

#30VTS

# THE GLOBAL PLAYER

Newsletter 3/2019



**VTS**

HEATING UNIT

**VOLCANO**

**ROYAL** QUALITY,  
WILD **PRICES.**



## Royal quality, wild prices - seasonal campaign for VOLCANO and WING

- | VENTUS Compact - report from reference facilities
- | VTS in America

VTS

## Introduction



Ladies and Gentlemen,

With great pleasure I invite you to familiarize yourself with the next edition of our corporate newsletter.

In this issue we pay special attention to the seasonal promotional campaign of VOLCANO water heaters and WING air curtains. The main theme of this year's campaign is "ROYAL QUALITY, WILD PRICES". In our communication we focused on the king of animals - the lion, who reflects our market position and tenacity with action.

Last year VTS introduced new air handling units to the offer - VENTUS Compact. After a few months of implementation we visited our customers, asked for their opinions and took photos. We want to share the collected material with you in this issue. I also encourage you to visit one of the Warsaw cafes, where our WING air curtains have been installed in addition to VENTUS Compact air handling units (more information about this project can be found on page 8).

In this issue you will find an extensive report on our activities in Chile and on the American market, among others: report documenting the delivery of VTS units for Berry Global company, where the total capacity of air handling units was 200,000 m<sup>3</sup>/h.

Enjoy your reading.

Hanna Siek, VTS Group President.

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# Royal quality, wild prices

## – VOLCANO and WING seasonal campaign

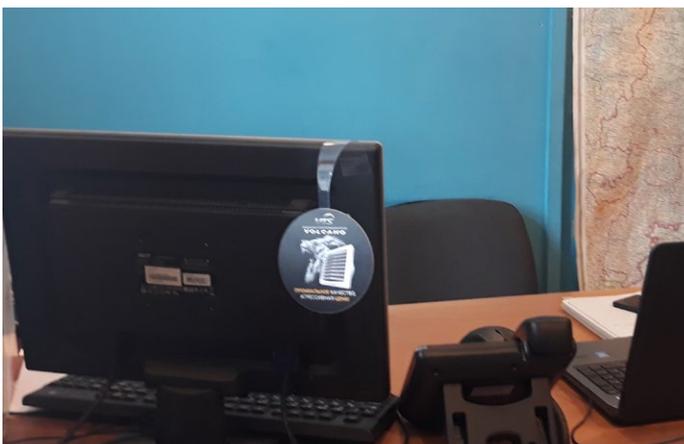


This year's seasonal campaign of VOLCANO heating units and WING air curtains is unique. First of all, it is informative - the aim is a strong promotion of prices of equipment with AC motors, which after their loud return are knocking out the competition.

The second goal is to maintain the image of a strong brand that is VOLCANO. The slogan "Royal quality, wild prices" perfectly embodies these goals. The message for the market is clear - we offer an excellent product at a very attractive price.

### Lions in all wholesalers

Posters and wobblers with the image of a roaring lion and a ready to attack lioness and an exceptionally attractive price of the units from the beginning of September decorated our partners', wholesalers in all regions. The posters greet customers from the moment they enter the point of sale, while wobblers hung on computers catch the eye during conversations between our customers and advisors.



### Lions on YouTube

An important element of the campaign is a promotional movie, which we promote on YouTube, on our partners' websites and in the mailing campaign. So far, WING and VOLCANO promotional movie have been watched by over half a million viewers all over the world, and we are just halfway through the campaign!



### Fragrant lions in cars

In order to evoke even nicer associations with our brand, we have provided our customers with fragrant car hangers, of course with the image of a brave (like us!) lion.



In order to maximize the effectiveness of the campaign, we focused very strongly on both offline (wholesale) and online promotion. In the network, our materials appear not only in our company's Social Media channels, but above all in the significant media of the HVAC industry.

# | Water heater versus radiator

## – comparison of costs and effectiveness of both solutions

Imagine that we are planning to heat a small showroom, e.g. a car showroom, and we are faced with the choice of a heating source. The source of heat (in the analyzed case) will be hot water from a boiler, so we consider heating with a traditional radiator or VOLCANO heating units.

In order to make a reliable comparison of both heating methods, it is necessary to assume the conditions and parameters in which the devices will operate. We assume that both solutions are powered by the same heating medium with a temperature of 70/50°C, in a room with the following area:

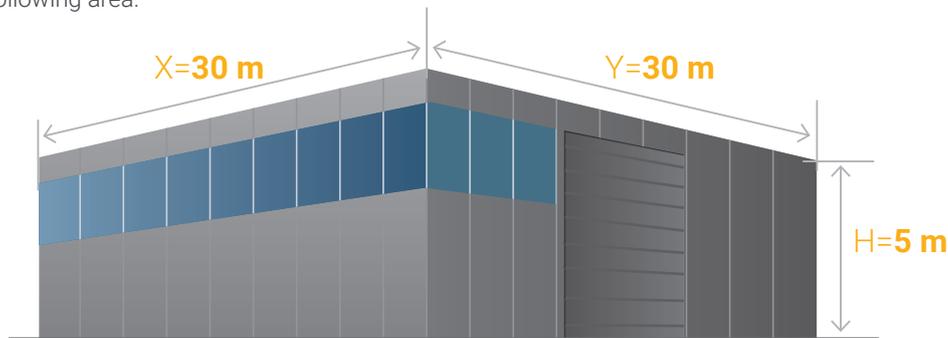


Figure 1. Cubic capacity of the object under consideration

The desired room temperature is 20°C. Using the formula below we can determine the heat demand of a room, which will amount to 63 kW.

$$Q = \frac{\text{Cubage} * \text{Thermal insulation coefficient} * (\text{internal temp.} - \text{external temp.})}{1000} \text{ [kW]}$$

To achieve the above heating value we select two VOLCANO VR3 heating units, which for the assumed operating parameters will reach a total heating power of 70 kW. To achieve the required heating power, we select strong 2 kW radiators in the quantity of 32 pieces.



Figure 2. Number of devices needed to achieve the same heating power

### Comparison of investment costs

The cost of purchasing two VOLCANO VR3 units in energy-saving EC version with automatic control is 1 193 €. The cost of purchasing 32 pieces of panel radiators from the average price shelf, necessary to heat the site in question, amounts to 2 115 €.

The difference is also visible in the costs of services provided by qualified installers, who make the connection of the heating installations on site. And here, although the unit installation of a heater is about 200 €, and the price of connecting a single radiator is about 25 €, it will cost 400 € for water heaters and 800 € for radiators, taking into account the whole investment.

Both the cost of purchasing the devices and their installation speaks in favour of choosing water heaters. So, let's check if the costs will change during the operation of the building.

### Operation of equipment

The third significant factor in the cost comparison between the two heating solutions is the operation. The following operating conditions were assumed for the comparison: 3 years of

operation, 5 days a week. The heating season is scheduled for 26 weeks (half a year).

Based on the average price of electricity and the price of hot water from the municipal grid, we estimate the operating costs incurred in the assumed period at: 772 € using VOLCANO heating units and 1832 € using classic radiators.

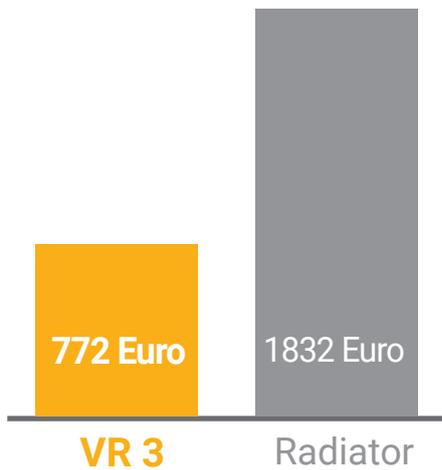


Figure 3. Operating costs of equipment

### Efficiency of heating

The time required for both solutions to increase the room temperature by 5°C has a major impact on the difference in operating costs. This affects both the heating costs and the comfort of users who have to wait up to 100 minutes for a comfortable temperature in a room with a radiator and less than 40 minutes for water heaters.

### Total costs

Knowing the initial costs, the costs associated with the installation and operation of the equipment, we can determine what will be the difference, and thus savings for the user, when he decides to choose VOLCANO heating units with EC motor.

The benchmark assumes catalogue prices of equipment (not

including discounts) and generally available data on electricity and district heating prices (not including individual contracts with suppliers).

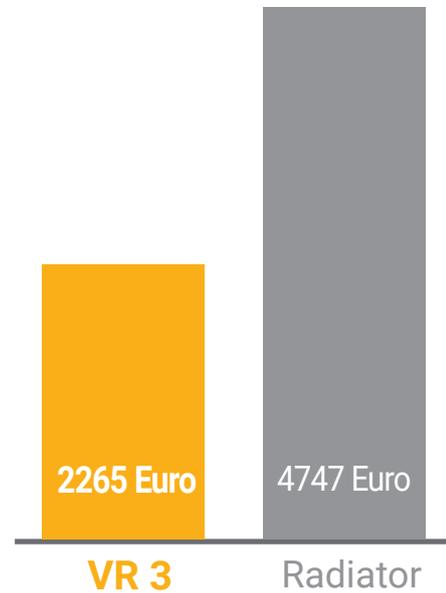


Figure 5. Total costs associated with the purchase and operation of equipment

### Other aspects worth noting

In addition to the financial benefits, other aspects such as aesthetics and use of space or additional functions are also worth noting.

In the case of the analyzed building, the radiator will be installed almost every 3 meters. This will significantly reduce the possibilities of interior design. We cannot install them in larger groups, because the heating will be inefficient. Heating units are mounted under the ceiling, so they do not take away valuable floor or walls, which gives a lot of freedom in space arrangement. The use of forced air heating, in contrast to a traditional radiator, ensures air circulation and uniform temperature distribution in the room. What is more, we also have the possibility to use the unit to cool down the room in summer.

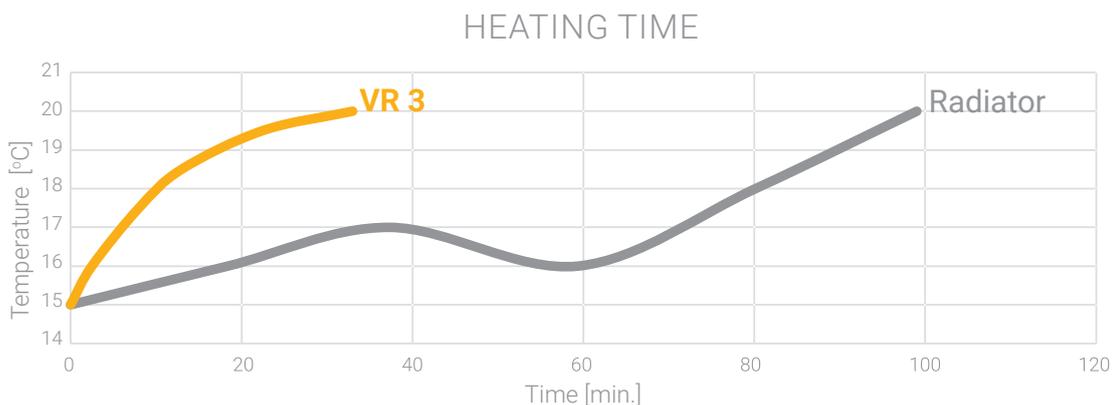


Figure 4. Time required to raise the room temperature

# | VENTUS Compact Plug & Play air handling units

The idea that accompanies the preparation of units in the Plug & Play standard is to provide the user with fully configured unit, ready to work immediately after connection. Such devices include VENTUS Compact air handling units from VTS.

By implementing the Plug & Play standard, VTS minimizes errors and mistakes in the wiring of the air handling unit and maximizes responsibility for the final product that reaches the customer. The Plug & Play standard also reduces the customer's waiting time from placing an order to the delivery of a fully wired and configured unit.

All peripheral controls components are supplied complete with cables. The user only has to connect the devices to the VTS

control system via a terminal on the casing of the unit and install them in a suitable place.

We encourage you to watch the movie, in which we present the Plug & Play connection and start-up of the VENTUS Compact units (just click on the graphics below).



A simple instruction provided by the manufacturer makes installation easier and eliminates mistakes.



Connect the Ethernet network for remote operation of the unit by visualization. Communication with the superior BMS is possible too.



We present the VENTUS Compact air handling unit by VTS. The unit is delivered to a customer with pre-installed controls, ready to work just after connection of external accessories and supply voltage.



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# | VENTUS Compact

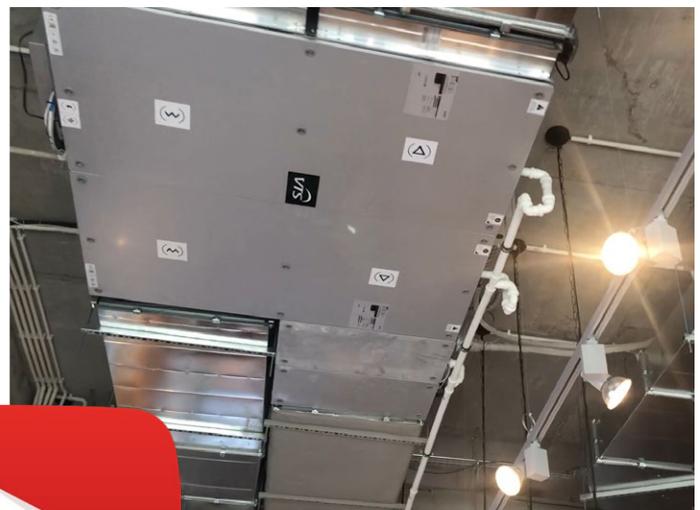
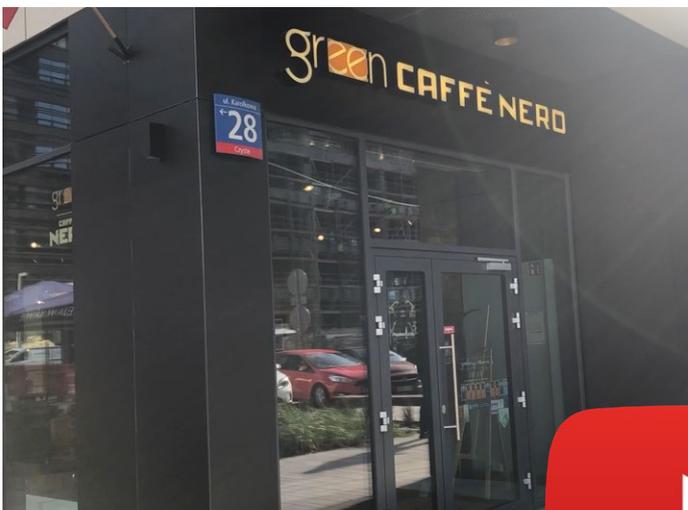
## – report from reference facilities

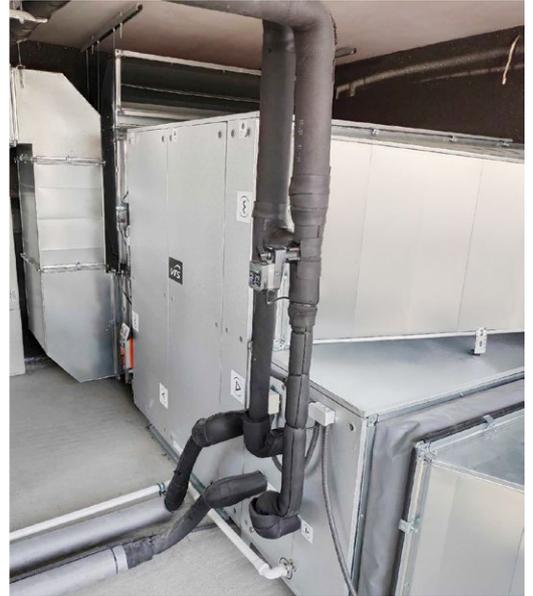
VTS introduced the VENTUS Compact air handling units into its product range in 2018. The units are equipped with high-performance heat exchangers, EC motors and integrated controls. The units are pre-configured and ready for operation as soon as they are connected (Plug & Play). All this makes the products very popular on the market and frequently chosen by customers.

As proof of this, we would like to share with you pictures from the facilities in which the compact suspended and standing units have been installed (page 10).

We also encourage you to visit the Green Caffè Nero café in Warsaw at 28 Karolkowa Street.

This is a special café for us, because it features VENTUS Compact suspended air handling units, as well as WING air curtains. If you plan to visit Warsaw, we invite you to visit this café, but if you do not manage to get there, below we present a short video of this project.





## | VTS America – Road Show

In October we set off on another journey in our company truck to show off the American VENTUS unit. This time VTS America was exhibiting an AVS 55 (5500 CFM) with a rotary heat exchanger across the West Coast with the Regional Sales Manager - Kevin Lance.

In total, we planned **18 stops during which met more than 150 engineers**, planners, and contractors of HVAC installations. We would like to express our special thanks to our partners:

CMS Inland, Indair, Conservation Mechanicals Systems, DMG and Zaretsky Engineering for all their help with organizing these meetings.



## VTS America – product seminars in Chile

In the third quarter, VTS America organized a series of product seminars in the most important cities in Chile: Santiago, Concepcion, and Temuco.

During the meetings a wide range of VTS units were presented, from modular American VENTUS air handling units to VOLCANO heaters, WING air curtains, VENTUS S-type duct air handling units, and finally, compact air handling units characterized by high heat recovery and integrated controls. The compact units, in particular, attracted a lot of attention due to a wide application

of these types of devices in the southern regions of the country. In total, **120 participants (designers and engineers) took part in our meetings.**

**Special thanks go to our Regional Sales Manager - Cristian Pizarro, who organized and led the seminars.**



## | VTS America – a project to modernize 30-year-old HVAC equipment

**The market for the modernization of HVAC installations in the USA is full of interesting projects and is still developing. As part of the modernization of Berry Global's warehouse (Victoria, TX), VTS America supplied 5 AVS230 air handling units equipped with rooftop heat wheels. The nominal capacity of each unit is 23 000 CFM/40 000 m<sup>3</sup>/h.**

Berry Global is one of the leading manufacturers in the plastics industry, from daily household appliances to advanced medical products, established more than 50 years ago under the name Imperial Plastics, Barry Global changed its name in 1982 when it was bought by Jack Berry Sr.

Today, Berry Global is one of the largest companies in the world in its industry with annual revenues of \$7.5 billion.



▶ **LATEST REFERENCES**



Name of the building: **Al Maktoum City District One**  
Country: **UAE**  
City: **Dubai**



Name of the building: **Hetao University**  
Country: **China**  
City: **Hetao**



Name of the building: **Prague Castle**  
Country: **Czech Republic**  
City: **Prague**



Name of the building: **Karle Hub 4**  
Country: **India**  
City: **Bangalore**



Name of the building: **Lodha World One - Prince Tower**  
Country: **India**  
City: **Mumbai**



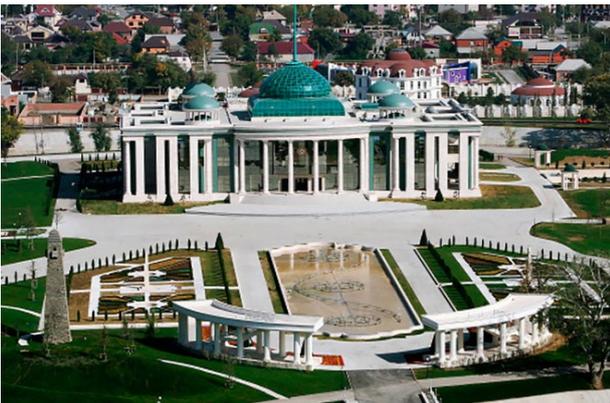
Name of the building: **DL Invest Office**  
Country: **Poland**  
City: **Katowice**



Name of the building: **Globalworth Tower**  
Country: **Romania**  
City: **Bucharest**



Name of the building: **ICI**  
Country: **Romania**  
City: **Lasi**



Name of the building: **The buildings of the concert hall in the Park**  
Country: **Russia**  
City: **Grozny**



Name of the building: **Willis Tower**  
Country: **USA**  
City: **Chicago, IL**



Name of the building: **We Work - 1450 Broadway 14th Floor**  
Country: **USA**  
City: **New York, NY**



Name of the building: **Cox Business Center**  
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