more and more demanding. Nowadays, when a client attention is paid not only to the price, but especially to technical parameters, quality of execution, design and electric energy consumption.

You mentioned electric energy consumption, as one of main criteria for choosing given product by a client. Is it really so?

By all means. Clients exhibit high awareness of device operating costs and they are perfectly able to evaluate savings that will be earned in subsequent years of their operation. Technologically obsolete devices, that are often few percent cheaper, may threaten a potential user with a much higher costs in the future. Clients understand this perfectly and they make wise choices.

What are the actions taken by VTS to better energy-efficiency of its products?

In the segment of small heating and ventilation devices we have made a decision and taken a bold step – introduction of energy-saving EC motors as standard issue for WING air curtains and VOLCANO heaters. We are the first and the only manufacturer who consciously dropped AC technology. It resembles a story from several years back, when VTS – as a first manufacturer in the world – started furnishing its ventilation centres only with innovative fans type Plug, which now have become the standard for the whole branch. We are pioneers of new solutions and, rest assured, we will shortly surprise you with another novelty.

EC technology is not cheap. Are you not afraid that prices of the devices may turn out to be too high for an average man?

Prices for our devices after introduction of EC motors remained almost intact, and this is our great success. Our Clients get very technologically sophisticated devices for the price that has been previously reserved for AC drives. Introduction of a new technology meant over two years of our hard work, but the result we have obtained – combination of technological characteristics of a motor and price level grew well beyond our expectations. Undeniably, we boast the best solutions in the market and we are proud of this fact.

Let's put it simply: What are the savings, when one buys your installations that are driven by energy-saving motors?

Efficiency gap between EC motors and AC motors used until now is equal to that between standard light bulb and LED technology. EC motor is a brushless motor, that owns its efficiency to a considerable decrease in friction. Depending on the speed of the motor, one may save up to 40% of electric energy in comparison to identical device with the previous generation drive. It means that if a client would be to buy AC motor curtain, it will take only one year to recoup. Any subsequent savings constitute net profit from using green technology.



What are the other non-financial benefits stemming from usage of your heaters or air curtains?

Thanks to their enclosures, EC motor devices are working more silently. It is an important advantage, when we consider convenience of users who work nearby.

What distinguishes VTS products from competition are: quality of materials and design, which is positively evaluated by our



Clients, and also awarded with one of the most prestigious prize for industrial design – iF Design Awards 2017.

What is the importance of ecology in company's policy?

When we deliver devices all over the planet, we are vested with great responsibility. Introduction of energy-saving motors as standard issue indicates the path we would like to follow. First and foremost – we produce devices that help to manage electric energy. Our far-reaching goal is also education and modification of purchase attitudes, so that the Clients pay more attention to energy efficiency of the chosen devices.

Are you planning to introduce other innovative solutions?

Being a market leader is not easy. We must set challenges for ourselves. Our devices are available in Europe and Asia. Now it is time to conquer US market. Entering US market set a number of technical challenges that we have powered through in order to accommodate to their standards. I am sure that we will use some of the solutions globally, so that our offer is much more attractive. We are developing also methods of device control. And this is the field in which the novelties will emerge first.



Marian Baran

VTS Business Development Manager



| EH CAD Update — Check How Many Devices You Need

Many people owing premises that need heating face the choice of the right devices. VTS gives the Clients updated and free VOLCANO heaters selection program.

How Does EH CAD Work?

EH CAD devices selection program has been in the Q3 of 2017 updated with the most up-to-date data, making it possible to determine heating power of respective devices. The newest version of software indicates the number of heaters necessary for covering the demand for heating power. The demand is determined on the basis of the introduced building data.

The program provides also for simple and practical readouts of ranges of air streams generated by individual devices at a given speed level. What is more, the user may easily create a PDF file with all the data that were introduced and calculated by the program.

The program allows also for easy method of checking what type of heating agent may influence the heating efficiency of devices.

How to Generate Savings?

Using EH CAD will make it possible to choose the right number of devices as per the demand for heating power. But this is not all.

The tool presents the user with quantitative options for all sizes of heaters with respect to the gear they are to work at. Knowing that devices need less energy at gear 1, we may provide the Client with an optimal solution, taking into account demand for heating energy, but also operational costs.

Who Should Consider EH CAD?

It is used mainly by specialists in sales points, for which EH CAD is an everyday work tool. The tool is used by designers and installation technicians, who often fulfil an advisory role. Finally, the application may prove to be useful for investors, who more and more often consider not only the costs of purchase, but they also want to choose tools optimally selected for their interior premises.



| VOLCANO and WING in BIM Technology

In the face of shortening investment project completion times, as well as increase in popularity of “Just-in-Time” system of component delivery, and growing awareness of the requirement for energy saving, there is a need for optimization of investment project and operation costs, and for speeding-up the whole investment project design and completion process. IT tools and software pieces are indispensable for this.



What Are BIM Files?

Building Information Modelling (BIM) may be defined as a smart combination of many information pieces pertaining to an investment in one place, and in one digital model. BIM is simply a digital representation of physical and functional properties — both for the whole object, as well as its individual installations or used components.

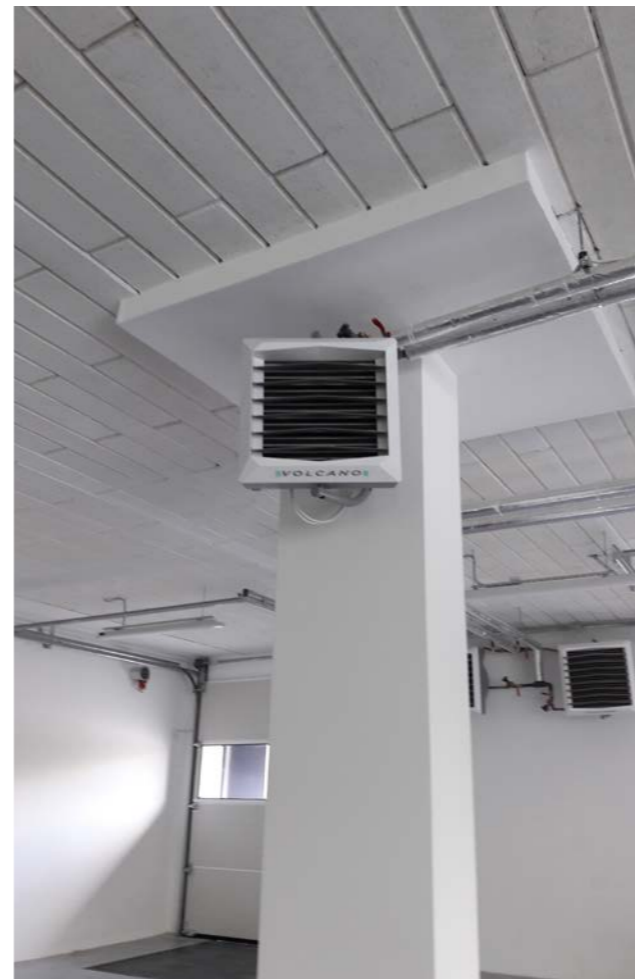
As of now, there are many programs providing for BIM class. One could mention: Autodesk Revit®, Graphisoft ArchiCAD®, BIMVision®, Nemetschek Allplan®, Nemetschek Vectorworks®, Tekla Structures®, SketchUp®.

Digital Models of WING Air Curtains and VOLCANO Air Heaters.

VTS renders accessible digital models of WING air curtain and VOLCANO air heater. The models are equipped with parameterised electric and hydraulic connectors. Families of devices are constructed in a way that makes it easier for the designer to intuitively choose the right vertical or horizontal installation procedure together with presentation of the range of air stream. VOLCANO heaters are provided with any heater's inclination angle parameter with relation to the level. For every position of device operation there is a defined air stream. Visualisation of the range of air stream makes it easier for the designer to arrange the devices in a way that would allow them to fulfil their design criteria.



▶ REALISATIONS WITH EC EQUIPED UNITS



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WING

Air Curtain



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