

REBRANDING

The desire to avoid stagnation and continuously improve our products, as well as to find new fields of application and create solutions quickly, has resulted in some of the well-known aquatherm product groups. This often led to systems being named as they emerged and has resulted in naming conventions that no longer accurately convey the suitable applications for the pipe.

An example of this is climatherm, which was developed as a pipe for air conditioning, but then qualified for many other areas because of its exceptional properties.

The air conditioning sector is still important but it is only one of the main applications for climatherm. Sadly, its original name implies that it is limited to this area only.

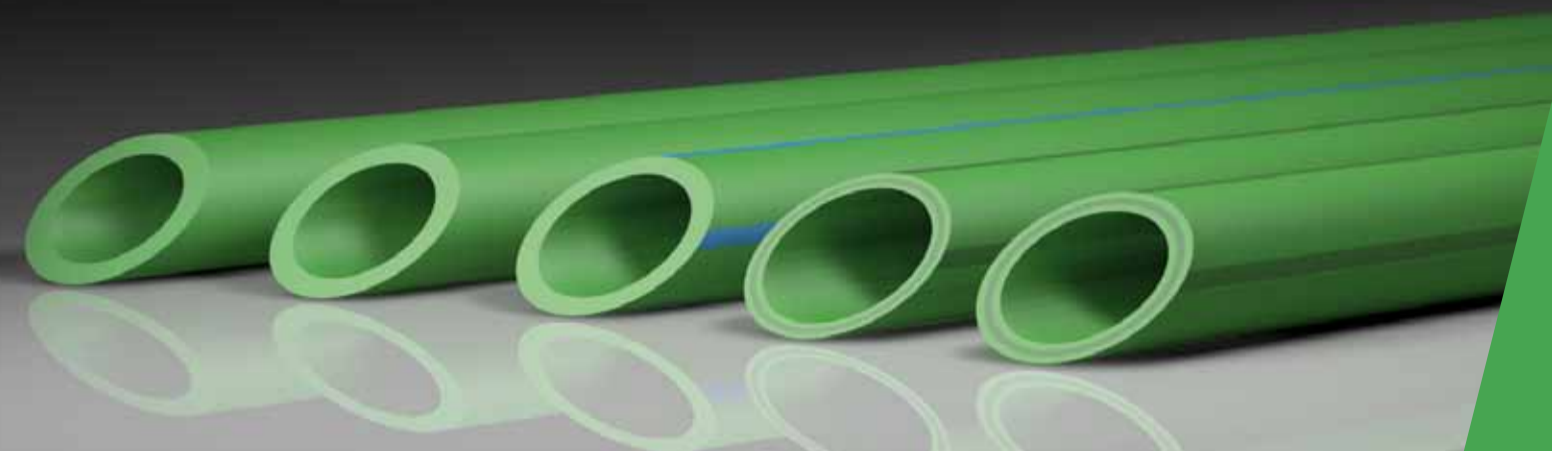
Another issue is that many of our pipes and systems have names that do not relate to each other, and in turn do not relate those products to their parent company, aquatherm.

Furthermore, other companies from different industries around the globe use similar names, creating confusion between aquatherm products

and their products. The desired uniqueness of our system identification is lost. Thus, the next logical step for us is to introduce a naming system that matches and unifies our products.

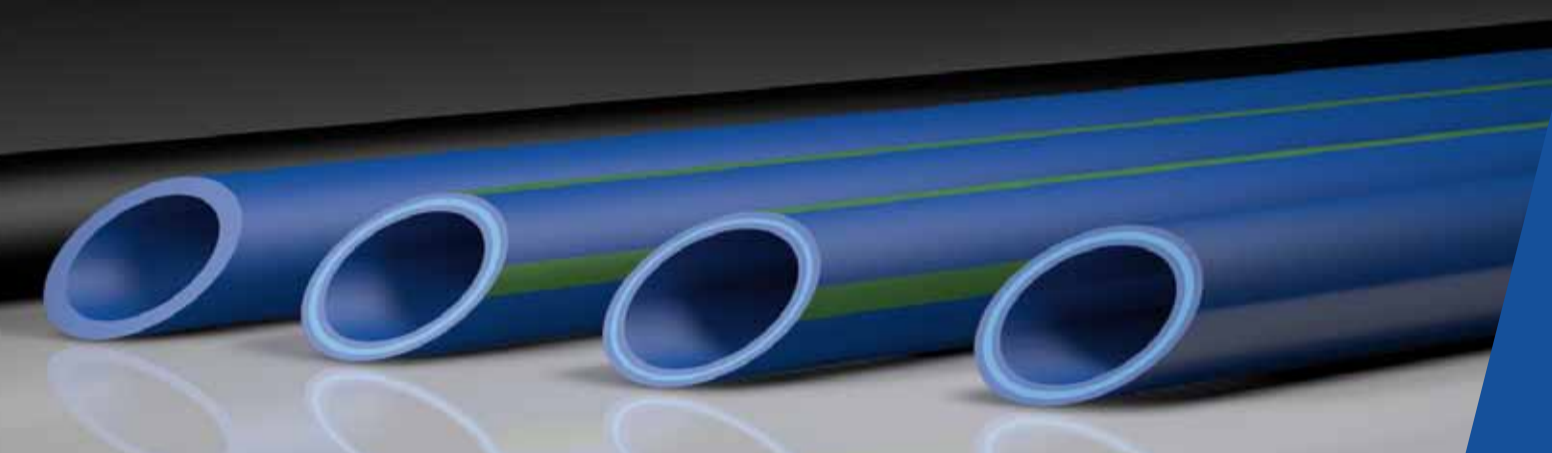
During the transition period, the products will have the old and the new system name. This will help to facilitate familiarization and orientation in the market.

fusiotherm®



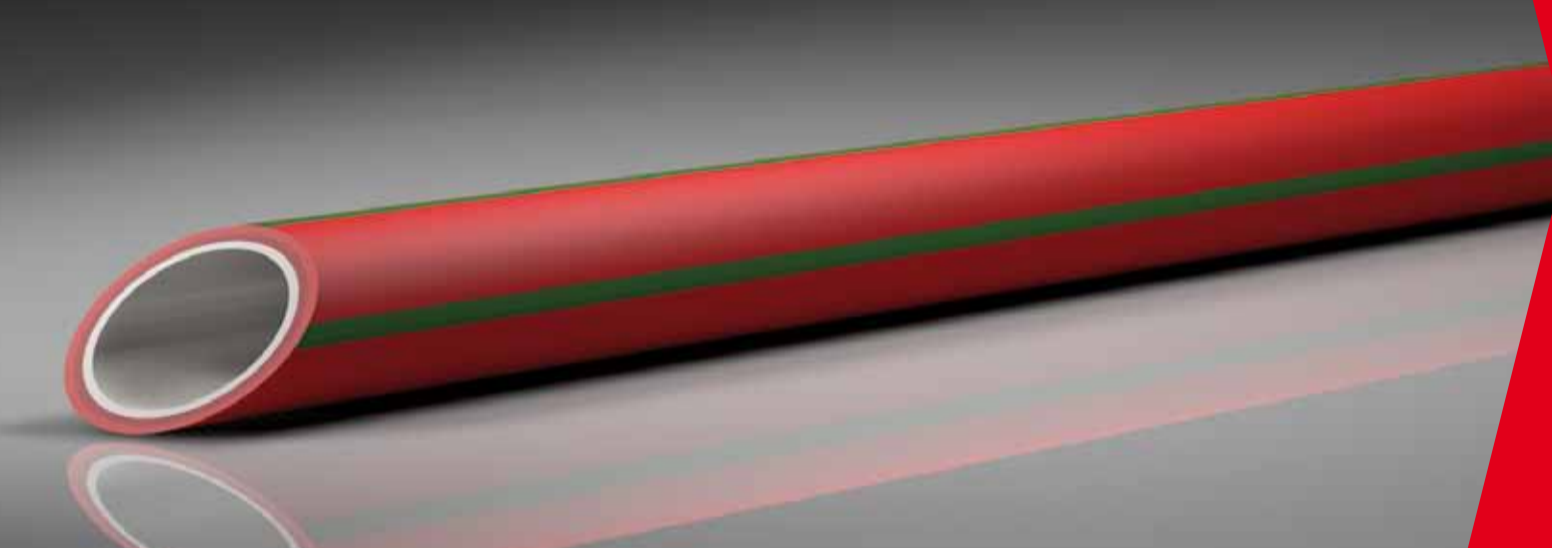
**aquatherm
green pipe**

climatherm



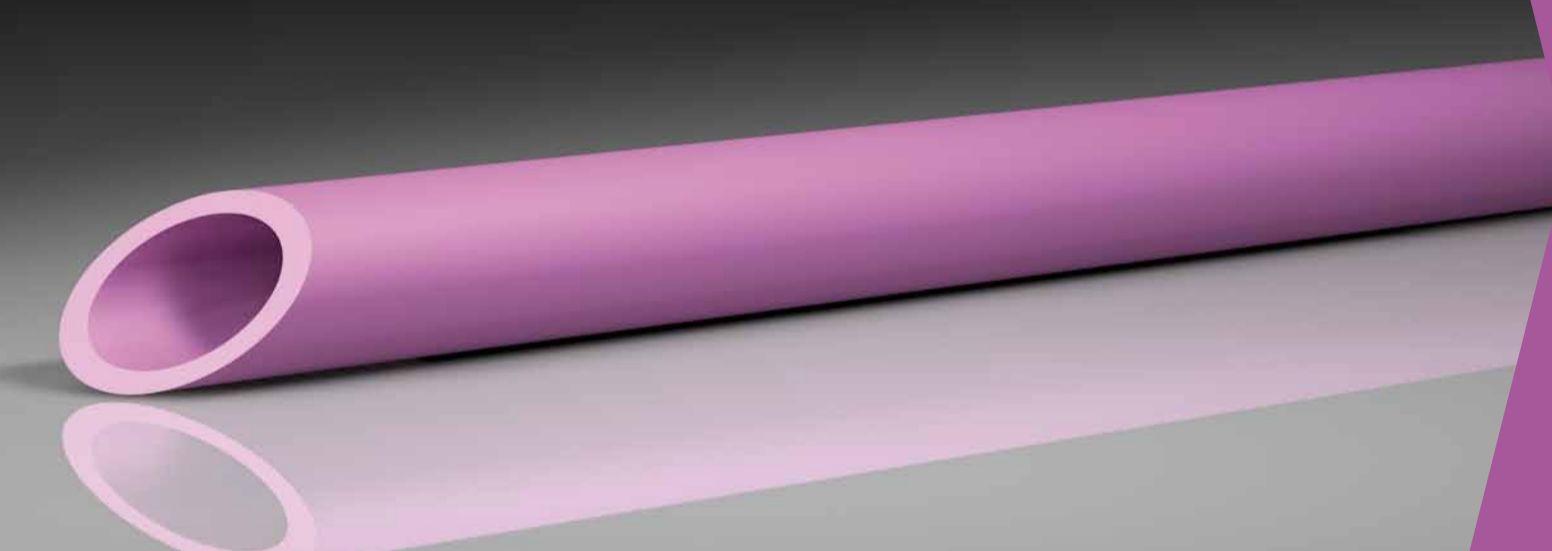
**aquatherm
blue pipe**

firestop



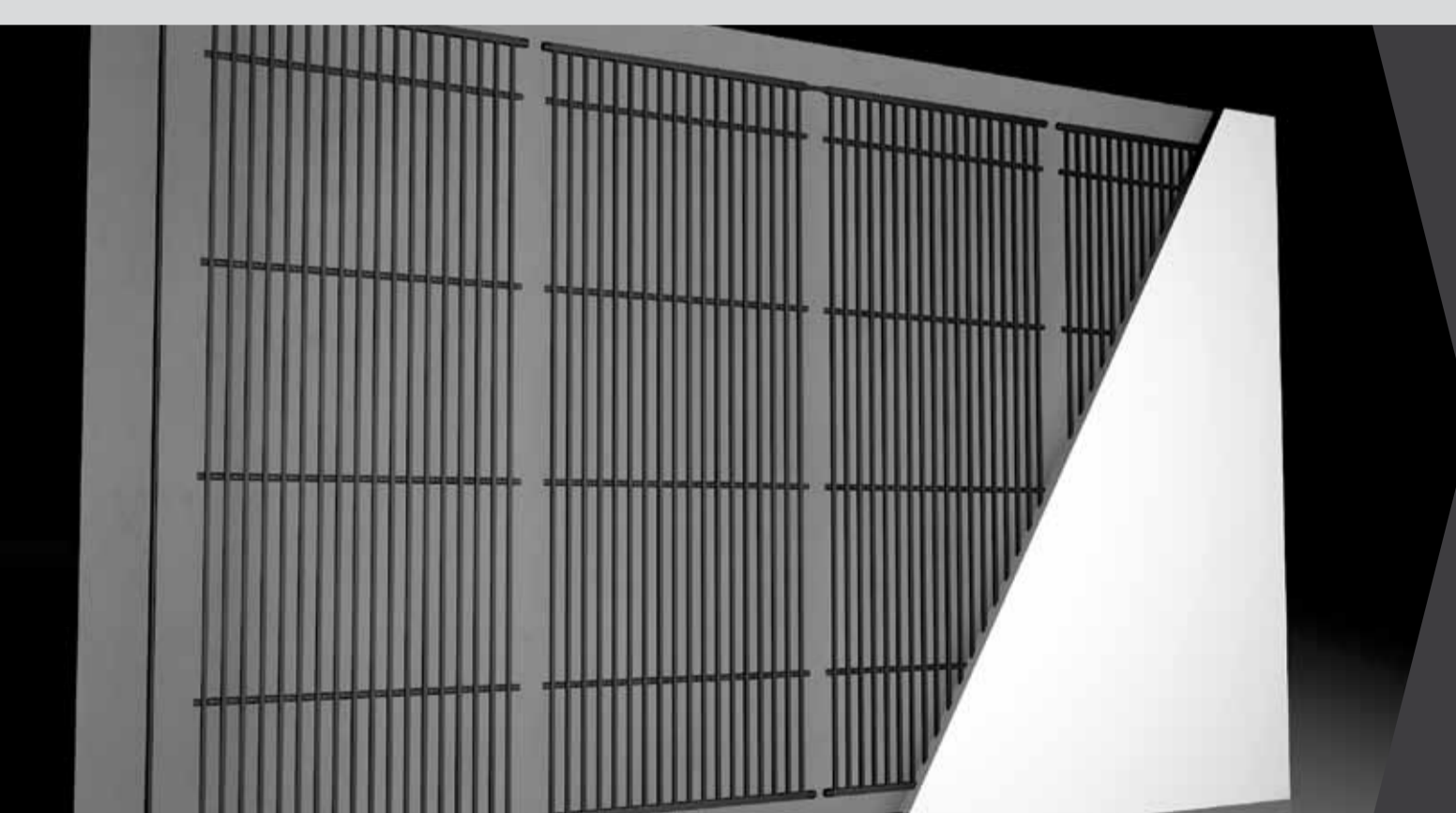
**aquatherm
red pipe**

aquatherm lilac



**aquatherm
lilac pipe**

climasystem



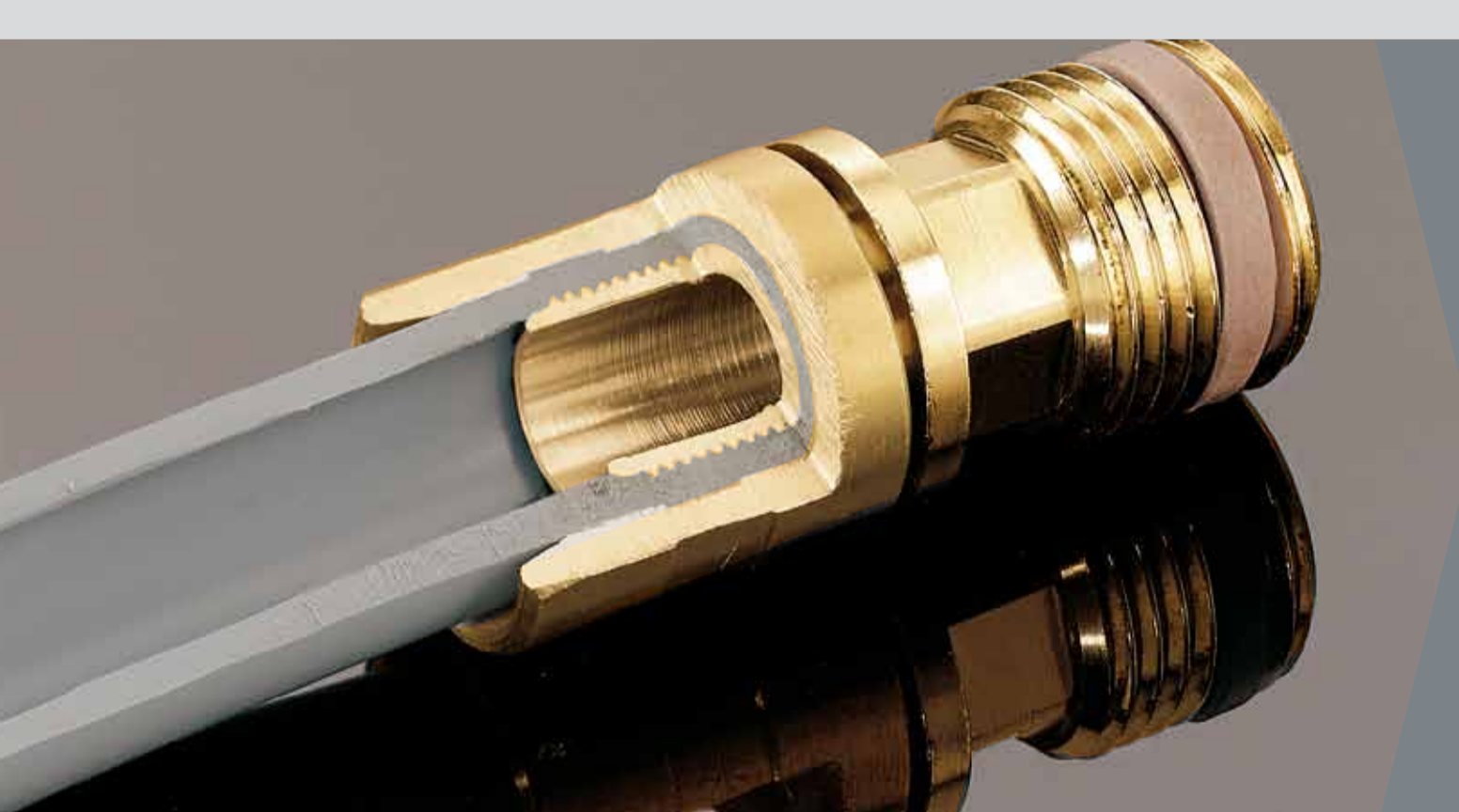
**aquatherm
black system**

aquatherm



**aquatherm
orange system**

aquatherm SHT



**aquatherm
grey pipe**

