

Press release

Viega at the ISH 2025: Hall 4.0, Stand B02/B20

Viega launches "Partnerpower" campaign: Successful together.

Frankfurt/Attendorn, 17 March 2025 - With its new "Partnerpower" campaign, Viega is emphasising the importance of cooperation with installers and planners in Europe. The aim is to support customers and partners on an equal footing and to strengthen them in their daily work with clear performance promises. The focus is on knowledge transfer, system solutions, advice and reliability.

Viega says it draws its strength from working with its partners. And that their success is the company's success. The prerequisite for this, according to Viega, is to treat them as equals. That's why Viega sees itself not only as a manufacturer, but above all as a reliable partner who supports its partners in their goals and daily challenges.

This mindset is also reflected in the campaign with which Viega is addressing installers and planners in Europe in 2025, primarily via online channels. At the heart of the campaign is the power of partnership, which the company has made the key concept of "Partnerpower". In this way, Viega is emphasising the importance of cooperation based on partnership for the success of the company.

Four key value propositions

The story of the campaign rests on four pillars: system solutions, knowledge transfer, advice and reliability. For Viega, these are four central value propositions to its partners, which are intended to emphasise the added value of working with Viega.

With the "system solutions" performance promise, the company emphasises that it does not have 17,000 individual products in its range, but rather a system network that covers almost all areas of building technology: from piping and press connector systems to pre-wall and drainage technology through to surface temperature control. The solutions are used in wide variety of sectors including residential construction, industry and commerce, as well as hospitality and healthcare. At the same time, Viega points to innovative

Your contact
Thiemo Damm
Public Relations

Viega
GmbH & Co. KG
Viega Platz 1
57439 Attendorn
Deutschland

+49 (0) 2722 61-5136
medien@viega.de



Press release

technologies such as the SC-Contur, which makes unpressed areas visible. Or the wide range of special components, such as the more than 800 different components for the Profipress press connector system, which can be used by installers during installation.

Knowledge advantage through training and consulting

Viega passes on its many years of expertise in building technology and its knowledge of new technologies and digital planning methods to its partners. The company offers specialist seminars on the topics of potable water, technical building services and digital construction at 22 seminar centres worldwide. The content is based on current trends and challenges in the industry and is tailored to the needs of installers and planners. At Viega World in Germany alone, which was planned and built entirely digitally and is considered to be one of the most sustainable seminar buildings in the industry, Viega organises over 900 seminars on more than 20 specialist topics every year for over 20,000 participants from all over the world.

Viega also promises its partners first-hand, personal advice. An experienced team of service and sales staff and technical advisors is available to support planners and installers. They have sound specialist training and many years of practical experience, know the challenges in the planning office or on the building site and can provide targeted support.

Finally, Viega's "reliability" performance promise not only stands for the high-quality standards and durability of its products, but also for the long-term orientation of the family-owned company, which committed to sustainable action and long-term partnerships.

Your contact
Thiemo Damm
Public Relations

Viega
GmbH & Co. KG
Viega Platz 1
57439 Attendorn
Deutschland

+49 (0) 2722 61-5136
medien@viega.de

PressRelease_ISH_Partnerpower_20250317.docx



Press release

Your contact
Thiemo Damm
Public Relations

Viega
GmbH & Co. KG
Viega Platz 1
57439 Attendorn
Deutschland

+49 (0) 2722 61-5136
medien@viega.de



Image 1 (PR_ISH_Partnerpower_20250317-01.jpg): One of Viega's service promises is personal advice for partners from experienced service and sales staff, who also provide on-site support. (Photo: Viega)



Image 2 (PR_ISH_Partnerpower_20250317-02.jpg): For Viega, Partnerpower means above all meeting installers and planners at eye level and entering into direct dialogue with them. (Photo: Viega)

Press release

Your contact
Thiemo Damm
Public Relations

Viega
GmbH & Co. KG
Viega Platz 1
57439 Attendorn
Deutschland

+49 (0) 2722 61-5136
medien@viega.de



Image 3 (PR_ISH_Partnerpower_20250317-03.jpg): Viega emphasises that its portfolio does not consist of individual products, but of holistic system solutions that cover a wide range of building technology.



Image 4 (PR_ISH_Partnerpower_20250317-04.jpg): Viega's service, sales and technical consultancy staff have specific industry and application expertise and know what they are talking about when they explain products, such as the Pressgun 6 Plus shown here. (Photo: Viega)

Press release



Image 5 (PR_ISH_Partnerpower_20250317-05.jpg) Viega imparts knowledge on topics relating to building technology. Trained trainers report on current trends and regulations and explain products and services in various seminar centres worldwide, here in the Viega World seminar building in Germany. (Photo: Viega)

About Viega:

Viega is an expert in healthy potable water in buildings and a global market and technology leader in the installation sector. As a quality-focused family business employing more than 5,500 people throughout the world, the company has over 125 years of experience in building technology. Its core areas of expertise include maintaining and developing potable water hygiene, energy efficiency, comfort and safety in buildings. With ten locations around the world, the company group produces more than 17,000 products and systems.

Your contact
Thiemo Damm
Public Relations

Viega
GmbH & Co. KG
Viega Platz 1
57439 Attendorn
Deutschland

+49 (0) 2722 61-5136
medien@viega.de