

TOTALLY COOL!

Our new AcousticCeilings

Cooling and heating with acoustics 2

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Image shown to scale

VARIOTHERM



Dear friends and valued business partners,

In this issue of VARIOTIME, we proudly present the first of four new products: brilliant AcousticCeilings, with integrated cooling and heating! Every detail has been thought through – from start to finish.

Our motto at Variotherm is: Better to advance than to stand still. That's why we continuously evaluate ways to improve our products and services, step by step. Current research in the field of energy efficiency is progressing in leaps and bounds – never before has it been such a hot topic. And never before have there been so many technological opportunities to respond to this issue with intelligent products.

So, we asked ourselves four questions: What do you want from us? How can we exceed your expectations? Which products and services could complete our range, from your perspective? And finally: How can we bring all this into line with environmental protection, sustainability and responsible use of valuable resources?

The first – and we think best – new product is featured on our cover: the new AcousticCeilings from Variotherm. They are much more than smart noise absorbers, which improve the acoustics of a room. In fact, hidden on the rear of the plaster-board panels are pipes, which have been incorporated for the Variotherm cooling and heating system!

The second innovation is the new VarioProFile pipe 16x2 laser: it's 20 % easier to bend, with the same shape stability. The brilliant part about it is its environmental bonus. Our newly developed processing technology not only makes Variotherm's piping economical – it also contributes to a more efficient use of aluminium, a valuable raw material.

Slimline heating is a particular issue in rooms with large window surfaces. The problem is a familiar one: a lot of glass = potential for conducting the cold. Our new skirting heating Beta introduces warmth into any room. Simple, yet elegant.

There is also news to report about our ModuleStandard Panels – Classic series. Three additional formats allow even more options for utilising free space.

Aside from these four brilliant new products from Variotherm, I would also like to highlight a fifth point – the brilliant planning and advisory services provided by our technology team. You might already be familiar with these services! You will find an interesting article on this at the end of the issue.

I hope you enjoy the exciting pages that follow!

With warmest regards,
Alexander Watzek



Quality acoustics soothe the ears.

And they are urgently in need of extra noise protection! Because even when we have become used to it – or think we have – noise is our constant, everyday companion. Street hustle, chatting colleagues, irritating ringtones and a constant sensory assault by the media... Humans have never before been exposed to a higher noise level than they are today.

It is widely accepted that noise causes stress and impairs concentration, and that prolonged exposure makes you sick. Innovative concepts can counter this acoustic and sensory overload and contribute to a sense of inner peace and relaxation.

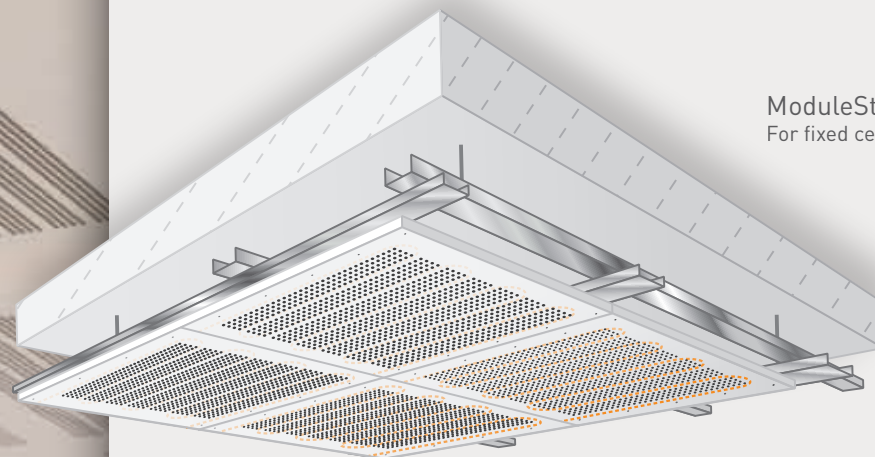
Brilliantly simple – simply brilliant

The newest product development from Variotherm shows what a contemporary acoustic solution can look like. Acoustic panels reduce reverberation, depending on the size and density of their holes, which makes the room noticeably more comfortable.

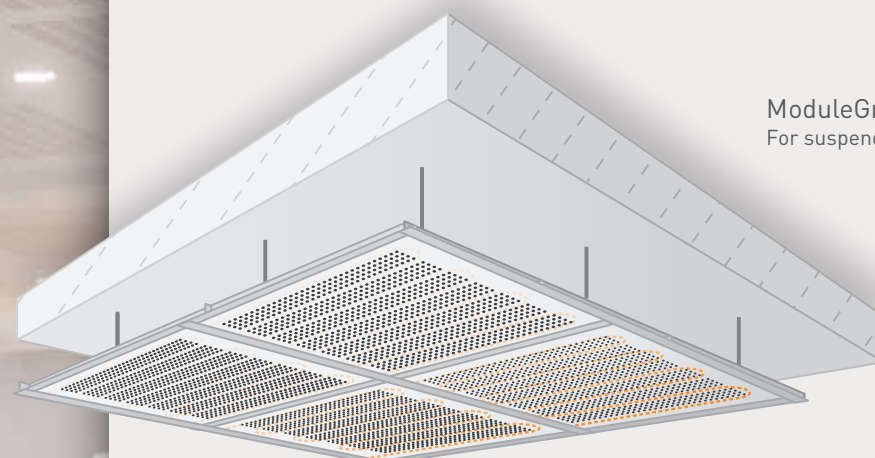
Brilliant: The piping integrated on the rear side of the panel means that the noise absorber doubles as a top-quality ceiling cooling and heating unit.

The new acoustic panels are outstanding broadband absorbers. As such, they reduce the level of reverberation effectively in the frequency range of speech.





ModuleStandardCeiling-Acoustic
For fixed ceiling constructions



ModuleGridCeiling-Acoustic
For suspended ceiling constructions

Bound to be a hit! Acoustic panels with cooling and heating!

The new AcousticCeiling from Variotherm won't leave anyone cold.

Holes on the front reduce reverberation levels, while the cooling and heating system integrated into the rear of the panels ensures the perfect room temperature.

These brilliant sound absorbers are sure to be popular in any environment – whether offices, schools, event centres or modern residential buildings.

Acoustic panels from Variotherm ...

- cool & heat
- reduce noise levels
- reduce stress caused by sound
- boost performance ability
- boost concentration and ability to learn
- contribute to overall wellbeing
- create satisfied customers

For ceiling installation in:

- offices
- schools and kindergartens
- music schools and practice rooms
- event centres
- reception halls
- modern residential buildings
- stylish homes

Installation made easy

Choosing the right acoustic panel depends on the qualities of the room in question. Concrete walls, large window surfaces or tiled floors significantly influence reverberation levels. Acoustic consultants take these factors into account during the planning phase. However, it is also easy to retrospectively fit a room with acoustic panels.

To use the panels as a ceiling cooling- and heating system requires a connection to the cooling and heating circuit. The only other prerequisite for installation is a support structure with a cavity and insulation.

Surprising: reverberation is not absorbed by the panels themselves, but rather by the cavity and insulation behind them! The holes serve to conduct sound through the panel more effectively, so that it is channelled to the intermediary space, where it is absorbed.

Available now!

The new Variotherm AcousticCeilings are available in many different styles and sizes – for both suspended and fixed ceiling constructions. All designs with a hole spacing of 8 mm are in stock and available for immediate delivery. Further styles are available upon request.

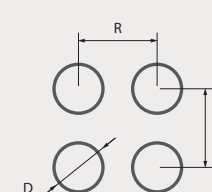
Info: 0043 2256 648 700 | office@variotherm.at

Components of the ModuleAcousticCeilings:

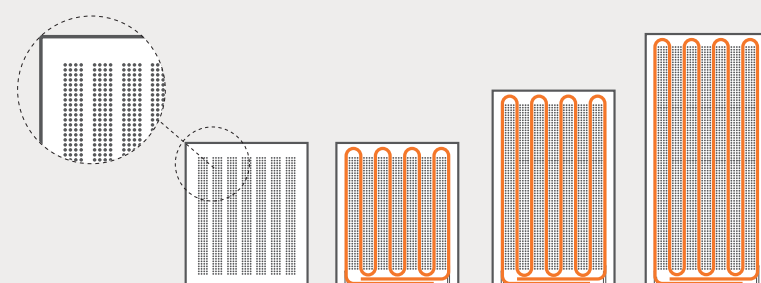
- Fermacell panel 18 mm
- With integrated VarioModule pipe 11.6 x 1.5 laser, with a grid spacing of 75 mm
- Holes of various sizes and patterns to improve room acoustics
- Acoustic fleece on the rear of the panel

Panels in other sizes and with different hole spacing, diameter and patterns are available upon request!

R = hole spacing
D = hole diameter
Hole pattern:
block perforation



D = 4.8 or 10 mm, R = 8 or 16 mm

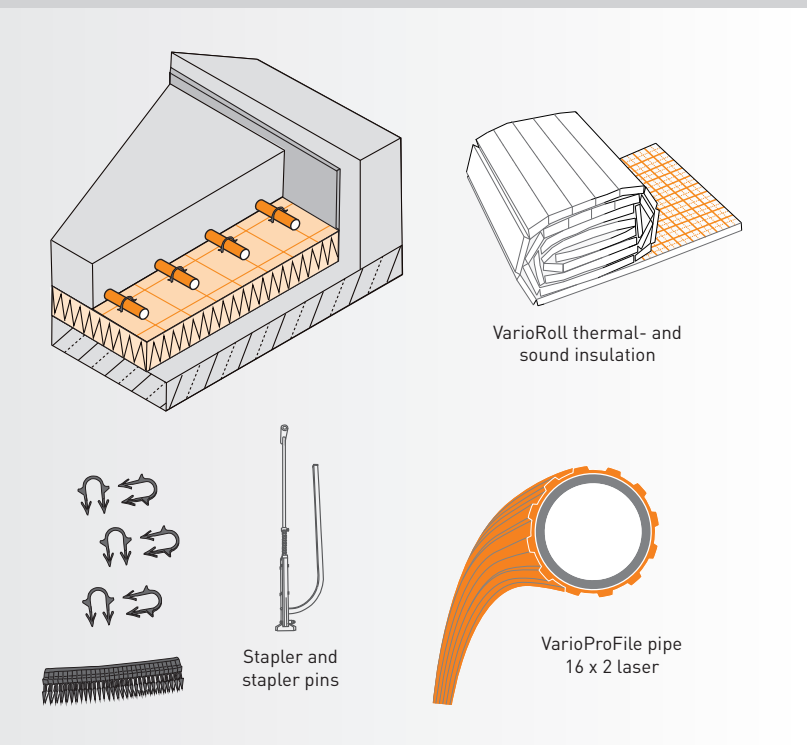
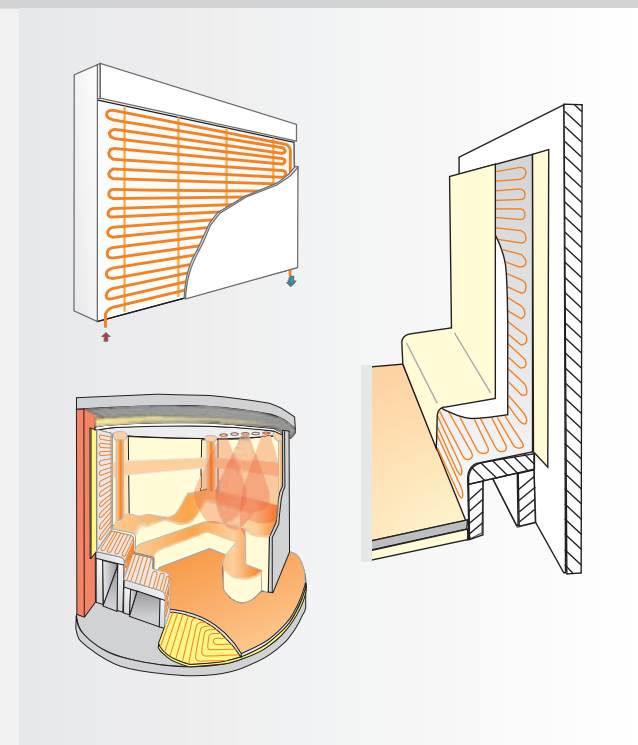
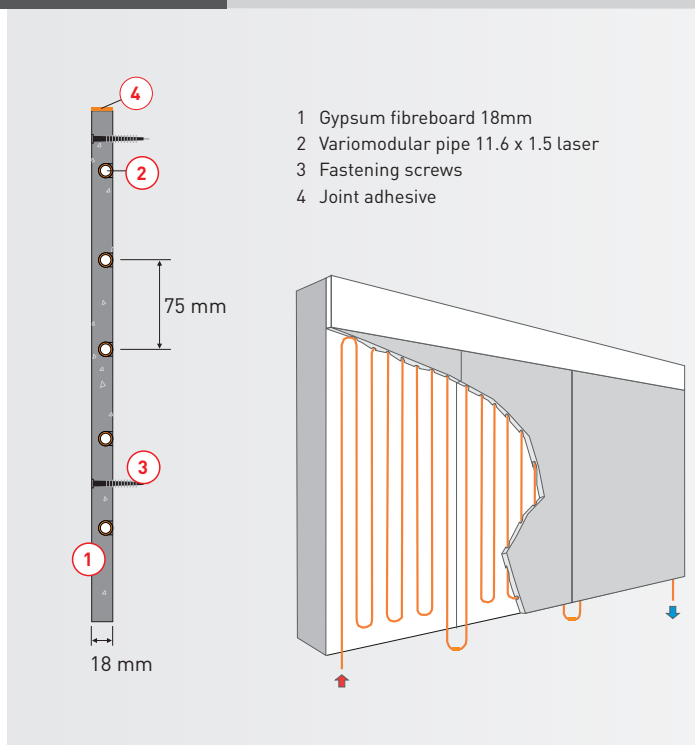


Tested according to European Standard DIN EN ISO 354





TECHNOLOGY Modular wall heating/cooling EasyFlex wall heating/cooling VarioRoll floor heating





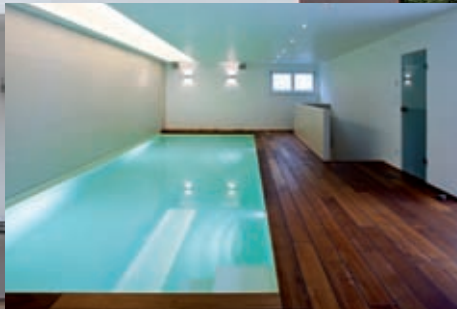
Would you like to see more?
 You can find the complete image gallery here:
www.variotherm.at/villa

We love you, Mr Rittsteuer!

The best love stories are drawn from real life. But hold on! Before you get the wrong idea: this is a story about a happy relationship – between a family that loves design, and a passionate Variotherm professional partner. And it has a happy ending.

“How my client’s family declared their love?” grins Heinrich Rittsteuer, installer at Expert Pinetz in Frauenkirchen. “It all began with an introduction – we were introduced to one another by the architect Alexandra Stibl from Planformat, the technical office for interior architecture. Alexandra designed a dream home for the family. She had thought about every tiny detail, and designed it with absolute premium quality features. She made optimum use of the generous space. In short, it was a magnificent family villa.”

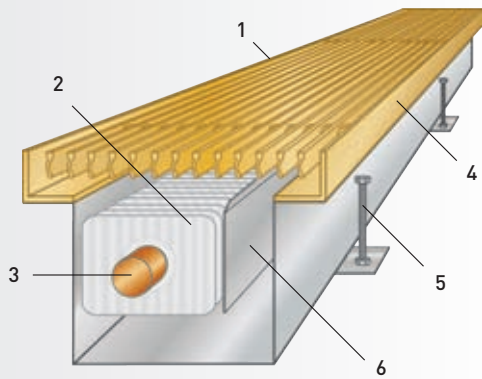
From the very first meeting, Heinrich couldn’t stop thinking about the sentence ‘quality – even where no one looks’. “As soon as I saw the plans for the living area and indoor pool, I knew that it would be the perfect setting for Variotherm wall heating and cooling. There was just one problem: the client didn’t want to know anything about it at first! The usual reservations: ‘What happens when I want to hammer a nail in and it hits the pipe? And do the walls radiate cold?’ But after a lot of experience, I know that that’s not an issue at all with the Variotherm products. You can easily see where the pipes run using a simple measuring device, and the cooling process is very gentle and pleasant and happens over the entire wall surface.”



Eventually, the experienced installer was able to convince his client of its advantages. “The last thing I want to do is to force someone to do something. But when I’m certain that there’s a better solution, then I’ll say it quite openly. What I want to prevent is a situation where a client moves in to their finished house at the end and thinks, ‘somehow, I imagined it being different’”, says Rittsteuer.

Thanks to the specialist advice they received, the family are very happy inside their own four walls. “A year after moving in, I received a surprising phone call: ‘Mr Rittsteuer, we love you!’... ‘That’s lovely’, I answered, ‘but can I ask why?’ ... ‘We are so impressed with the wall cooling. The room climate is just fantastic! – you can’t really get a nicer compliment.’”

Ducted channel heating



- 1 Grid
- 2 Heating element
- 3 Copper pipe 18mm
- 4 Angle bracket
- 5 Adjusting screws
- 6 Air baffle plate

Family villa

Planning and construction management

Planformat
 Technisches Büro für Innenarchitektur
 AT-2380 Perchtoldsdorf
www.planformat.at

Installer

Expert Pinetz GmbH
 AT-7132 Frauenkirchen
www.pinetz.at

Variotherm systems

6 m² MODULE WALL HEATING/COOLING
 146 m² EASYFLEX WALL HEATING/COOLING
 470 m² VARIOROLL FLOOR HEATING
 10 lfm DUCTED CHANNEL HEATING





Living comfortably in Fontana

Would you like to see more?
You can find the complete image gallery here:
www.variotherm.at/fontana



A source of warmth in Fontana

A glance out the window: it's sunny. Time for an exquisite espresso out on the Italian terrace. What's the plan for today? A swim in the sparkling lake, right on the doorstep? Or would you prefer a relaxing morning walk around one of Austria's most beautiful golf courses? Either way – this is the life!



"Welcome to Fontana!" Andreas Friedrich calls to us, as he leans casually against the doorframe of his stately home. "Wow!", we answer, as he leads us into his living room, which is exceptionally stylishly decorated. Andreas is his own boss. And he knows exactly what he wants. When looking for a suitable heating solution for his home, he chose Variotherm.

"The first thing I'll say is this: even years later, I'm really pleased with my decision. The Variotherm floor heating provides exactly the kind of heating I imagined, throughout the whole house. It's perfect for me; just like the ducted channel heating in front of the windows."

Andreas relates his experiences: "Some people warned me about the cooling effect of glass surfaces. But there's absolutely no trace of it. I'm truly thrilled by the wall heating – it's fantastic!"

A gorgeous fireplace stands regally in the middle of the living room. But it is only lit every now and again, when the mood calls for it. "In reality, the Variotherm system takes over the entire heating load. It was important for me to find a one-stop service provider, who could cover all the systems. I was at a trade fair, and as soon as I discovered the Variotherm stand, we clicked straight away. The products are top quality and designed for longevity. The advice and subsequent planning were all very professional. And the rest is history! I warmly recommend Variotherm to anyone who asks!"

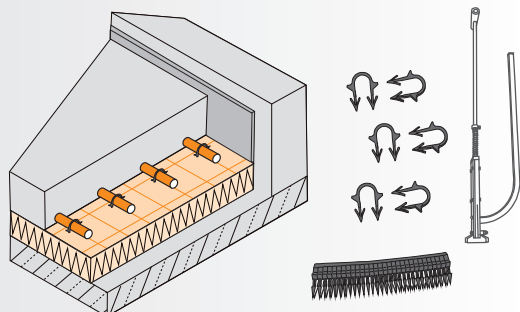


TECHNOLOGY

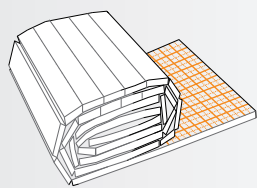
VarioRoll floor heating

Ducted channel heating

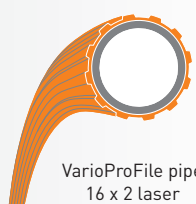
Wall heating/cooling system



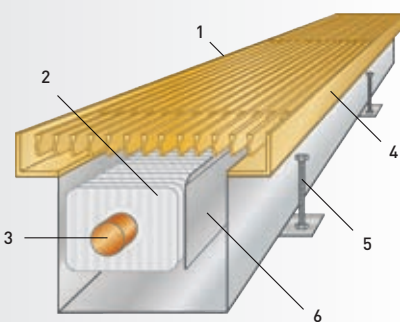
Stapler and stapler pins



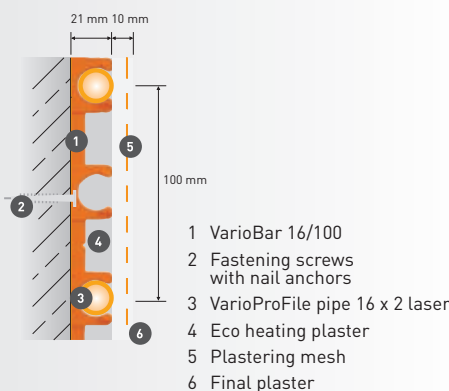
VarioRoll thermal- and sound insulation



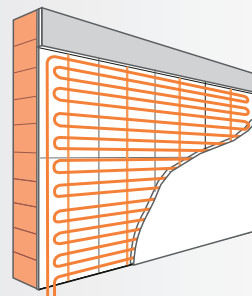
VarioProFile pipe 16 x 2 laser



- 1 Grid
- 2 Heating element
- 3 Copper pipe 18mm
- 4 Angle bracket
- 5 Adjustment screws
- 6 Air baffle plate



- 1 VarioBar 16/100
- 2 Fastening screws with nail anchors
- 3 VarioProFile pipe 16 x 2 laser
- 4 Eco heating plaster
- 5 Plastering mesh
- 6 Final plaster



Family home 'Fontana'

Installer
ZAUGE Heizung
DE-09123 Chemnitz

Variotherm systems
207 m² VARIOROLL FLOOR HEATING
78 m² WALL HEATING/COOLING SYSTEM
9 lfm DUCTED CHANNEL HEATING



Kids! Take those warm socks off!



Sorry? Won't the little ones get cold feet? No! There's nothing to worry about – the floor is warm enough.

Hooray! Hoppy bunny is here! The children in the sports room hop cheerfully up and down. It's time for gym lessons at the Bad Fischau kindergarten. Tiny, coloured socks are strewn in little balls across the room. Small, bare feet patter across the parquet. The floor temperature is a cosy 24°C.

"The kids adore running around barefoot," says Miss Christa. "And that's the way it should be. No one is born with shoes. It's natural for us to run around with bare feet, and it's tremendously important for healthy foot development," says the experienced kindergarten teacher. "It stimulates body awareness, circulation and balance. And aside from that, it just feels good! A lot of kids are stuck in shoes that are too tight all

day, and they sweat in them. You wouldn't believe how happy the kids often are, when they can finally take their thick socks off."

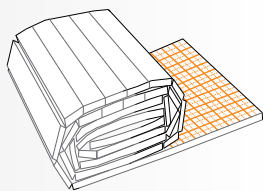
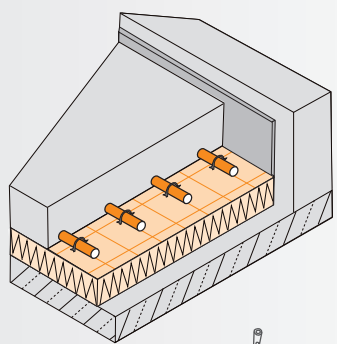
So, installing floor heating at the Bad Fischau kindergarten was always a given. It's the wall heating, though, that's the real hit with the kids. "On some days, it's almost impossible to coax the little ones out of their cosy corner, because it's so comfortable there," says the teacher, looking over to her charges lovingly. "But that's understandable. At the end of the day, we're all looking for more warmth in our lives."



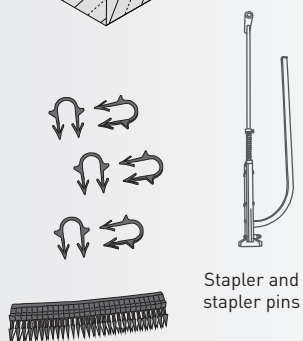
TECHNOLOGY

VarioRoll floor heating

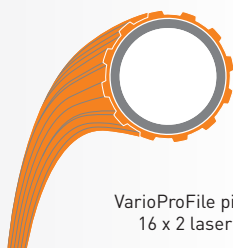
Wall heating/cooling system



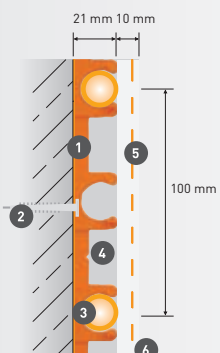
VarioRoll thermal- and sound insulation



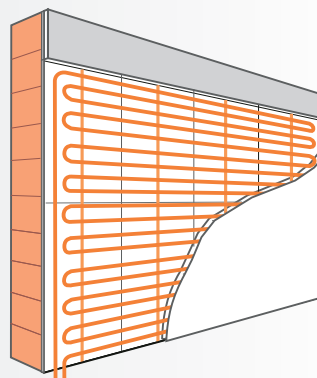
Stapler and stapler pins



VarioProFile pipe 16 x 2 laser



- 1 VarioBar 16/100
- 2 Fastening screws with nail anchors
- 3 VarioProFile pipe 16 x 2 laser
- 4 Eco heating plaster
- 5 Plastering mesh
- 6 Final plaster



Bad Fischau Kindergarten

Planning and construction management

Stika & Stingl Ziviltechniker GmbH

Installer

Ing. Daniel Dinhopl
AT-2700 Wiener Neustadt
www.dinhopl.at

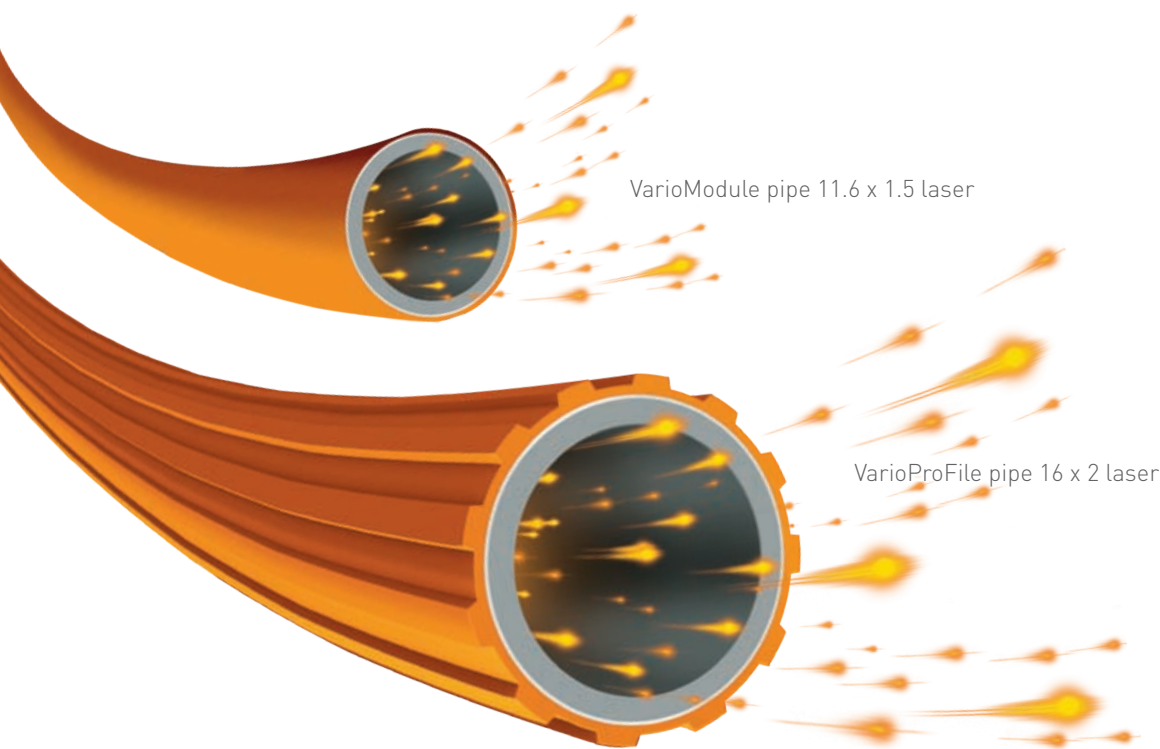
Variotherm systems

18 m² WALL HEATING/COOLING SYSTEM
640 m² VARIOROLL FLOOR HEATING

Voilà!
May we present:

4

brilli-



1 new pipe

The new pipe with an environmental bonus!

Something that many installers have been searching for: a pipe made from premium quality material that's not only easier to bend, but more economical, too. Look no further! Our tried and tested VarioModule and VarioProFile pipes now feature improved workability. The top quality, laser-welded aluminium pipes have an even thinner and more durable inner layer.

A new feature is the workability of the pipes, which has been improved by about 20%. And you can still use your existing tools and press fittings!

Brilliant!

Our new production process doesn't just mean better value for money. It also means sustainable use of the valuable raw material, aluminium!

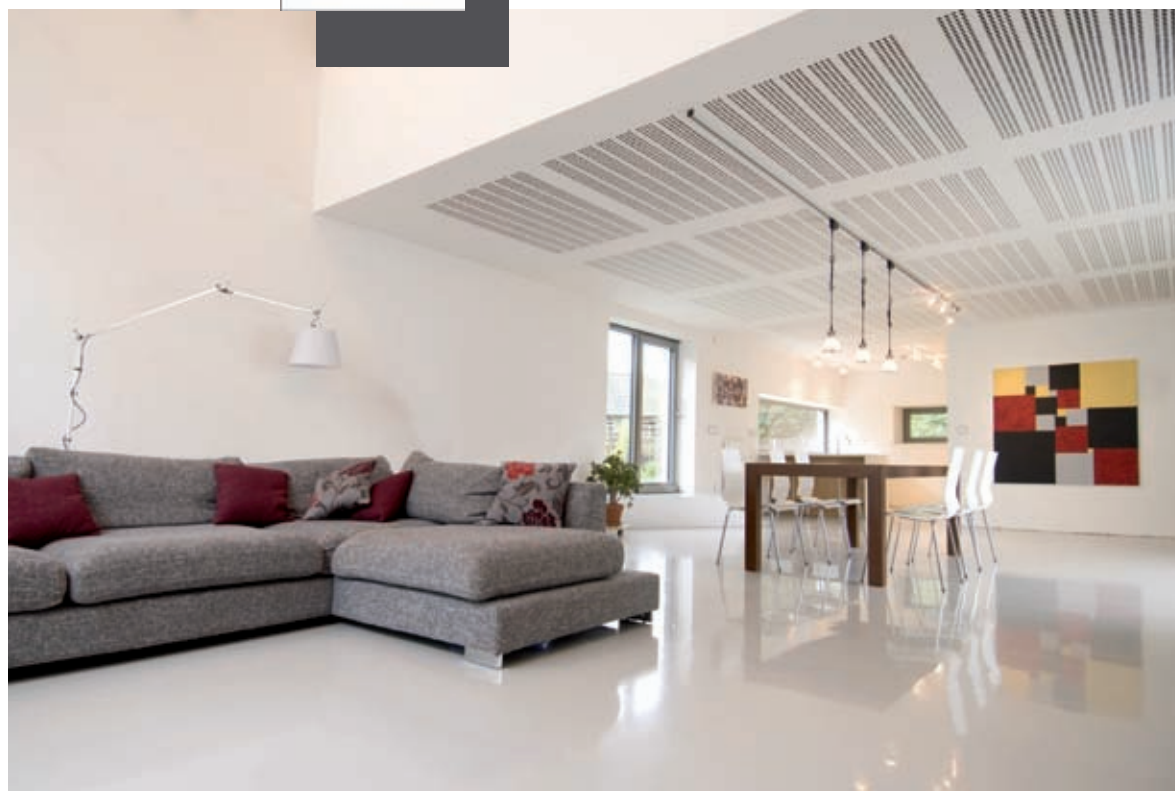
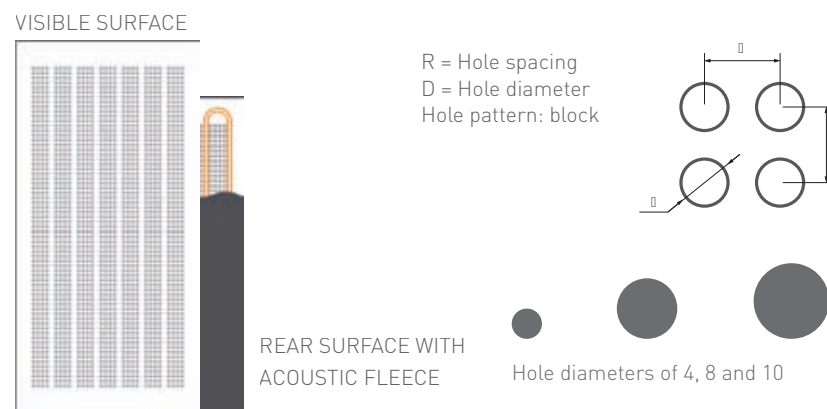
2 new AcousticCeilings

Heating and cooling with acoustics!

There's not really much more to say about the new AcousticCeilings from Variotherm. They don't just look cool! They're also highly effective sound absorbers. Combined with ceiling heating and cooling, they ensure the perfect working- and living temperature.

Brilliant!

Variotherm acoustic panels reduce noise comfortably and reliably. They offer a range of sound absorption options, depending on the size and pattern of the holes. Perfect for offices, schools, event halls and modern residential buildings!





Would you like to see more?
You can find the complete image gallery here:
www.variotherm.at/akustik



Available now: four brilliant new products from Variotherm! The newest technology. Professional quality. Premium performance at an attractive price. Which is another way of saying: just the thing for our Variotherm partners!

But how can we be so sure that these products will meet your needs? Because we listened to you! At consultation meetings at your construction sites, during the planning phases of your projects and during our participation in the most important trade fairs for professionals and consumers.

ant new products



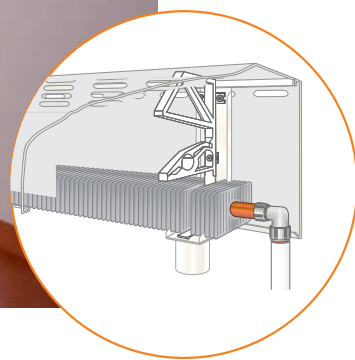
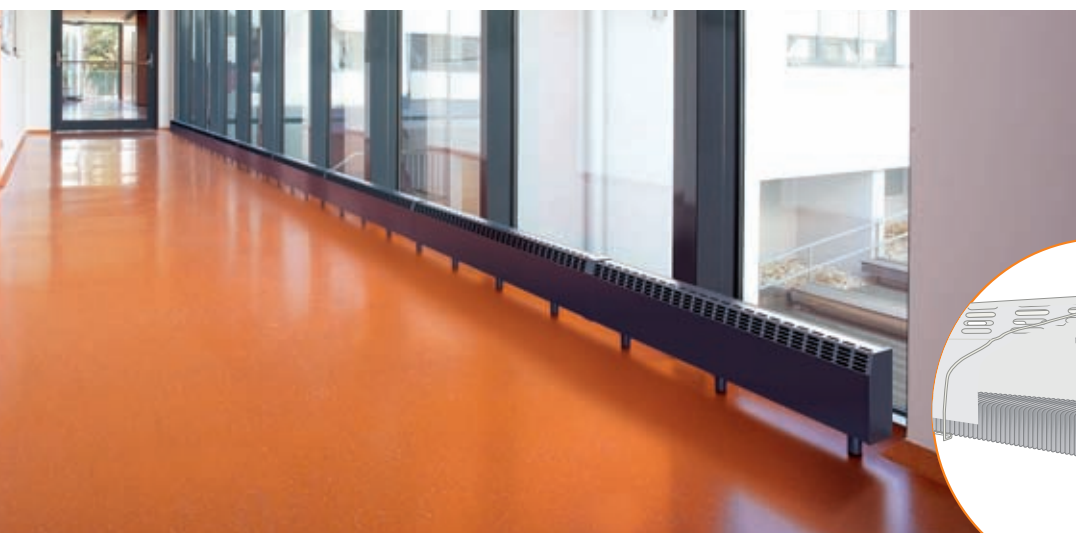
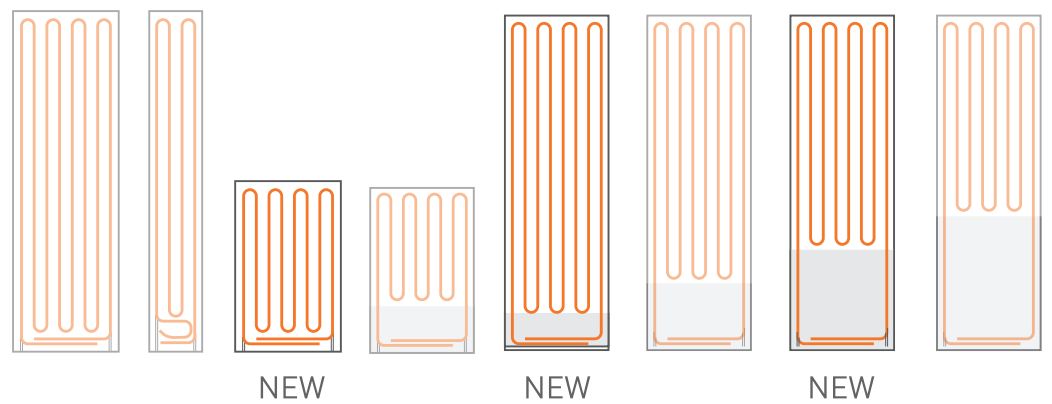
Images from the production process for our 4 brilliant new products!

3 free-standing skirting heating Beta

The crystal clear alternative!

Floor-to-ceiling glass – it can offer beautiful views, but it can also conduct the cold. Which isn't ideal when you want a cosy, comfortable room! With Beta, the free-standing skirting heater from Variotherm, you can enjoy the view and stay warm at the same time! What's really smart is that it spreads a protective thermal layer over the whole window surface – and it can be retrospectively installed.

Brilliant! How is it that our elegant skirting heater series Beta appears to float above the floor? It's not affixed to the wall – instead, it's mounted on the floor using a discreet bracket.



4 More ModulStandard-Panels-Classic

5 + 3 = more options!

Small. Medium. Narrow. Wide. Large. And for in-between?
Now there are three new formats to fill in the gaps.

Brilliant!

Expanding the ModulStandard Panel – Classic series opens up even more installation options. Easy customisation, better use of free space and more efficient heating – all come as standard!

Questions? 0043 2256 648 700

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EXPORT



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... before

Behind the scenes

Since we're looking at things from every angle (see front & back covers), we might as well do it thoroughly! We'd like to invite you to take a peek behind the scenes on the set of our most recent photo shoot... As you can see, it's a ton of fun. Relaxed kids and motivated professional photographers hard at work.

A whole series of fantastic images were created on this sunny afternoon. In fact, you may have even already seen some of them – on our new website, in our current product brochures and in the Variotherm advertisements in countless trade and consumer magazines.

PS: Variotherm's new advertising campaign has been extremely popular! We'd like to say a big 'thank you' to all our young models – you were really great!

... after



Up-to-the-minute news, product information and downloads: www.variotherm.at

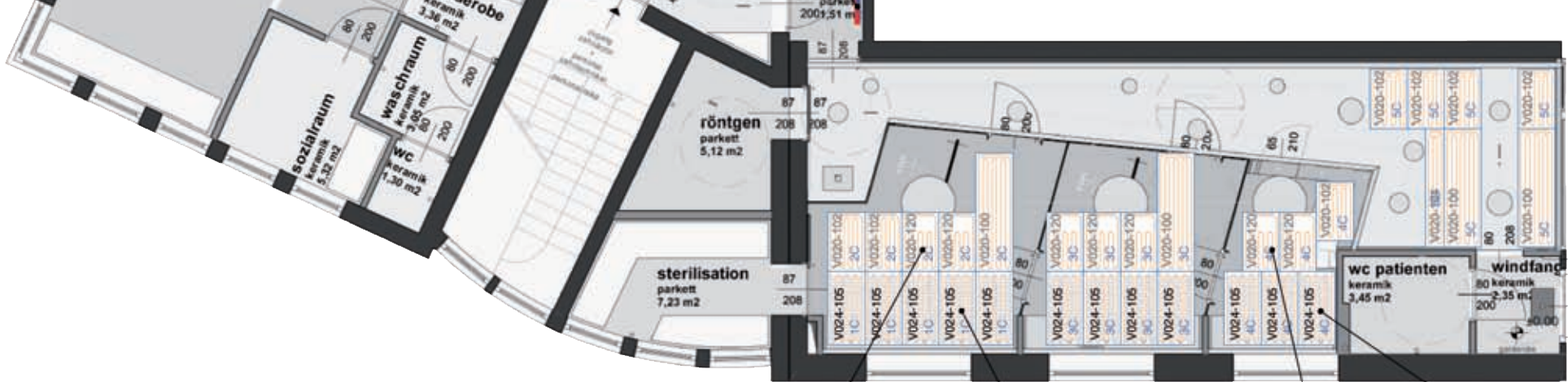


Advertisements in trade and consumer magazines

YOUR ADVERTISEMENT

Use the images from the 2012 Variotherm advertising campaign for your own advertising! Now available free of charge to download in the Professionals area of the website at www.variotherm.at





1,500 projects in 365 days

System: MSD-C
Fläche: 3,3 m² | Tr.: 20°C
HK Nr.: 2C

System: MSD-A
Fläche: 3,9 m² | Tr.: 20°C
HK Nr.: 1C

System: MSD-C
Fläche: 1,5 m² | Tr.: 20°C
HK Nr.: 4C

System:
Fläche:
HK Nr.: 4

Variotherm starts where others stop: with free planning and consultation services for professionals, by professionals.

A classic example: a client would like to install floor heating. Why? Because they often aren't aware of other possibilities. "When there are more effective solutions for a particular project, we point them out," explains the head of the technology team, Thomas Baumgartner. "Often, wall heating or cooling is a better alternative."

Consumers are often saturated with information, and overwhelmed with the decision in front of them. On the other hand, even seasoned professionals, who are specialists in their field, are sometimes hesitant to work with new products. Following the old adage, "that's the way it's always been, that's the way we've always done it."

Working as a consultant at Variotherm requires not only extensive experience in project planning, but also a high degree of sensitivity. "We help customers overcome their fears when faced with a new solution by explaining exactly how to use or integrate it. From the very first point of contact to the creation of the materials list and beyond, we bring our expertise to the table", says Baumgartner.

The team of five share a workflow that is extraordinarily streamlined. With 1,500 projects to process per year, that's a necessity. "It sounds like a lot of work – and it is. But we give our full attention to each and every project", says Thomas Baumgartner, providing an insight into their work methodology. "In general, we receive the existing plans from the architect or installation company. We then look at their potential for improvement, and work on them with AutoCAD and a dimensioning software we developed ourselves. When the calculations, plans and dimensions have been completed, we create a list of all materials and tools required. Then we pass on the finished plans to the client as a PDF or AutoCAD file. Not just in an email – we also send it in the post as a plotted A1 sized printout."

Despite the high level of effort that goes into them, consultation and complex planning work are available for no extra charge from Variotherm. "Even if it sounds like a cliché – the practical benefit for the customer is the most important thing, from our perspective", explains Thomas Baumgartner. "Our service might be free, but that doesn't mean it doesn't bring value to us. When solutions are perfectly implemented, it works in our favour. So, when we get feedback from our customers, saying 'thank God you made us aware of this option, we love it', it makes us even happier..."



standing: Alex Schauer, Mario Baumgartner, Thomas Baumgartner
sitting: Monika Biacsics, Manfred Thallermayr

Pleasant room temperature?

Sounds good!

Variotherm's new AcousticCeilings are two-in-one solutions: highly effective sound absorbers on the front, and top-quality cooling and heating on the back. These smart panels were developed in conjunction with acoustics experts.

Brilliant: The new AcousticPanels not only feature top-quality technology – they also look amazing.

They are popular with both acoustics specialists and design aficionados – in offices, schools, event rooms and in modern residential buildings.