

[www.variotherm.com](http://www.variotherm.com)

*A life of comfort*

**VARIOTHERM**

40 years old

comfort

An aerial photograph of a rural landscape during the golden hour of sunset. The scene is bathed in warm, golden light. In the foreground, a large, modern school building with a blue roof and a parking lot is visible. To the left, a residential neighborhood with houses and trees is nestled. A wide road runs through the center, separating the school from a vast, open field. The background shows rolling hills and a distant town under a bright, hazy sky. The overall atmosphere is peaceful and serene.

*A life of comfort*

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# The future is now

*Together, we still have much to do*

## IT WAS ALWAYS THERE

Comfort is a pleasant word. It exudes well-being and expresses the feeling of warmth, safety, protection and security. Comfort always has been, and always will be, a basic human need. The physical principles behind this concept are unchanging. People feel comfortable when there are low levels of thermal radiation asymmetry. That's why we are still working according to the same principles that applied 40 years ago. Even so, a lot has changed.

Today, buildings are well insulated, and building technology and materials have become so intelligent that it is no longer the case that enormous amounts of energy are required to heat houses and offices. Instead, cooling is becoming increasingly important. When it comes to further developing our all-round systems, our aim is to create an environment that simply gives people a sense of wellbeing.

For us, a healthy room climate has always been inseparably linked to environmentally sensitive building biology. Today, "sustainability" has become a fashionable term. At Variotherm, we have been putting this concept into practice for 40 years, even when at that time, a word had not yet been invented to describe it. For us, it has always been important to work in an environmentally compatible and energy-conscious way, with efficient use of resources, and we will continue to do so in the future.

Kind regards,

*A. Watzek*



Alexander Watzek / Managing Director



▶▶▶  
The Variotherm family has grown constantly over four decades. Every individual team member is actively involved in shaping the company and designing products. From one generation to the next, they successfully carry our values and basic principles into the future. Our heartfelt thanks to the entire team! You are the foundation, the heart and the energy of Variotherm!

## SUSTAINABLE DESIGNS FROM ONE GENERATION TO THE NEXT

40 years of Variotherm. The exciting stories of the visionary founder, Wilhelm Watzek, from the company's first years of existence run in an orange thread throughout our anniversary edition. In an interview with the different generations, we offer insights into the personal views of the Variotherm family.

>> **Wilhelm Watzek:** 40 years ago, the heating market essentially consisted of radiators. Floor heating was frowned upon as being unhealthy and raising dust, since at that time, it was still operated at a high temperature. Today, surface heating systems function with low temperatures.

Computers and robots were also not yet used in the production process. During my time, business was still conducted between one human being and another, and not by machines. I'm not sure whether that's still the case today, when you think of the progress of digitisation.

**Alexander Watzek:** Our business transactions are still very human in nature. For us, long-term partnerships and friends-

hips are important. In this respect, my father was an important role model for me. And I try and teach my sons what challenges they will face one day if they do decide to write the next chapters of the Variotherm story. After all, I also took a different course to the one pursued by my father at that time. I hope that they find their own path.

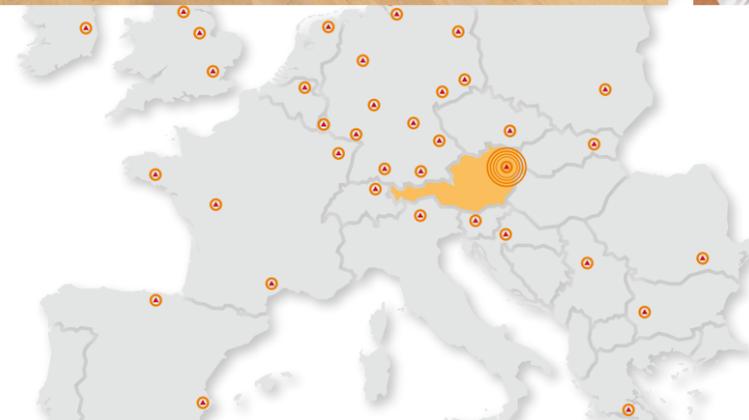
**Aaron Watzek:** I can see myself taking over the company in the future. But first, I have a lot to learn from the staff and from my father about how the company is run and how the market works. For me, the next few years will be taken up with challenges that I have, and want, to meet – and I'm sure I'll be able to do so successfully.

**Wilhelm Watzek:** My way of running the company was resolute. Alexander does it in a gentler and probably cleverer way. I'm impressed by the way he manages his staff. They are loyal to him. I'm curious to see how the business will develop.

**Alexander Watzek:** I have great hopes that we will continue to be a success story. Our outstanding staff, my sons and our great business partners and supporters will continue to provide comfortable warmth. Whether the company grows or shrinks is another story entirely. That doesn't just depend on us. It isn't just down to our hard work and prescience that our products are so good. The environment also always has a part to play. And in the last 20 years, the market has shown a preference for our kind of products. <<



Three generations of the Variotherm family: Alexander, Jonas, Aaron and Wilhelm Watzek



# #1

# Real life stories

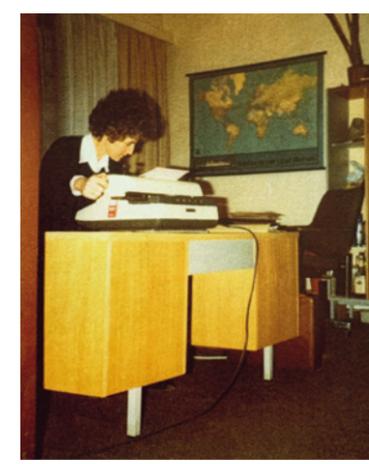
1979 – 2019

## THE VISIONARY WILHELM WATZEK

Sometimes, it's a good thing when your dream doesn't come true, when life has something bigger in store for you. Wilhelm Watzek originally wanted to be a pilot. However, when it turned out that he needed glasses, he was no longer able to pursue his choice of career. However, as a result, his visionary powers were significantly heightened. The talented technical drawer first became a hard-working representative, before deciding to become a sales manager for a new-style heating system from America, known as "baseboard heating": the predecessor to today's Variotherm skirting heating. The start of an exciting company story.



Founder Wilhelm Watzek



Managing Director Mrs Watzek



The first Variotherm shop in Vienna



The first advertisement for skirting heating systems. With baby model Alexander Watzek, with Wau the lion

## THE FIRST BUSINESS IDEA

### 2 PATENTS + 2 MILLION FOR SKIRTING HEATING SYSTEMS

>> The baseboard heating systems that Wilhelm Watzek had got to know in America gave him the idea that would change everything. "We live in Austria. And we love wooden floors and tiles. Why don't we develop variable claddings for skirting heating systems and improve thermal transfer with corrugated louvres made of copper pipes?" A design was completed for the first production machine. After thinking the matter over carefully, he decided to take the risk, took out a loan for the princely sum of 2 million Austrian shillings, registered the patents and became self-employed. He quickly found small shop premises in the 10<sup>th</sup> district in Vienna. Mrs Johanna Watzek became the first Managing Director. But what should the new company be called? >>

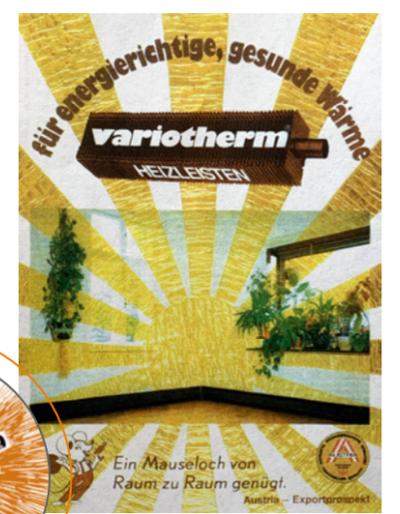


## 1979

### COMPANY FOUNDATION

#### THE CREATION OF THE VARIOTHERM BRAND

>> The first product were skirting heating systems with variable cladding. "Therm" is a unit of measure for the amount of heat. That's how the name "Variotherm" came about. The official responsible for registering the company at the local administration office wasn't impressed. "That's not possible! You should call your company Wilhelm Watzek!" he said, and refused to go ahead with the procedure. Thanks to the aid of a patent attorney, a solution was finally found. Wilhelm Watzek sat down at the drawing board and created his first logo. The Variotherm word-picture brand was born.



The first Variotherm logo as a word-picture brand



The Variotherm skirting heating systems were largely made by hand, and with a great deal of physical effort

◀◀◀ An American advertisement for baseboard heating systems – the predecessor of the Variotherm skirting heating system

# #2

## Real life stories

1979-2019

1981

### THE SECOND INVENTION

THE TILED STOVE CENTRAL HEATING SYSTEM

Every random encounter presents an opportunity waiting to be exploited. When Wilhelm Watzek visited a master potter in the ceramic centre of Stoob, he discovered stones suitable for a self-assembled tiled stove. He immediately recognised the potential for a completely new product: tiled stove central heating. The centrepiece of the heating system was a tiled stove, with storage stones laid around it. The pre-milled grooves in these ceramic stones were laid with copper pipes. This was the original version, as it were, of the techniques used today for state-of-the-art wall heating and cooling systems. <<



Advertisement for the tiled stove central heating system

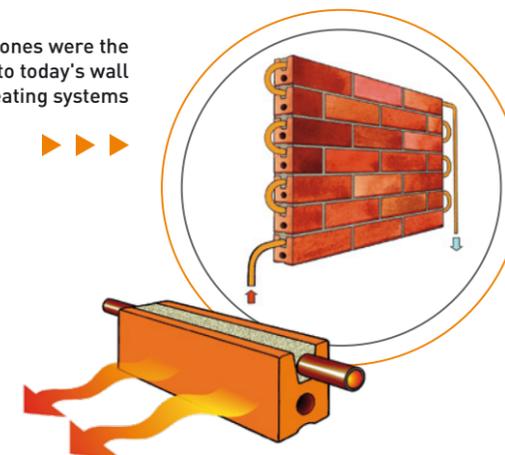
1987

### THE THIRD INNOVATION

SYSTEMATIC WALL HEATING

As a member of the Austrian Building Biology Institute, Wilhelm Watzek came into contact with architects. They told him that for a long time, they had been waiting for a wall heating concept that could be operated as a central heating system. The tiled stove central heating was a great product without much need for explanation. However, Wilhelm Watzek took up the idea from the architects and from then on looked for ways of improving the ability to regulate the temperature even better.

The storage stones were the precursors to today's wall heating systems



Prototype of the tiled stove central heating system



The boss is responsible for the planning: Wilhelm Watzek calculates the correct system dimensions



The first bending model for the first system walls was affixed to the pipe on the wall and plastered over



Storage stones for a tepidarium in a hotel at the foot of the Matterhorn



At an innovators' fair in 1981, Wilhelm Watzek's new ideas attracted a great deal of attention and were also acknowledged by Dr. Rudolf Kirchschläger, the President of Austria



The slogan that was later attached to the storage stones communicated the theme of comfort for the first time

As a first step, a wall heating system was developed on the basis of the storage stones. However, it was even easier to directly mount the pipes to the wall and to cover them with mortar plaster. Initially, these pipes were made of plastic. In order to ensure that they retained their form, Wilhelm Watzek invented a special bending model. To prevent the wall from developing cracks as time passes, and to ensure that the plaster can also cope with the temperature, a company was sought who offers the right kind of special plaster. A supplier was found in Peggau in Styria, and they still provide plaster to Variotherm today.

# #3

## Real life stories

1979 – 2019

### 1991

## LEOBERSDORF AS THE FUTURE HEADQUARTERS

THE NEW COMPANY PREMISES ARE BUILT

The first office in Vienna was already in need of refurbishment. It was also located in a narrow lane, making deliveries difficult. A new site was urgently needed.

Luckily, a small, attractive plot of land with the best prospects for the future was quickly found in Leobersdorf. However, the costs of hiring a master builder to take care of the building shell were exorbitant. For Willi Watzek, the solution was clear. "We'll do it ourselves! We'll build it in the same way as a family home, except that it has 200 m<sup>2</sup> of office space and a 500 m<sup>2</sup> hall," he explained to his experienced member of staff, Vasile Purcariu.

No sooner said than done. Every weekend, Willi Watzek worked on the building site with the allround talent Vasile and two helpers. There were no cranes. The heavy bricks were hauled up by hand by Vasile from the ground. With clever foresight, thousands of meters of pipes were laid in the concrete floor slab. They were already intended for heating and cooling purposes. In 1992, that really was a pioneering step. Thanks to a combination of the pipes and a heat pump, it was possible to comfortably heat and cool the office rooms in this new way. The "environmental energy building" was born. At the same time, this marked the beginning of today's Variotherm heating and cooling systems.



**VASILE PURCARIU**  
Variotherm veteran, allrounder  
and a solid member of the team from day one



Do you need someone to single-handedly put up a metal frame weighing several tonnes? Ask **Vasile**. Or to manually pull 5,000 aluminium plates over copper pipes every day? Ask **Vasile**. Who bended tonnes of reinforced steel when the company headquarters were built in Leobersdorf, pulled up bricks to heights of several meters, shovelled mountains of earth and single-handedly covered as a mason, installer and roofer? For over 27 years, **Vasile Purcariu** has helped build up Variotherm with his super-human energy and stamina. For this, he deserves our special thanks.

**ERIKA SCHERMANN**  
An inexhaustible source of energy, a phenomenal  
memory and a strong force right from the start



For over 20 years, **Erika Schermann** has helped make Variotherm what it is today with her untiring energy. During the first years, before computers, the contribution made by her impressive memory skills cannot be overstated. Her impact on the company still deserves our respect and gratitude today.



◀◀◀ The Variotherm team, 1994

Change of generation: the role of Managing Director is passed on to Alexander Watzek by Wilhelm Watzek



### 1999

## A WISE DECISION FOR THE LONG-TERM FUTURE

THE TRANSFER FROM FATHER TO SON

Transferring the management of a company that you've spend your life building up through your own hard work to the next generation must be one of the most difficult decisions for any businessperson to take who is still full of energy themselves. After 45 years in which he achieved so much (of which 20 were spent as Managing Director of Variotherm), Wilhelm Watzek asked himself whether, in the age of computerisation, automation and the Internet, he should continue managing the company or to put his life's work in the hands of his son.

One day, Alexander Watzek asked him directly about who should manage the business from now on: "Dad, you or me?". Wilhelm Watzek listened to his tried and tested intuition, found the courage to let go, and made the right decision at the right time. "You take over the company and become the sole Managing Director," he told him. At that time, Variotherm had over 200 m<sup>2</sup> of office space and a 500 m<sup>2</sup> hall.

Alexander Watzek proved himself amply worthy of his father's trust. Within just three years, he built another 500 m<sup>2</sup> hall, then two more halls of 500 m<sup>2</sup> each, and finally another one that was 800 m<sup>2</sup> in size. Within a very short time under Alexander Watzek, Variotherm became an industrial operation with partners and customers throughout Europe.



Presentation of the first ModuleWall at the ISH 1999 in Frankfurt

# #4

## Real life stories

1979 – 2019

1999 – 2017



The Variotherm team, 2001

### NEW ASSEMBLY NEW PRODUCTION

For over 20 years, the Variotherm systems for drywall construction have been continuously further developed. At first, the Fermacell gypsum fibre boards used were milled by hand. Finally, the first computer-controlled production machine was developed in collaboration with mechanical engineering companies. This still represents a breakthrough in the production process.

In 2003, the new, fully automated production plant for expansion panels with integrated Variomodular pipes for heating and cooling was set up at the company headquarters in Leobersdorf. It made it possible to offer the Variotherm modular panels at a far lower cost and in a more flexible way than in the past. In order to meet the increased demands and requirements for shorter delivery times, the production and storage areas were significantly expanded.

In 2005, 2010 and 2013, the innovative milling machines were set up for the production of the most important product at the time – the 20 mm compact floor heating.



Within the past 20 years, the production and storage area has been expanded by 2,300 m<sup>2</sup>.

2017 – 2018

The business lounge is a great space for chatting and sharing information



The new, friendly entrance area with multimedia equipment

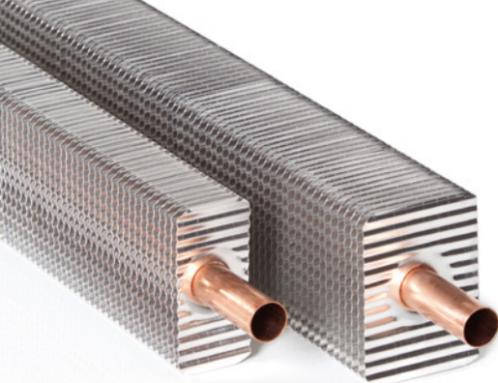


### NEW OFFICES | NEW RESEARCH AND DEVELOPMENT

The new production machines had only just started operation when in March 2017, work officially began on the most extensive annex in the company's history to date. The extension to the company building contains new office spaces, a consultancy and training room with modern equipment and the cosy VarioCafé. In the old building, which was also refurbished, a separate centre for research & development

was created. The floors, walls and ceilings of the annex, which was opened in 2018, are naturally fitted with the latest Variotherm technology. All surfaces of the building are used in an energy-efficient way. The Variotherm experience room is a real highlight for visitors, who can experience what it feels like when there is a quick change-over between heating and cooling in a very short space of time.





## #1 the copper pipe story

### Peter Blau and his copper pipe

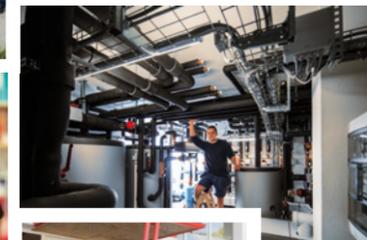
The story of Variotherm began with a specially produced copper pipe over which heating louvres were pulled by hand. For decades, Peter Blau GmbH, which specialises in innovative piping systems, has supplied the copper pipes used by Variotherm. During the course of the years, the company has invested a great deal of energy in maintaining diameter tolerances and in keeping the pipes clean and straight. The care taken by Peter Blau GmbH to ensure the highest quality is one of the guarantors of the high standards of the Variotherm products.



## #2 on the same wavelength

### Maria Kollar and her team

Anything that goes against nature can't last forever. That's the philosophy behind Kollar, a company with a long tradition covering more than 150 years. Maria Kollar particularly regards decentralised solar energy as being the energy source of the future, since this is essential for an independent way of living that uses resources efficiently. Instead of just thinking about profit, she and her hard-working team put their trust in sustainable, responsible measures. Variotherm has been proud to work with this inspiring company for over 20 years. When it came to heating, cooling and sanitation, Kollar completed the entire installation of the building technology in our new company premises without any fuss.



## #3 the IPA connection

### As exciting as Enduro

Since the 1980s, IPA has produced all the pipe connections (screw and press fittings) and various other metal parts used by Variotherm. The jointly developed detachable, single-piece screw connections are produced exclusively. IPA is considered to be one of the leading companies worldwide in this field. Behind the exciting commercial partnership is a spectacular friendship with IPA boss Bernhard Ogris. As a highly talented Enduro driver, he also inspired Alexander and Aaron Watzek to try out this motorbiking sport.



# 17 Stories of ...

## #4 our Mostviertel partner

### Bruckner with a heart

Bruckner Haustechnik has been a successful heating installation company for 35 years. This innovative company is increasingly focusing on sustainable environmental energy technology. Renewable, environmentally sensitive and locally sourced heating materials such as pellets, wood, wood chips or combinations with heat pumps and solar panels now take the place of heating oil. Its environmentally responsible approach makes Bruckner the ideal Variotherm partner when it comes to low-temperature heating and cooling systems. And it has already proven its worth over 25 years!



## #5 the essence of being human

### The holistic architect – DI Heinrich Schuller

The main focus of interest of ATOS architect DI Heinrich Schuller is all spaces in which people live, work or relax. He always uses environmental, future-oriented technologies and efficient energy use in his plans. His designs are characterised by a sensitive spirituality and a holistic approach. As an expert in building biology, he often likes to use the Variotherm products in his eye-catching projects.



## #6 "Häc Mäc"



### How life turns out:

During the mid-1990s, a young graphic designer, who was building his home, found out about Variotherm. While he was immediately convinced by the products, he thought that there was an urgent need for improvement when it came to the marketing documents. The first image brochure was the company's first professional piece of advertising – and also marked the beginning of a decades-long friendship between Alexander and Jürgen, and the collaboration with the "Häc Mäc" graphic design agency.



## #7 the Irish Man

The cool Peter Sullivan



The longstanding friendship with Peter Sullivan came about via the Austrian company Griffner Haus. At that time, the producer of prefabricated homes was considering building a factory in Ireland. Peter Sullivan was the deputy director of the Irish importer, and one day, he visited a building site where his attention was caught by Variotherm. Soon afterwards, Alexander Watzek travelled to Galway at Sullivan's invitation, where he visited other building sites – and was highly impressed by his host's hard work. Gradually, a deep friendship was formed, which led to Sullivan becoming the Variotherm general importer for Ireland and taking responsibility for business development for the English market.

## #9 People and warmth

### The name carries responsibility

At the start of the new millennium, an installer discovered Variotherm at a trade fair stand and took a marketing video back home with him. Without any idea of what it would lead to, he showed it to his brother, Frank Meyer. He was immediately impressed by the products and recognised their great potential.



The rest is history. Since 2003, Frank Meyer has been the Variotherm sales partner for the area covering Thuringia and western Saxony. With his convivial manner, he has been highly successful in establishing the Variotherm vision on the German market.

## #8 the orangeteam



### Technology from the north

This story is also very unusual, and as with many of our Variotherm partners, it's a very special one. When the two managing directors, Wim Terpstra and Luuk Dijkhuis, expressed an interest in the Variotherm products, there was already a representative in place for the Netherlands. However, thanks to their incredible commitment and charming and funny activities, they managed to persuade Alexander Watzek to take them on. He's now become a real Friesland fan, and a special friendship has grown between Alexander, Luuk and Wim. Their business relationship is also built on a solid foundation, and is based on a high level of mutual appreciation. For more than 15 years, the Frisian company has represented Variotherm products in the Netherlands. Currently, Technea is Variotherm's highest-turnover customer, and together with the Dutch installers, it delivers one great reference after another.



## #10 the first



### Andreas Ackermann – in calm lies strength

Some people talk loudly about big ideas, but end up not achieving very much. Andreas Ackermann takes a much quieter, calmer approach – but he does an awful lot of business while he's about it. He's a specialist through and through and knows how to get to the heart of what is most important without making a song and dance about it. He invests his energy precisely where it makes sense. He is able in his own unique way of communicating the most important benefits of the Variotherm products to customers in just a few words.



## #11 no ordinary solutions

... people an

Lukas Junker has got what it takes



The professional and personal friendship between Lukas Junker and Alexander Watzek goes back to the 1980s. It was as a professional tiled stove-maker that Junker found out about the Variotherm storage stones. Soon, the two pioneer thinkers also got to meet each other in person. They both immediately appreciated their ability to talk honestly about their professional approach and ideas. For decades, Lukas Junker and his team have been one of the most proficient and loyal Variotherm partners in the Frankfurt area.

#12 the exceptional talent



#14 the high flyer



Peter

As a gyrocopter pilot, Peter Unterrainer likes to fly his gyroplane through the air. He has achieved a first degree black belt in Kwan Ki Do, a Vietnamese sport, and passes on his knowledge as a trainer. At the same time, football taught him how to be a team player. After starting out as a heating technician, his view from a bird's eye perspective, his peaceful fighting spirit and his sense of fair play have made him a highly successful member of the Variotherm sales team since 1997. This has earned him the admiration of both his colleagues and our customers.

#15 a team player with a creative heart

When Doris Bernsteiner laughs, the sun comes out. She tanks up on energy directly from nature. As an experienced team player, she has made the office and finances division at Variotherm a dynamic, happy place to work since 2014. She even manages to find a few friendly words to say in English when finalising orders for export. Oh! ... Who is responsible for the lovingly produced decoration in the building? It must surely have been Doris again, with her creative ideas!



Doris

bioheat master No-one knows us better than Karner



Since when have Herbert, Johanna, Adolf, Werner and Andreas Karner been customers of the Variotherm family? For almost an eternity! The family-run business, which specialises in heating, bathrooms and solar, is one of Variotherm's first ever partners. Nearly all Variotherm products are also used by Karner itself in its own company premises. The experience gained means that the best possible planning result is always found for every end customer.



#13 the winemaker with a difference

The vegan Weiszbart



Vegetarians and vegans, take note! Hardly anyone knows that wine is often injected with animal proteins during the fermentation process. One wine grower who already converted to biological and biodynamic cultivation methods a long time ago – and who now even produces vegan wines – is Bernhard Weiszbart. He is the wine grower who produces the specially pressed Variotherm wine, which is often tasted and enjoyed at trade fairs or when making business calls.

Technology. Research. Development. Three cases for Manfred Thallermayr! For him, making and fixing things has always been a personal passion. Since 2008, his professional time and energy at Variotherm has gone into finding the right individual solution for every customer. His comprehensive technical knowledge makes him the perfect technician and a hugely important member of the Variotherm team.



Manfred

#16 top quality technology

#17 a pretty good fellow

Robert



# d friendships

# Ad blog

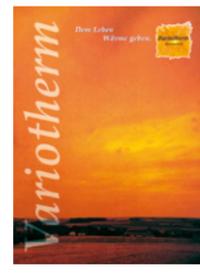
Mice, kids, the future and a comfortable life



„A mousehole from room to room is enough“

The first advertising slogan might look a bit odd from today's perspective. Back then, however, it was precisely in tune with the upcoming do-it-yourself concept. The first Variotherm self-assembly skirting heating systems were a real revolution. They introduced a level of installation simplicity that had been unknown until then. The only problem was that a few old-fashioned installers failed to recognise the benefits of the new product and preferred to stick to what they knew. For that reason, the target group, people building their own homes, was addressed directly through advertisements in building magazines. Soon, there were a large number of enthusiastic customers all over Austria – as a result of which, more professional installers took note and began to recognise the great potential of the skirting heating systems for themselves.

## 1996



Environment and warmth – the pictures and words of the first image brochure <<



>> In 1984, the old logo was formed in clay by a ceramicist from Stoob, and it still adorns the staircase in the old building today

## 2008



>> The Variotherm family has grown. In 2008, the children were again invited to the photo studio and cleverly set against a backdrop by Stefan Badegruber for the cover images of the new product brochures. <<



## 2015

>> By now, the children had become young adults. In 2015, they again posed for the camera for the cover pages of the current image and product brochures. The bright colours were reduced, and the layout became even sharper and brighter. The sun, which is a part of the logo, was incorporated into the images in the form of orange balls.

Incidentally: the artwork for the P:URe page was designed by Madeleine. She was one of the children on our brochures! <<

>> Since 1999, our customer magazine, VARIOTIME, has been one of our most important communication media. Loyal readers enjoy the tips from professionals, information about new products, insights into exciting reference projects and the interesting P:URe topics. <<



## 2001

>> During the millennium period, thoughts about sustainability gained new impetus. How do we want to contribute to ensuring that we leave a world that is worth living in to future generations? The advertising line photographed by Inge Prada made the connection between the lively energy of children and warmth, the environment, safety, security and wellbeing. Our image became increasingly sharper, brighter and clearer – something that is reflected in the new Variotherm logo, which has retained its form until today. <<



## 2004

>> The new logo <<



A life of comfort  
VARIOTHERM  
40 years old

# Good to know

Variotherm in figures

**42**   
members of staff

 **1979**  
1979-2019 40 years of Variotherm

 **100%**  
Austria, family-run company

**1144**  
customers worldwide

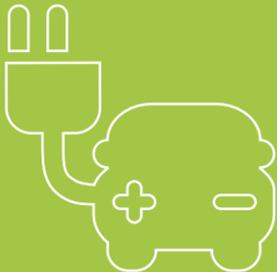
**110.000**  
projects since 1979

**22**  **44**  
countries sales partners

**250.000 m<sup>2</sup>**  
of modular panels for wall and ceiling

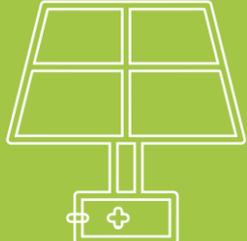
 **15**  
systems

 **14**  
awards and accolades

**5**   
Electric cars

**850.000 m<sup>2</sup>**  
of modular floor heating systems

**40** million meters  
of **PIPE**  
laid in an energy-efficient way

 **125.000 kWh**  
electricity per year from solar energy

 **56.000 kg**  
CO<sub>2</sub> savings per year through photovoltaic system

approx. **170.000 l**   
water from wells per year for WCs and the garden.  
No drinking water!

A life of comfort  
**VARIOTHERM**  
40 years old

# Milestones

Successful – but not at any price

## EVENTFUL TIMES

The exciting journey from the skirting heating systems to storage stones to wall heating was just the beginning. The transfer to Leobersdorf and the takeover of the company by Alexander Watzek opened up new opportunities and paths in the long term. At the start of the millennium, the first floor heating systems for drywall construction went into serial production. Soon afterwards, the development of the ModuleCeilings brought the concept of cooling into the mix. The first production plant for ModulePanels made it possible to optimise assembly.

A key turning point came in 1994, when the innovative Varioclimat pipe was developed, the predecessor to today's VarioProFile pipe. The goal was, and still is, to optimise the energy transfer of the heating/cooling water to the surface.

During a visit to a trade fair, Wilhelm Watzek noticed red and blue "pipes" at the stand of a Swiss company, which had unusual surface perforation. It turned out that they were slalom tilt poles used for ski racing.

"Could you make them thinner and transfer them to heating pipes?" Wilhelm Watzek asked. That was the start of the development of the thermodynamically optimised Variotherm pipes.

The rest is history.



- 22.Nov 1979: Foundation, patent for skirting heating systems
- 1984: European patent awarded for the storage stone
- 1987: The first system wall heating
- 1992: Transfer to Leobersdorf
- 1994: Varioclimat pipe
- 1999: Alexander Watzek takes over as Managing Director, Modular wall heating
- 2001: Modular floor heating system VarioComp in drywall construction
- 2002: Module ceiling cooling
- 2003: Production plant for ModulePanels
- 2005: Production plant for VarioComp – floor heating circuit 1
- 2008: VarioProFile pipe
- 2009: Production plant for VarioComp – floor heating circuit 2
- 2010: Acoustic ceiling
- 2013: Two new halls
- 2014: Production plant for VarioComp – floor heating circuit 3
- 2016: VarioManifold 5.0
- 2018: New company building



Business Helps award



KnewLEDGE state prize



## The P:URe humanity

Did you know that thanks to the Variotherm team, a voluntary measure has been created by which a portion of their wages and salaries are donated to charity, and that it has won the "Business Helps" award? From 2013 to 2019, the staff collected around 21,000 euros in this way. Variotherm then doubles the amount donated. As a result, a total of 42,000 euros have been spent. The specific recipient of the money is decided jointly by the Variotherm staff. Priority is given to children in the region. On this basis, a permanent partnership with the "Light for Children" ("Licht für Kinder") and "Bringer of Happiness" ("Verein Glücksbote") organisations has been developed.



## The P:URe potential

At Variotherm, environmental protection and a sensitive use of resources have been a principle we have put into practice since day one. With the name "P:URe – potential and respect", this guiding principle took on even more shape. The internal attitude is not only reflected in the Variotherm complete systems for heating and cooling in combination with renewable

energies. People who treat people and the environment with care are far more likely to attract others who want to create a long-term, loyal relationship with their workplace. Naturally, the investment that needs to be made in sustainability often entails higher financial costs. However, in the long term, it more than pays to change your attitude for the sake of future generations.

# Sustainability



## The P:URe CO<sub>2</sub>-reduction

The reality is that Variotherm also uses non-renewable energies and raw materials. However, the reality is also that in terms of their weight, around 70% of the Variotherm products consist of recycled resources.

- We buy as much as possible from the nearest local suppliers. This cycle begins with the procurement of items that we need every day on site, and continues when it comes to purchasing technical products within Austria and Europe.
- Thanks to our in-house photovoltaic system, we generate a large proportion of the power needed for our production plants, our ongoing office operation and our electric car charging stations ourselves.
- During our annual clearance operation, bulky external items that are not wanted are collected close to the company building.
- Within the company, everybody is encouraged to avoid using and collect drinks cans. Packaging for hire and subject to a deposit is actively promoted.
- We use sustainable office items and environmentally friendly cleaning agents.
- We re-use any packaging material received.

- The fleet of e-cars is constantly being expanded.
- We regard it as our responsibility to dispose of the rubbish created at our trade fair stands in Austria and abroad. In other words, we take our rubbish with us.
- The Variotherm headquarters were expanded on the basis of the P:URe concept, which was adapted for this project as follows: "Variotherm builds in a p:ure way. New spaces for work and communication – sustainable and affordable."

## The P:URe respect

In order to reduce meat consumption, fresh vegetarian meals are cooked for all staff once a week. Organic and Fairtrade products are used in the kitchenette. Fruit from the organic food shop is on offer for everyone.

- Massages, personal fitness advice and financial incentives to get active promote awareness of health.
- The relaxation zone in the garden is available for brief breaks with deckchairs. The media library offers a wide range of literature for lunchtime reading.

- Variotherm sponsors the bridge run and red nose run in Leobersdorf every year. Our participation helps support these important social projects.
- Three e-bikes and two bicycles are available for staff to travel to their workplace or to take a short ride during their lunch break.
- The company days out are planned with healthy food, exercise and further training in mind.
- Documentaries are shown at cinema evenings. We also visit the climate film days as a team.

- Variotherm has been awarded the "KnewLEDGE" state prize for its further training concept.
- Individual working hours models, and a "plus 10 minute lunchtime rule" bring more calm into everyday working life.
- Variotherm job ticket: As an employer, we cover the costs of travel to the workplace by public transport.



**P:UR**  
*Potential and respect*



## *Eva Demuth*

Motivated eyes. Laughing faces. Voluntary high commitment. No question: The entire Variotherm team is thrilled when it comes to consciously living in a sustainable way in their everyday lives. This is not just a coincidence, but is due to the P:UR impact of Eva Demuth.

For more than 20 years, she has made Variotherm a future-oriented company, and today manages far more than the office and finances division. As CSR officer, she has raised awareness even further in our company through the development of the P:UR sustainability concept. It was only thanks to her that entirely new paths opened up. Many wonderful new contacts with like-minded people have been created thanks to her example of changing your attitude.

## *Imprint*

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*A life of comfort*

**VARIOTHERM**  
 40 years old