

The Uponor Academy training concept in Germany

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Capital Markets Day

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A graphic of a water droplet falling into a pool of water, creating ripples, located in the top left corner of the blue sidebar.

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comfort
to life

Goal of Uponor Academy

- Establishing and maintaining customer loyalty
- Safe and secure installations

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The market

- Customer training is a central part of selling innovative value-adding products.
- A system is more than just a collection of components.
 - Training offers a possibility for the customer to learn the benefits.
- In a competitive market, training offers a possibility to stand out from the rest and differentiate the brand image.

Our customers in Central Europe

- Installers, plumbers, planners and architects in CE have a high degree of education
- This education is generic
- They need deeper information about special applications (e.g. underfloor heating)
- They lack knowledge about how to handle their business and administration (e.g. sales & marketing, law)

Establish loyalty

Information about our

- (new) products
- quality of our products
- safe installation
- support
- services

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Establish loyalty cont'd

Information about new developments

- in the market
- in legislation
- changes in standards and regulations

Arguments for our products

...to help them sell

Maintain loyalty

To maintain customer loyalty we must build personal relationships / contacts.

An example:

The Arlberg Congress

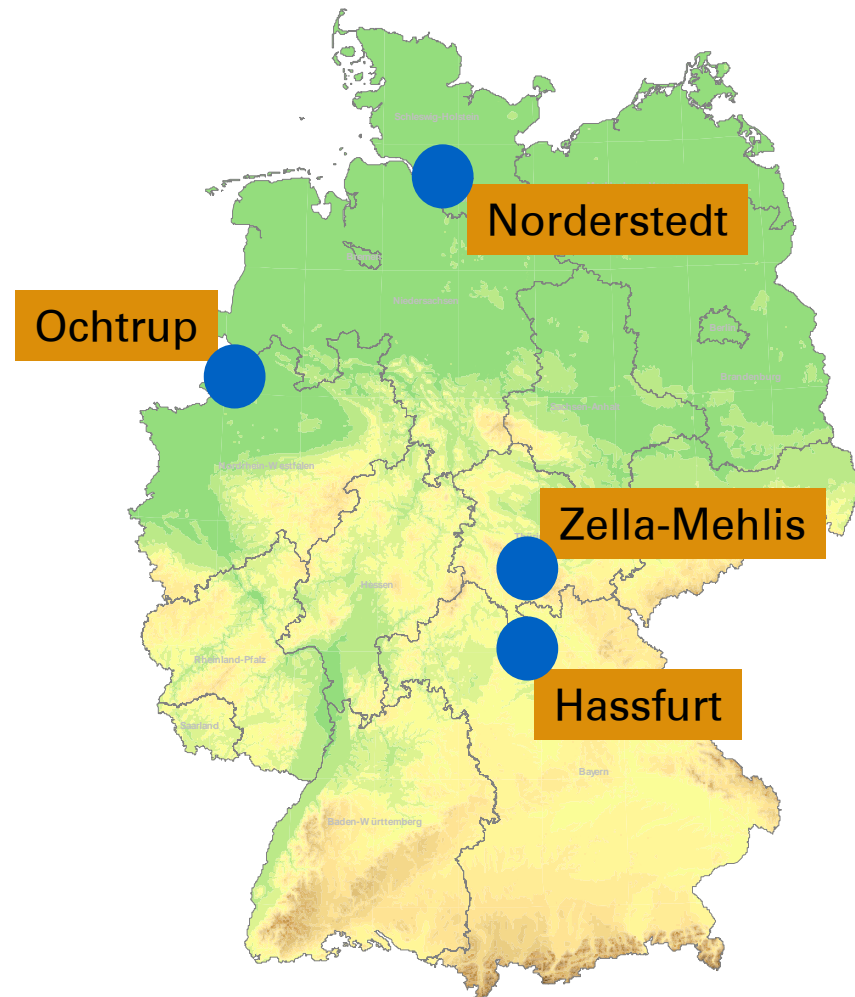
Started in 1979, about 220 professional lectures have been presented to more than 6000 guests at this annual event.

Uponor customers receive information about the latest progress in heating and cooling applications, the development of standards and other conditions as well as collateral aspects.



Locations of Uponor Academy

- Zella-Mehlis
- Norderstedt
- Hassfurt
- Ochtrup



In-house and external training

External trainings - outside our locations

- provide good information mainly on new products
- can reach many customers at relatively low costs

In-house trainings - in our 4 locations

- provide good information about products and all other services
- establish and maintain strong customer relationships



Visitors and structure

Zella-Mehlis

2,000 customers in 1-day visits

Norderstedt

1,350 customers in 2 day visits

Hassfurt

1,200 customers in 2-day visits

Ochtrup

900 customers in 1-day visits

Target for 2005:

5,400 customers
visiting our
in-house presentations

Focus of the presentations

Zella-Mehlis and Hassfurt

Information about plumbing systems

Highlight:

Quality of our products supported by visits of the production facility

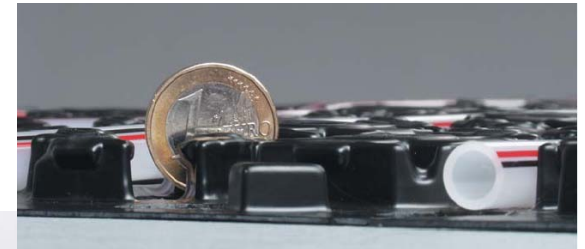


Norderstedt and Ochtrup

Information about UFH systems

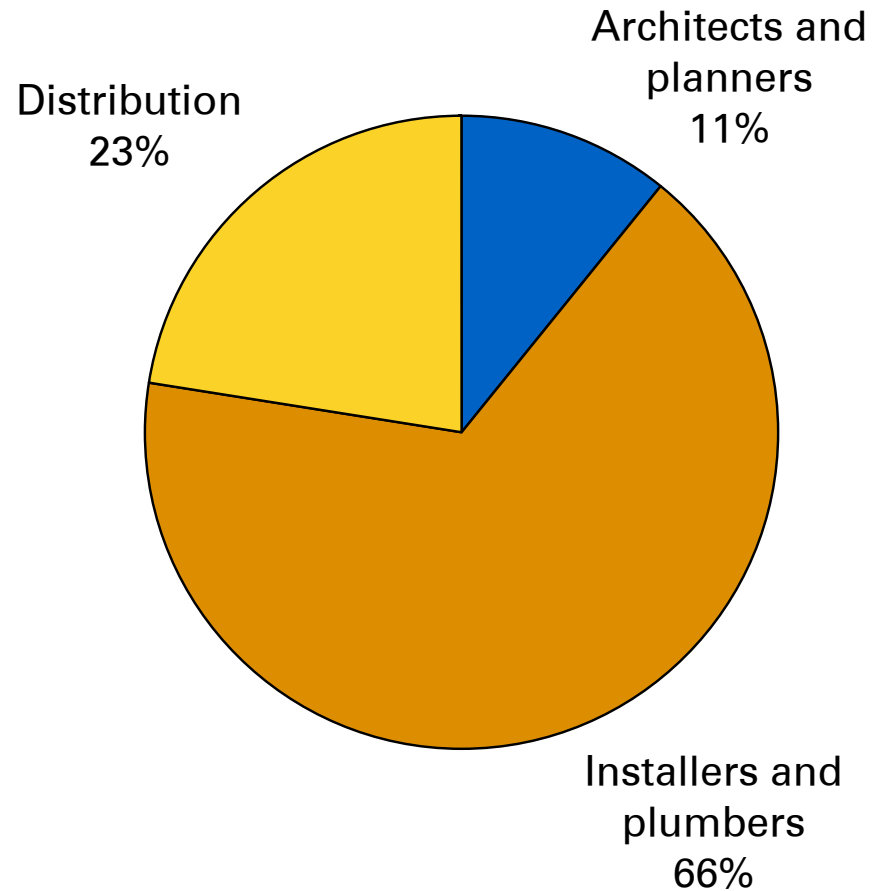
Highlight:

Solutions for renovation
(Minitec and Polymat)



Our guests

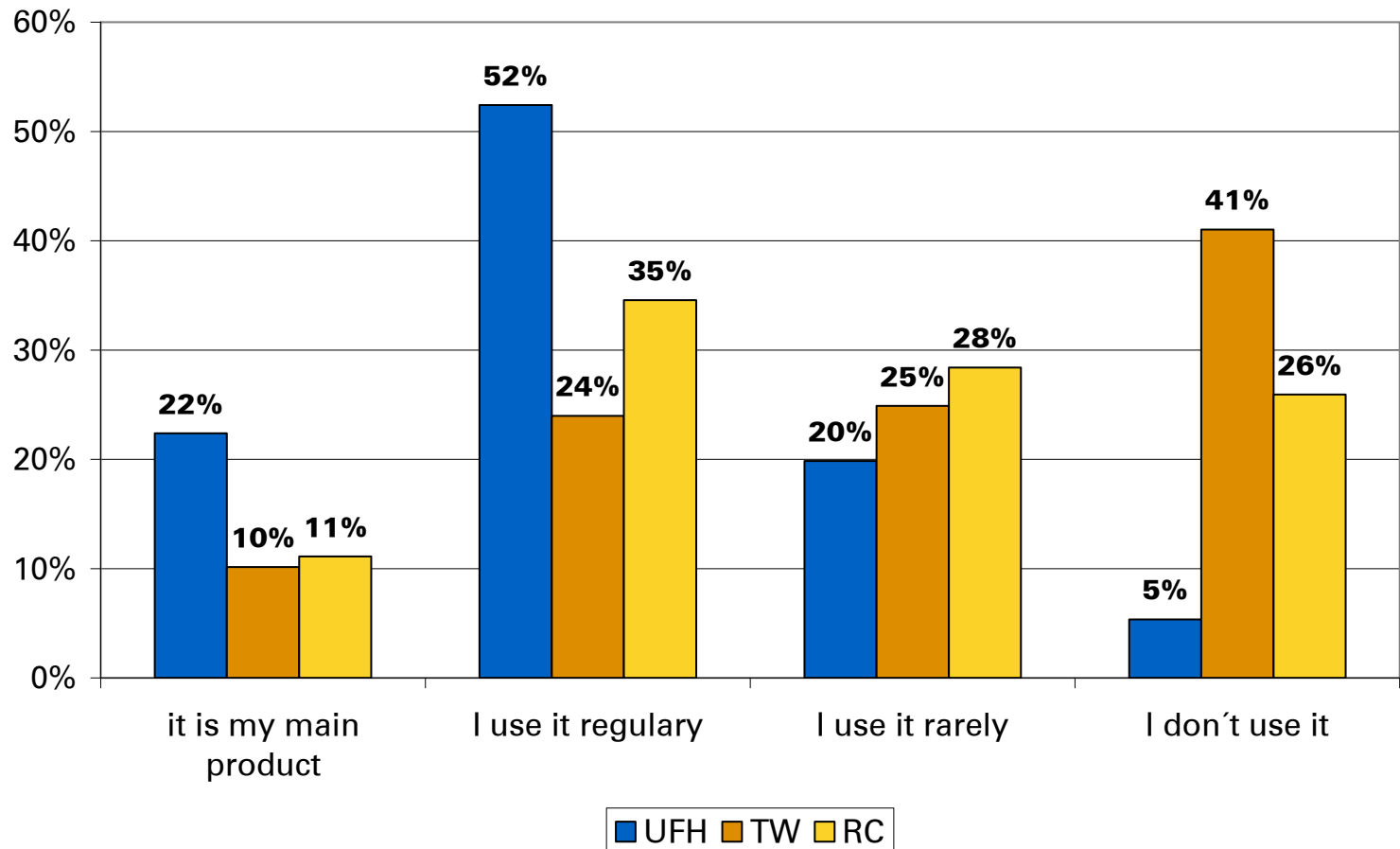
Structure by target groups



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Our guests cont'd

Structure by intensity of use and application

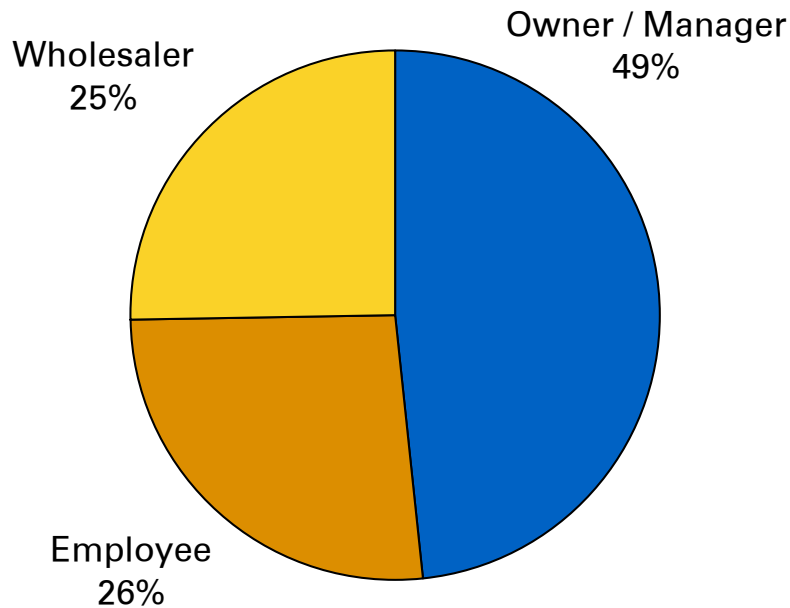


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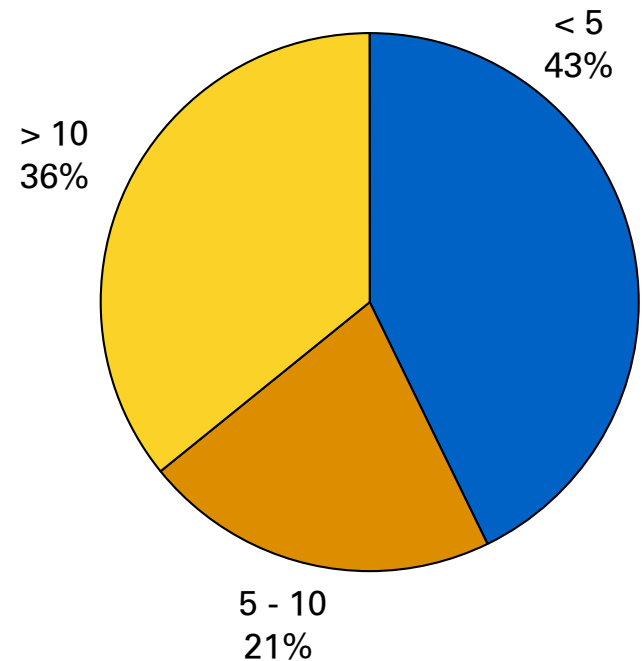
Our guests cont'd

Structure by position and size of company

Position



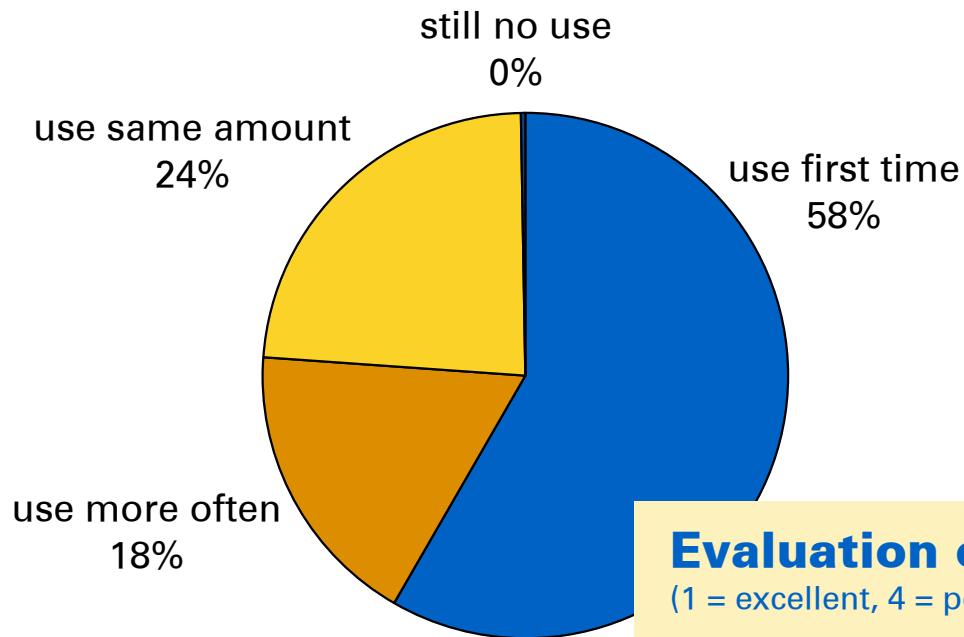
Number of employees



Our guests cont'd

Result of the training

Use of our products in the future



Evaluation of the visit:

(1 = excellent, 4 = poor)

| | |
|------------------------------------|------------|
| Presentation | 1,3 |
| Hotel, restaurant and event | 1,4 |

Impression of the training

Customers' satisfaction with the training

- 95% of our customers would recommend the training
- 95% can use the information we gave them



Total satisfaction

with the visit:

1.3

(1 = excellent, 4 = poor)



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