

Brief Company Profile May 2013



ERGON EQUIPMENT A.E.T.E. A model in mechanical engineering installations marketing

- The ERGON EQUIPMENT history
- The Philosophy: « ERGON builds the future»
- The Range of Business
- The ''APOLYTON" Energy Saving Program
- The Organization Staff
- The Cooperating Brands
- The Billings increase
- The Big Works Portofolio
- The Marketing Communication Activities
- 01. Advertising
- 02. Press Relations
- 03. Electronic & Printed Material
- 04. Direct Mail
- 05. Web Site / Blog
- 06. Sales Promotion
- 07. Shows & Exhibitions
- 08. Presentation & Events
- 09. Seminars & Workshops
- 10. Promotional give-aways
- 11. ERGOnews

ERGON = εργ/ov s.n. (piece of) work, thing done, task:book, play, film, musical work, building, etc, operations. (The Oxford Dictionary of Modern Greek).

APOLYTON = απόλυτον a. Absolute. (The Oxford Greek Dictionary).



The ERGON EQUIPMENT HISTORY

Established in 1986 as a mechanical engineering studies unit, ERGON EQUIPMENT, enjoyed a rapid growth through the years that followed.



Thus, it soon entered into the heating installations market, then added plumbing and gas installations to its range of business and now is the leading company in floor heating & cooling and in the geothermal energy systems sectors in Greece. Also, to integrate its energy saving programs, a separate department is occupied with new-tech windows applications, too.

It pays to note that ERGON was the first to introduce the pressfitting technique, the floor cooling, the wall and ceiling heating & cooling and the geothermal energy systems in the Country. And that to achieve these, the Company had successful cooperation with companies like – in alphabetical order- Gabotherm, Hidros, Laing, Lindner, Remko, Aertesi and Viega.

As a natural consequence of its technological know-how and experience, the company introduced the unique integrated APOLYTON Energy Saving Program by the end of 2009 and today plays a leading part in the renewable energy sources market in Greece.



The PHILOSOPHY: ERGON builds the future



Three applications of the art strategy that implements the Company's philosophy.

The main objective of ERGON EQUIPMENT is to apply the most advanced mechanical engineering systems and equipment to the Greek buildings.

This is where the baseline/signature 'builds the future" appeared on all the advertising and communication material is emerged from, so as to form the first ingredient of the company's philosophy:

Advanced technology, '' future" orientation.

The second ingredient has to do with the way the company is communicating the above, both to the target market and to its personnel:

Intimate, personal, almost emotional approach.

This is the ERGON EQUIPMENT S.A. philosophy.





The RANGE OF BUSINESS

The range of business of the company covers four sections:

APOLYTON® Energy Saving Program

Energy Production Systems
High Heat Insulation Windows
Advanced Heating & Cooling Systems
Automation & Remote Control Systems

Lindner: Interior fit-out, façade construction and insulation engineering
VIEGA Drainage, Sanitary and Pressfitting Systems

Other New Tech Produts

Aluminum and PVC new tech windows Electric boilers, pumps and exchangers Central vacuum cleaning systems



















The APOLYTON Energy Saving Program

ΠΡΟΓΡΑΜΜΑ ΕΞΟΙΚΟΝΟΜΗΣΗΣ ΕΝΕΡΓΕΙΑΣ

APOLYTON®, the new innovative program the company introduced by the end of 2009, is the unique integrated one in Greece that can reduce heating, cooling and hot water production expenses to the absolute minimum, thanks to various combinations of systems which assure the absolute thermal comfort during both winter and summer.

The systems which the Program employs, depending on each specific case to achieve the above, are the following:

Energy Production

Geothermal Systems Air to Water Heat Pumps Solar Thermal Systems Photovoltaics

High Heat Insulation Windows

Wooden New Tech Window Systems Aluminium Window Systems

Advanced Heating & Cooling Systems

Floor Heating & Cooling
Wall and Ceiling Heating & Cooling
Cooling & Dehumidification Systems
Pool Heating & Dehumidification

Automation & Remote Control Systems

ERGON Logic Contro

The APOLYTON® Energy Saving Program is a product of long years studies, research & development and experience of ERGON EQUIPMENT S.A.: the only company with innovations, high technological know-how and implementations in all the above mentioned systems required to develop such an advanced program in Greece.



The ORGANIZATION STAFF

The top management is carried out by the three main partners:



Kostas Avarikiotis – General Manager Egli Hadjiandreou – Commercial Manager

Panagiotis Salmatanis - Technical Manager

Next to them there is a strong staff support which consists of:





All of them are trained to apply the ERGON EQUIPMENT Philosophy, when working both in the company and the field.









The Cooperating Brands

Depending on range of business, the company cooperates with the following top international companies:

viega	Drainage, Sanitary and Pressfitting Systems
E Lindner	Heating & Cooling Ceilings, Floors and Walls
REMKO	Heat Pumps
HIdROS	Heat Pumps and Dehumidifiers
LAING	Electric Boilers and Exchangers
SCHÜCO	Solar Energy and Heat Insulating Window Systems



The BILLINGS INCREASE



The continuous billings increase was due to the following factors:

- Continuous research & development programs
- Non-stop marketing research
- Efficient personnel training
- Cooperation with selected top manufacturers
- Exclusive use of quality products
- High standard services offered
- Strong guarantees offered
- Strong after sales support
- Successful marketing & communication strategies.



THE BIG WORKS PORTOFOLIO



ERGON EQUIPMENT is proud to be a partner to some of the biggest construction works in Greece:



- New ATHENS AIRPORT "Elefterios Venizelos"
- OLYMPIC VILLAGE for the Athens 2004 Olympic Games
- HILTON ATHENS Hotel
- IASO GENERAL HOSPITAL
- INTERAMERICAN Offices Buildings (3)
- New INTRACOM Buildings
- TITAN Offices Building
- NIKAS Factory in FYROM
- SMYN School of Navy Officers
- Reconstruction of AMALIA, Chrystal and RODOS PALACE hotels
- PORTO ELOUNDA and ALDEMAR hotels Spa installations
- AMALIA NAFPLION HOTEL geothermal systems
- MARGARONA PREVEZA HOTEL geothermal systems
- New THESSALONIKI MUNICIPALITY BUILDING

..... and a lot of other hotels, office buildings, villas etc.











The MARKETING COMMUNICATION ACTIVITIES

The rapid growth of ERGON EQUIPMENT is mainly due to a long range business plan which resulted to clear – cut objectives and to integrated marketing strategies to meet them.

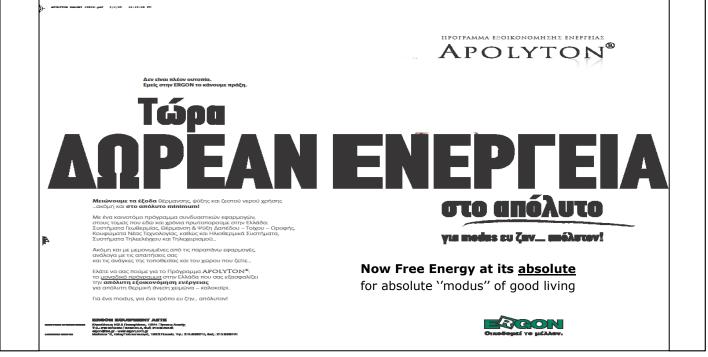
Some of the communication vehicles employed to implement these strategies are the following:

- **01**. Advertising
- 02. Press Relations
- 03. Electronic & Printed Material
- 04. Direct Mail
- 05. Web Site / Blog
- **06**. Sales Promotion
- 07. Shows & Exhibitions
- **08**. Presentations & Events
- **09**. Seminars & Workshops
- **10**. Promotional give-aways
- 11. ERGONews



01. ADVERTISING

The latest magazine insertions are the following:



APOLYTON Energy Saving Program

ERGON Geothermal Systems





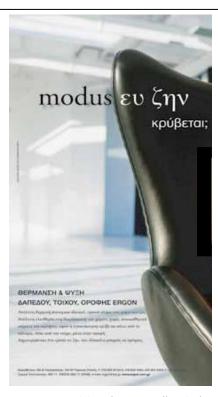
Εύλινα Κουφώματα Νέας Τεχνολογίας από την ERGON Φτιαγιμένα από το πρώτο και πλαιάπερο υλικου χρησιμοποία ο ύνθρωπος στην ακοδομική το καλιάπερο ενικατοικουαρίων αγιματικού το τις πιο αύγχρονες προδιαγραφές στις καλιάπερος εγκαταστάσεις της Ευρώπης. Κουφώματα με ζενταστά στην όψη και με φυσική καταγική που "μλάει" στον ανθρώποιο ψυχομό, σε ένα απέραντο φασμο ρόλων από παραδοσιακούς έως και μεταμοντέρουνε. Για να δημιουργήσουν στο χώρο που ζείτε μια ιδιαίτερη παιάτητα ζωής, ένα τρώποι σε υζην πλαγρανικό. Ένα modus ευ ζην που "φαίνεται"...για πάντα! ERGON Εquipment Κλεισθένους 192 & Παπαφλέσσα • Γέρακος Αττικής 153 44 Τηλ. 210 6049420 • Φαξ. 210 6049448 • e-mail ergon@tee.gr • www.ergon.com.gr

ERGON Wooden New - Tech Windows



ERGON Floor Heating & Cooling

01. ADVERTISING



ERGON Floor - Wall - Ceiling Heating & Cooling

ERGON Heat Pumps





01. ADVERTISING



VIEGA Preesfitting System

I stick nowhere! – I connect with Viega



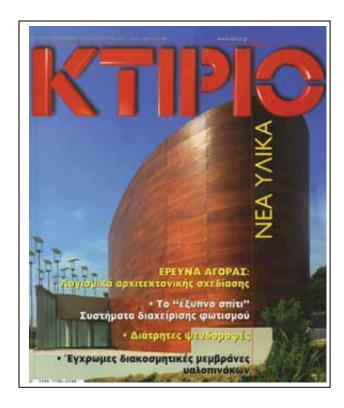


Now fully integrated VIEGA FONTERRA Floor Heating & Cooling systems





02. PRESS RELATIONS



A very big number of editorials and press releases are published in almost all the magazines of the sector.





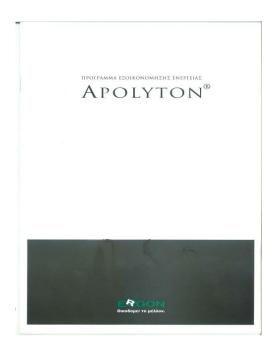


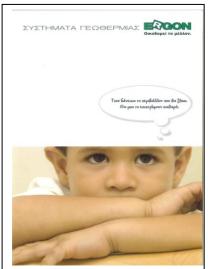


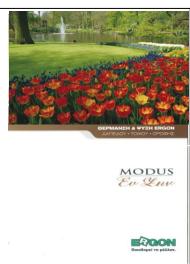
03. ELECTRONIC & PRINTED MATERIAL

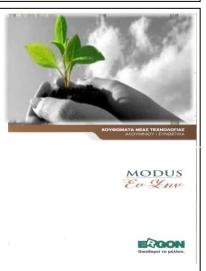
Brochures

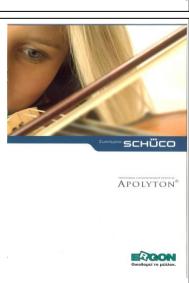
A big number of brochures are produced to promote the range of business:

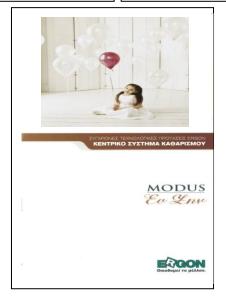






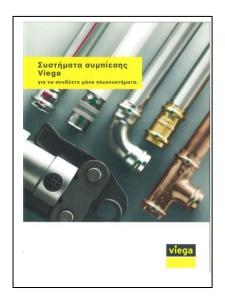




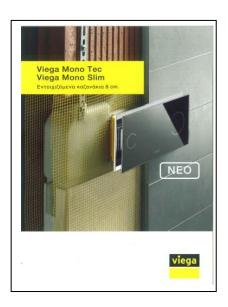




03. ELECTRONIC & PRINTED MATERIAL







The DVD

A presentation of the ERGON Geothermal Systems and the ERGON Heating & Cooling Systems.







The envelope

04. DIRECT MAIL



This DM Package introduced the ERGON Geothermal Systems to the mechanical engineering studies bureaus..





05. WEBSITE / BLOG



www.ergon.com.gr

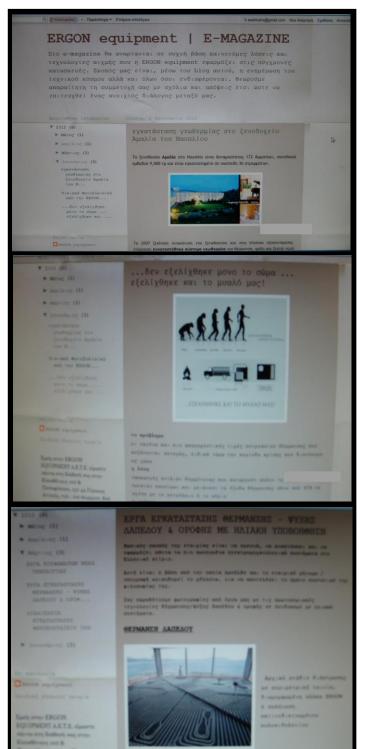
presents the company and its range of business.



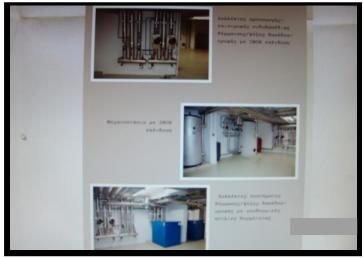




05. WEBSITE / BLOG



www.ergonblog.blogspot.gr





06.SALES PROMOTION

An integrated sales promotion program is employed to further develop the Viega network.

The program is consisted of three parts:

- The Viega Weeks
- The Viega Seminars
- The Club VIEGA





VIEGA WEEKS



The target group members meet Viega products and systems at their district shops, they take advantage of special offers and can enroll to seminars.









SEMINARS VIEGA



The participants get the '' VIEGA Specialist Certificate '' and become members of the Club VIEGA .













CLUB WEGA

The members enjoy a lot of benefits, they are recommended to the market through 'VIEGA Specialists Catalogues" and the membership card certifies their specialization.









07. SHOWS & EXHIBITIONS

The company participates in at least two shows and exhibitions every year.









08. PRESENTATIONS & EVENTS



ERGON Geothermal Systems

A very successful launch presentation where the Minister of Development, mayors and a very big number of contractors, top engineers, architects and journalists attended.







08. PRESENTATIONS & EVENTS



ViegaFest

A celebrative Club VIEGA event based on the Munich Oktoberfest.

It was a long night party with plenty of beer and German dishes, held in the garden of ERGON Logistics Center.









08. PRESENTATIONS & EVENTS



A high class event held to inaugurate the new large section for all SCHÜCO products in the ERGON EQUIPMENT headquarters at Gerakas, Athens.









09. SEMINARS & WORKSHOPS

Apart from those included in the sales promotion programs, a lot of seminars and workshops on Heating & Cooling, the Viega programs, Energy Saving and Geothermal Systems are taking place at the ERGON Head Offices and the Logistics & Seminar Center each year.









10. PROMOTIONAL GIVE - AWAYS



Some of the various give-aways are shown below:











11. ERGONews

A periodic newsletter is distributed to thousands of contractors, engineers, architects, plumbers, media, potential customers etc.

By October 2008, 'The News of Viega" has been added as a supplement to the edition.







CERTIFICATE

The certification Body
EQA HELLAS
certifies that

ERGON EQUIPMENT S.A.

102 K<mark>LEIS</mark>THENOUS & PAPAFLESSA Str., GR 153 44 GERAKAS, G<mark>REE</mark>CE

has established and applies a Quality Management System which is in conformance with

ELOT EN ISO 9001:2008

(Quality Management System)

DESIGN, INSTALLATION & TECHNICAL SUPPORT OF HEATING & COOLING ENERGY & ELECTRICITY PRODUCTION SYSTEMS VIA RENEWABLE ENERGY TECHNOLOGIES (GEOTHERMAL, SOLAR THERMAL SYSTEMS, AIR TO WATER HEAT PUMP SYSTEMS, PHOTOVOLTAIC, WINDTURBINES), CENTRAL HEATING SYSTEMS, FLOOR-WALL-CEILING HEATING & COOLING SYSTEMS, AIR HANDLING & AIR CONDITIONING SYSTEMS, PLUMBING, DRAINAGE & LOW PRESSURE NATURAL GAS SYSTEMS. INSTALLATION & TECHNICAL SUPPORT OF WINDOW FRAME SYSTEMS & BUILDING FACADE SYSTEMS. TRADE OF GOODS RELATED TO ALL ABOYEMENTIONED TECHNOLOGIES

FOR THE COMPANY CHARALAMBOS GALATSANOS

This Certificate of Conformity Number QMS 1384/12 first issued on the 12th January 2012 is valid until the 11th January 2015 and is subject to all applicable regulations within the accredited scope of EQA Hellas S.A. and under the condition of the issuing CB conducting required annual surveillance assessment visits.



EQA HELLAS S.A. 30,KALAMA P. SIr., 152 33 CHALANDRI, Tel: 210 6834012, Fax: 210 6850985 111, SOCRATOUS SIr., 413 36 LARISSA, Tel: 2410 282 272, Fax: 2410 550 161 url: www.eqa.gr, e-mail: eqa@eqa.gr, info@eqa.gr

www.eqa.gr







ERGON EQUIPMENT AETE

102, Kleisthenous & Papaflessa st., 15344 Athens, Greece

Tel: 210 6049420 / 6049454-5, Fax: 210 6049448, ergon@tee.gr

www.ergon.com.gr

 $\underline{www.ergonblog.blogspot.gr}$