

New hot alliance in the world of heating

Putting Comfort, Choice, Commitment and Quality at the top of the heating agenda, LVI launches a new heating universe. LVI's new universe is called 'The Hot Alliance' and it takes electrical heating to new dimensions.



LVI is determined to become the preferred partner

"We are determined to become the preferred electrical heating partner on the market. This demands an ongoing commitment to the needs of partners. We believe that our focus on comfort, choice, commitment and quality will make LVI the best choice for installers, wholesalers and end-users", says Jan Ekwall, Director Nordic Region Purmo LVI.



LVI offers a choice of heating solutions in a variety of materials and forms to suit the style of any interior. LVI's leading solutions are filled with vegetable oil, which enables them to radiate a natural, noiseless and odour-free warmth for the comfort of the end-user.

This comfort is backed by over 80 years experience, a long-term commitment to every customer and a 10-year-guarantee on all products*.

In 'The Hot Alliance', LVI heating experts provide installers and wholesalers with specialist advice on choosing the right electrical heating solutions. In doing so they always show a very high standard of environmental responsibility and a commitment to the steady reduction of energy consumption, both of which are LVI priorities.

Join 'The Hot Alliance'

'The Hot Alliance' will be rolled out in four markets: Sweden, Finland, Norway and France. Inserts and ads in leading trade magazines will promote all the benefits of joining 'The Hot Alliance' and provide further information for installers and wholesalers.

Facts

LVI is part of Rettig ICC, Europe's heating solution specialists. Primarily known for electrical radiators, LVI offers a full range of heating solutions, from under-floor heating to towel warmers.

(* 2 years guarantee on electrical parts)

