



EXPERT NEWS

News, tips and inspiration from NIBE Energy Systems in Markaryd | NO. 1 2020

THE SMART REPLACE- MENT

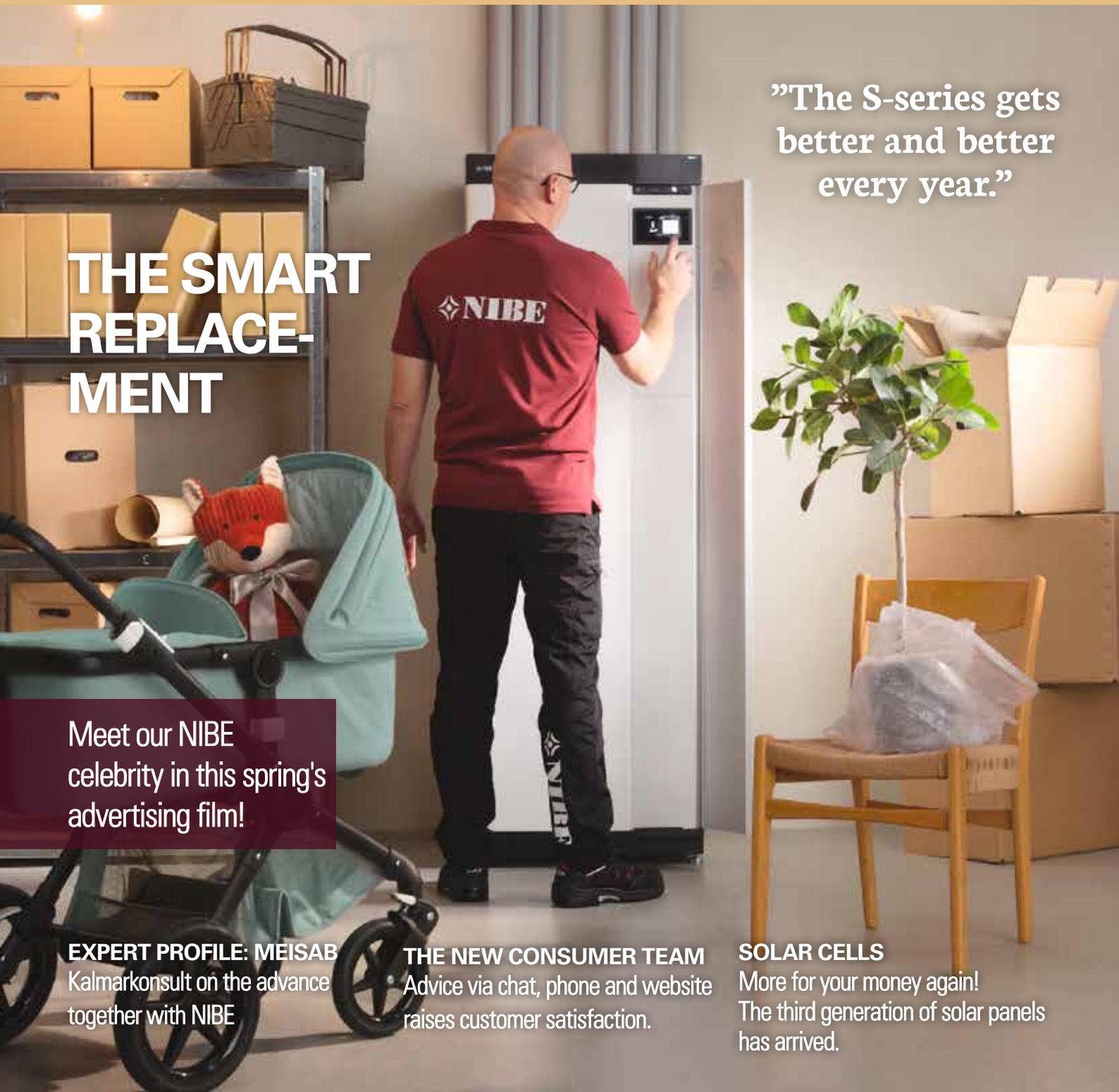
Meet our NIBE
celebrity in this spring's
advertising film!

EXPERT PROFILE: MEISAB
Kalmarkonsult on the advance
together with NIBE

THE NEW CONSUMER TEAM
Advice via chat, phone and website
raises customer satisfaction.

SOLAR CELLS
More for your money again!
The third generation of solar panels
has arrived.

”The S-series gets
better and better
every year.”





NEW YEAR, NEW ENERGY!

Niklas Rönning
Sales Manager, NIBE Energy Systems

Hello, all friends of NIBE!

I hope we are all rested and charged with new energy as we enter a new year full of opportunities. We are now taking the next step in the launch of the S series, with exciting new product launches and marketing initiatives. This is so that even more people can discover the S series and its full potential, with smart technology that brings comfort, security and savings for the end customer while at the same time making your job easier.

In this issue of Expert News, among other things, we take a closer look at the best and most practical functions the S series offers today. Everyone knows that the needs of the end customers vary, and that the S series has something for everyone! Not least for replacement customers.

One common denominator you will notice both in this issue and in the future is that we are focusing more and more on integrated solutions. We strongly believe that the customers want a system solution from one supplier who takes responsibility for the entire indoor climate. In this way

we also give maximum customer value.

One exciting company that works with integrated solutions is Meisab VVS & Energikonsult in Kalmar. We hear about their development since they started in 2013, their recipe for success and their collaboration with us at NIBE.

We are now also focusing on ensuring that the leads that come in to us are handled quickly and professionally. We achieve this with our new consumer team, as Åsa Sunesson explains.

We also have a number of new employees, some completely new and some existing employees in new roles, who we present in this issue. And, as usual, Marko gives us some clever tips and ideas!

At the time of writing, we have just received confirmation that Nordbygg has been postponed until September because of coronavirus. I hope we are all in good health and that we will meet there.

Happy reading!



INFORMATION ABOUT NORDBYGG!

Because of Covid-19, Nordbygg has been postponed until September. We hope to see you there!

We'll get back to you with the new date as soon as we can.



8 THE MOVIE STAR Jonas Thörnquist takes us behind the scenes.



10 THE SMART REPLACEMENT "The best thing is the control system."



20 WORLD 100% energy saving in Cedry Wielkie.



DIPLOMA FOR LITHUANIA. NIBE has been active in the Baltic region for a long time. In Lithuania, for example, our sustainable, efficient energy solutions are distributed and installed via our retailer EKOKLIMA. Robertas Klestornas has been working with NIBE's products for 20 years – and is an example of the long-term relationships NIBE aims for. Here, on behalf of EKOKLIMA, he receives a diploma for 2019's sales activities. He is careful to emphasise that it is a matter of teamwork. The diploma was presented here at NIBE in Markaryd in February 2020, when EKOKLIMA and its customers visited us. As well as learning about our history and product development, they had an opportunity to see the newly-opened, ultra-modern production line for air/water heat pumps.



14 The new generation of solar cells. More for your money!



NEW NIBE SERVICE CENTRE

Intemp AB in Uddevalla raises its service profile and becomes a NIBE Service Centre. Berry Christensson, service manager at NIBE, supported them in the process. The new concept takes accessibility and customer satisfaction to a new level: "It's a way of meeting customers' growing demands and expectations, which are becoming increasingly evident as NIBE expands," says Berry, and wishes the Service Centre good luck!

NIBE TRAINING. Learn something new with us!

Why not take one of our training courses at NIBE? We run both theoretical and practical training courses, primarily in Markaryd but also at other locations and by distance learning. Ground source and air/water heat pumps (S) 7 May, 10 June | Ground source heat pumps for private homes (I) 1, 15 April | Ground source heat pumps for properties (S) 20 May | Dimensioning and planning of heat pumps for properties 6 May (Stockholm) | Exhaust air heat pumps for private homes 16 (I) April, 28 (S) May | Cooling technology in heat pumps 7 April, 4 June | Air/water heat pumps for private homes (I) 2 April, 3 June | S series for private homes 26 June | Read more and enrol at proffs.nibe.se

"Ideas that change the world"



13 February saw the opening of a new exhibition at the Nobel Prize Museum here in Markaryd. The exhibition is a collaboration between NIBE and the Nobel Prize Museum in Stockholm, and is an extension of the first exhibition in 2018. Here, visitors can discover eleven Nobel prize-winning ideas that have changed the world, such as the lithium-ion battery, LED lighting, insulin and x-raying.

The Nobel Prize shows that ideas change the world. Films, in-depth screenings and objects tell about the prizewinners and their contribution to humanity. The purpose is to encourage visitors to believe in themselves and put their ideas into practice.

"It's heart-warming to see the schoolchildren's involvement in all the activities that are happening, even on the first day of the exhibition," says Erika Lanner, director of the Nobel Prize Museum. "We hope this can ignite a creative spark in the visitors, make them believe in themselves and give them the courage to change the world, both for their own sake and for humanity's."

"This collaboration with the Nobel Prize Museum is a really positive thing and gives hope and courage to us in Markaryd," said Gerteric Linquist, President and CEO of NIBE, before he and Erika cut the blue-yellow ribbon.

"Anything is possible; the only obstacle to what we can do is in our health and our own awareness," Gerteric concluded.



HOW THE HEAT PUMP IS GETTING BETTER AND BETTER.

There are many arguments in favour of the S series, and some of the strongest ones concern security, energy savings and comfort.

“The S series is really getting better and better every year, thanks to the connectivity,” exclaims a satisfied Richard Carlholmer. This is something he thinks all customers would appreciate if they only knew it.

To take advantage of the full potential of the smart heat pump, the customer needs to have a fixed or wireless internet connection, download the free app and take out a premium subscription. Not all customers are there yet, but the S series has something for everyone. They are the most efficient products we have, and they get better and better with every update – this is something all customers can appreciate.

The S series software contains advanced technology that makes the S series so much better. To illustrate how efficient and intelligent the S series is, Richard asks a question.

“Do you know how many lines of programming there are in an F1255? And in an S1255?” The exact figures are not so important, but when you compare them you can see a tremendous development.

“We’ve gone from a few hundred thousand lines of programming in the F series to well over 10 million in the S series. This means that we can achieve much more efficient solutions.”

MORE SECURE OPERATION EVEN BEFORE YOU CONNECT

There are many advantages of the S series that everyone can appreciate, Richard thinks.

“Even without connectivity, the S series are the most intelligent and efficient products we have ever made,” Richard continues, “and we still think the F series is really good.”

When intelligent circulation pumps communicate with intelligent heat pumps, they can compensate for disruptions. This saves time and inconvenience for both you and the customer.

“Previously, in order for a circulation pump to start, the heat pump sent a starting signal that it should operate at, let’s say, 60 per cent speed.” But the heat pump had no idea whether it did start, or what the result was.

“The S series sends the same signal, but then the circulation pump answers: yes, I’ve started; yes, I’m running at 60 per cent, with this flow and this pressure.” This is a confirmation that the heat pump has really got what it asked for.

But there are more advantages.

Richard continues:

“Now, imagine something changes in the

“If anything happens, the heat pump can compensate for it.”

system – a filter starts to get dirty, or air gets into the system and reduces the flow. Then the heat pump can order the circulation pump to run at a higher speed to compensate. The speed increases and you get the old flow back, which delays or prevents a malfunction.”

SO MUCH BETTER WITH WIFI + FREE MYUPLINK

A good product becomes even better when it is wifi-connected, as Richard explains.

“Even with the simplest type of connection, two good things happen, without any extra cost.” Now the heat pump is wifi-connected, and the customer has the free myUplink app and a registered account.

The heat pump will let the customer know if anything happens

The first good thing that happens is that the customer always has the heat pump with them in their mobile phone.

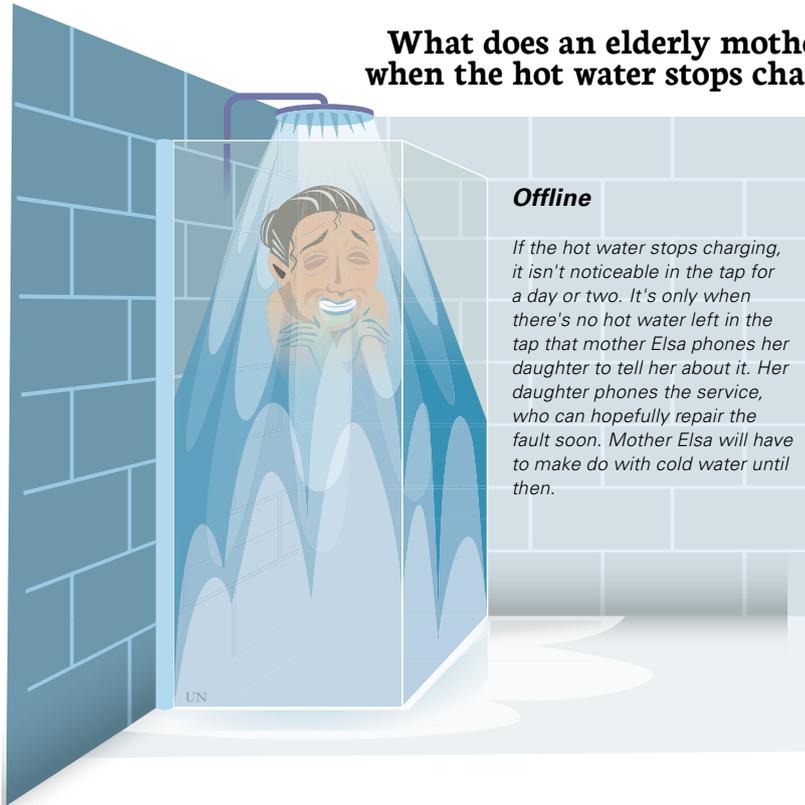
“This means that if, against all odds, there should be a malfunction, the customer finds out about it in good time, so they have time to contact support and repair the fault long before it has any consequences.”

The heat pump gets better and better

The other good thing is that the customer always has an updated heat pump, as we send new updates on an ongoing basis. The heat pump signals when new software is available and the updates give even more secure operation and add new smart functions.

“All the customer needs to do is click on the display to approve.” So with every update the customer actually gets a better heat pump than the one they had the day before. This is made possible by the S series platform taking advantage of the very latest technology.

What does an elderly mother do when the hot water stops charging?



Offline

If the hot water stops charging, it isn't noticeable in the tap for a day or two. It's only when there's no hot water left in the tap that mother Elsa phones her daughter to tell her about it. Her daughter phones the service, who can hopefully repair the fault soon. Mother Elsa will have to make do with cold water until then.

With myUplink, it takes no time at all!



Online

If the daughter is connected to the heat pump via myUplink, she receives an alarm straight to her mobile if there is a fault with mother Elsa's hot water charging. Then there will probably be hot water in the tap for several days. The daughter phones the service directly and they have time to repair the fault before the hot water runs out. Mother Elsa has hot water the whole time.

Free services bring more savings

Customers who wish to make use of more of the advantages of wifi connection can activate two free services: weather forecast control and/or Smart Price Adaption (SPA*).

"In both cases the heat pump takes a look into the future and makes adjustments, partly in response to the weather forecast and partly in response to the coming day's energy price." Customers who use the services can reduce their energy costs without affecting comfort. Smart and comfortable!

REMOTE CONTROL WITH MYUPLINK

PREMIUM

With myUplink Premium for SEK 249 per year, the customer gets more opportunities to save with the same level of comfort.

"Reducing hot water production, lowering the room temperature and reducing ventilation when no one is at home bring down energy consumption and electricity costs. Then when the owner, or someone else, is on the way there, they can just use the app to reset all the values so that it's warm and welcoming when they arrive."

Smart on the move

"Being able to check the status of the heat pump and other heating remotely, apart from saving energy, is also extremely convenient and dependable for someone who is travelling."

With the premium subscription, the customer also has the possibility of letting an installer or a relative have control via the app.

"Someone's elderly mother might feel cold, not have good eyesight and prefer to avoid going down into the cellar. Think how easy it would be for her to just phone her daughter, who simply turns the heating up remotely."

Smart solution for two homes

A customer who has a mountain cottage, family farm, summer retreat or something similar has the security of being able to monitor and control the operation remotely.

"It also means the convenience and the freedom of not having to bother to look in on

*Requires variable hourly tariff contract.

the property all the time. Instead, the customer can use the app, alter the heating and hot water comfort and check the status from time to time."

All in – the smart home

More and more people want to make use of the full potential of the S series, not least those who were more or less born with a mobile phone in their hand. Who doesn't want to be able to

influence their indoor comfort via their smart home loudspeakers?

"They're used to new technology, they want to try out new smart functions and they see the advantages of a smart home system." A lot of their technology is gathered under one and the same umbrella and controlled automatically. They approach their home and the house welcomes them by turning the lights up, they wake up and the coffee machine starts

working, they leave the house and the alarm is activated... there are innumerable scenarios, limited only by imagination.

For such a customer, the heat pump also forms a natural part of the smart home. The various scenarios can influence heating, hot water, ventilation and cooling in various ways – and everything can be controlled via the connected heat pump, IFTTT and Google's voice assistant. ■

Which smart services does your customer like?



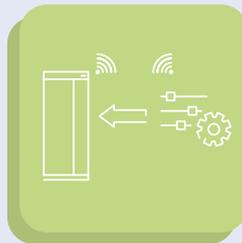
THE HEAT PUMP WILL LET THE CUSTOMER KNOW IF ANYTHING HAPPENS

When the customer has connected the heat pump up to wifi, downloaded myUplink and registered an account, the heat pump can send fault messages to their mobile.



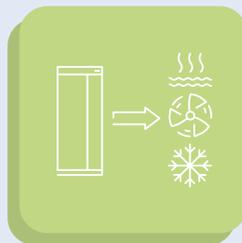
FREE SERVICES BRING MORE SAVINGS

When the customer activates the weather forecast control and/or Smart Price Adaption functions in myUplink, the heat pump adapts to the coming day's weather and/or energy price.



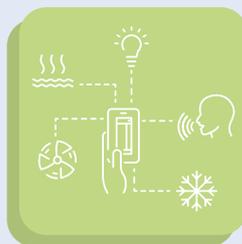
BETTER AND BETTER WITH ONGOING UPDATES

With a connected heat pump, myUplink and an account, the customer can receive software with new functions and improvements at the touch of a button.



BASIC SECURITY

Even without connectivity, the customer gets our most efficient product ever, which provides a secure supply of heating, hot water, cooling and ventilation.



ALL IN – THE SMART HOME

With myUplink and the premium subscription, the customer can go "all in" and use voice control to control the heat pump from a Google Home loudspeaker.



SMART ON THE MOVE

With myUplink and a premium subscription for SEK 249 per year, the customer can control their heat pump from their mobile, e.g. turn the heating down and save energy while they are away.



SMART SOLUTION FOR TWO HOMES

With myUplink and a premium subscription, a customer who has more than one home can control the heat pump in their summer house or mountain cottage without needing to go there.



NEW MARKETING MANAGER ANDREAS JOHNSON

When did you start as marketing manager?

"On the third of February, after a period of parental leave. It's a considerable change of pace, but it's really great to be back."

Do you live near here?

"Yes, I live on a farm near Bjärnum with my wife and our three children, who are four, nine and eleven. So there's always something happening."

What have you done previously?

"In 2002, after I finished my studies in Lund, I started working with ventilation products for a company in Trelleborg, and in 2009 I came to NIBE as commercial product manager for ground source heat pumps. In 2012 I became product manager at NIBE Climate Solutions, where I've worked with ground source heat pumps, accumulator tanks and water heaters until today.

Some of you have certainly met me at presentations of NIBE Uplink and now myUplink."

Why NIBE?

"I particularly appreciate working with climate-smart quality products, and the family atmosphere together with the

advantages of a large company that NIBE has. Because we had a water heater on the farm, NIBE has always been a familiar brand to me. Nowadays the heating and hot water in the farmhouse are taken care of by our latest products, an online S1155 with myUplink and with both Smart Price Adaption and weather forecast control activated!"

Any hobbies or interests?

"Apart from my job and my family, I like to spend time on modern building maintenance, since I live on an older farm, and in the winter a "training session" with a clearing saw in the forest is always a good idea."

Goals and visions you would like to share?

"We should continue to develop to strengthen our position in Sweden and Europe and to make NIBE the obvious choice for both installers and end customers. Digitisation gives us entirely new opportunities to work more smartly and efficiently, in marketing, technical documentation and with our products. Of course I have a lot to learn in my new role, but I feel secure, because what applies to the S series also applies to NIBE: with skilled colleagues it's easy to be smart." ■

SILENCE, TAKE ONE, ACTION!

Meet the film star in this spring's replacement film

Did you recognise the actor in the new advertising film "A smart replacement"? Yes, it was our very own Jonas Thörnqvist replacing the heat pump at the beginning. It's no coincidence that he was given the role. Check out his hidden talents and find out what happened behind the scenes.

Jonas didn't hesitate when he was asked by the marketing department at the beginning of November. Work on the spring advertising film and ads for replacements to the S series began back in October.

"It was an unusually close collaboration between sales and marketing," says a satisfied-looking Jonas Thörnqvist.

"The commercial product managers were involved in everything from ideas and strategies to the final material." For Jonas, it also meant a day at Filmhuset in Stockholm and four seconds of fame.

A true artist

Those of us who work at NIBE know about Jonas's talents. He entertains at parties, and recently created a magical atmosphere at the Christmas lunch when he sang "Let it snow" and "Rudolf the red-nosed reindeer" with a jazz trio. In his home town Klippan he is a real celebrity.

"We've had an annual summer musical with newly-composed music since 2013, and I both sing and act on stage. It started as a study circle back in 1991, with the musical Blood Brothers, and then became an institution."

Along with a few of his friends he also has a band, The Epic Snail Trail Project.

"It's mostly for fun. We write our own pop music. I'm really keen on culture and clubs," says Jonas, and praises Klippan as a community with a rich cultural life and a lot of creativity.

An early start at the age of 11

He made an early start on the path towards

NIBE. Jonas's father had his own firm in the heat pump industry.

"I started at an early stage, helping to repair drink coolers and air conditioning units. In the 1970s my dad started getting interested in heat pumps, mostly for groundwater and geothermal heating, and when the industry took off I had the opportunity to take part in

Jonas started in the support department, and then continued in the export department, where he supported the southern European markets, before taking the position of commercial product manager for air/water heat pumps. That was eight years ago.

"Not something you do every day!"

On the other hand, he had no experience of taking part in an advertising film.

"It was exciting – after all, it's not something you do every day. It was great to see how it works. It's such big equipment and there are such creative opportunities!"

The filming took place in the same building where Swedish Television's winter sports programme "Vinterstudion" and the entertainment programme "Filip & Fredrik" were recorded.

"The advertising agency had built up a set representing a house cellar. It's amazing that you can do so much with green screen. If you look through the window it looks real."

Smoke machine and make-up

When he came into the building, it was really smoky.

"They were running a smoke machine to achieve a certain lighting effect. We said hello, I was given a quick introduction, went off to make-up, changed my clothes and then we started. We rehearsed where I should stand and walk and they gave me instructions. Then we worked down from ten seconds to four."

It took no more than two hours, and Jonas was impressed by how well organised it was.

"The advertising agency and everyone they hired in seemed incredibly professional, with structure, pace, schedule. Everything went smoothly. I think there were about ten of us: director, producer, props, a handyman, a make-up artist, someone to take care of the food and



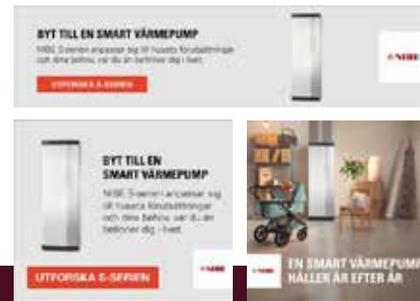
the journey. I trained in cooling technology and ran the company with my dad for twenty years, doing everything: book-keeping, product development, installation and servicing. Then I wanted to do something different, and I saw a recruitment ad from NIBE."



In Villalivet and Vi i Villa February and March



Trade press



Social media and display

drink...

And there weren't so many retakes, either." Maybe because Jonas is used to being direct-ed?

"Yes, that was noticeable, the director said. That was cool. But they made quite a few takes which they could edit from, and they film for various formats, our own website, Facebook, YouTube, LinkedIn..."

The lifetime of a heat pump

The subject of the film is the long-term perspective on heat pump replacement, as Jonas describes.

"It shows how the years pass, that a lot of things happen during a heat pump's lifetime: children arrive, grow up and move out, but the heat pump endures and has to adapt to the reality we live in for many years."

This is one of the most frequent questions we are asked by our customers: "How long does the product last?" A normal ground source heat pump has a life expectancy of 20 years. But many people find it difficult to look into future and know that the pump has to perform throughout its lifetime, in terms of both quality and functions. The S series, after all, has been created to cope with future requirements.

The aim of the film, and the ads and banners on the same theme, is to raise awareness of the NIBE brand and create curiosity. In the campaign there are also more product-specific ads and banners describing clear product advantages for those who are closer to making a purchase.

Customers should be satisfied both now and in ten years' time

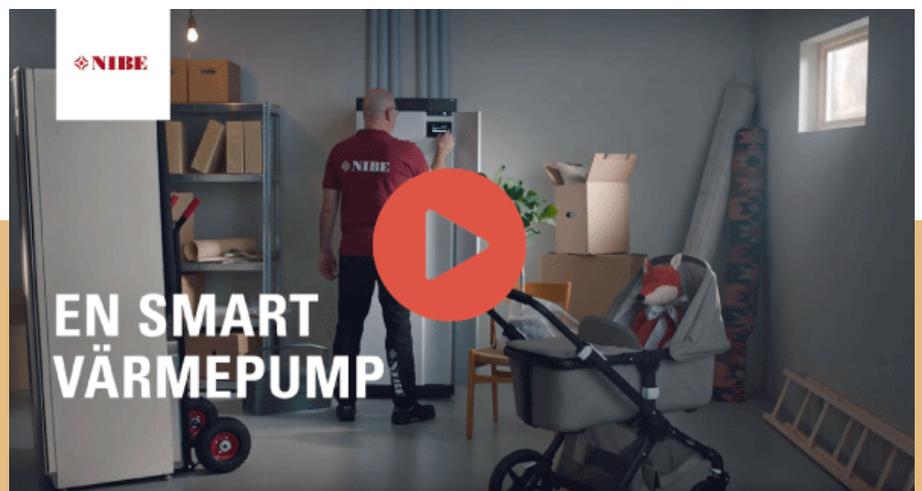
The idea behind the whole advertising campaign is to demonstrate the future perspectives of a leading-edge technology.

Connectivity and AI: everything is clearly moving in this direction and we have to help

people to understand the importance of having this technology in the products. We obviously don't want to have disappointed customers in ten years' time. Of course, digital development affects not only the heating industry but all technology-driven operations. Self-driving cars, flying cars...we have self-driving heat pumps. They exist in order to make everyday life easier.

"The film shows how the years pass and the heat pump endures."

"The technology in our products is something we own, and we haven't made ourselves dependent on anyone else – apart from the internet and the digital world. And they know we are here to stay!" ■



The replacement film, banners and ads will be shown during the spring through a number of different channels, both digitally and in print.

EXCHANGE: THE S SERIES.

”The best thing is the quick control system.”

When the new S series arrived, Victor Johansson and Annie Mobäck decided to give their ground source heat pump, which was several years old, to Victor's sister, and buy the smart new S1255. Victor likes new technology and gets on well with the quick control system in myUplink. Now they are planning for the future. “With an extra water tank, we can put up solar panels and get more hot water for a lower price,” says Victor.

Victor and Annie bought their house in a small Småland village two years ago. The newly-renovated white two-storey house dates from 1945. They chose Ankarsrum mainly because Victor grew up here and the family business is fifty metres from the house. This is where Victor works, at Johanssons Energiteknik, which is also a service representative for NIBE.

Now, after the renovation, the couple have a spacious 180 square-metre house where they feel at home. It's a raw, rainy winter outside, but in the house it's warm and comfortable.

Passive cooling in the summer

The first thing they did when they moved in was to replace the oil boiler with ground source heating.

“We took the radiators out and put down floor heating in styrofoam with parquet on top, and on the lower floor we put down floor heating in concrete. We heat the garage and utility room with fan coils. Victor has a NIBE FLM, which recycles part of the energy that would otherwise be blown out.

“There are usually draughts in old houses, but we did a bit of sealing and put in ventilation earlier on, which is also now compatible with the heat pump. By using the myUplink app, we ourselves can control and force the ventilation when it gets too hot or when the indoor air quality falls. And we get passive cooling in the summer”.

Long hot showers

A month ago, the couple replaced their NIBE F1145 ground source heat pump and NIBE Uplink with the new NIBE S1255 and myUplink. They wanted to have a heat pump with an integrated water heater this time.

“We're thinking about adding solar panels to heat the water. We like long showers and we'd like to have a bathtub as well. Now there's enough hot water, after all!”

The previous heat pump was only a few years old, and Victor's sister was happy to take it over.

“It worked fine, but technology is a big interest of mine and I think it's fun to have new devices, and as a service representative I want to know the new products so that I can explain them to customers.”

Quick updating in the app

When we talk, it's been exactly a month since the replacement, and the difference is obvious.

“It's smart. There's a big difference in the control system itself.” Anyone at all can use the smart guide in the app. It's user-friendly. myUplink PRO is also good: you can really extract lots of information from it.

“I think the biggest really nice change is that you can select refresh and it updates all the information immediately. With the F series app NIBE Uplink it took several minutes.” The actual installation went quickly and smoothly.

“We replaced a heat pump without a water tank to one with a water tank. It was a bit taller, so we had to redo most things before the installation, but it worked fine. And connecting it to myUplink was a piece of cake; we just had to key in the wifi password.”

Ventilation control

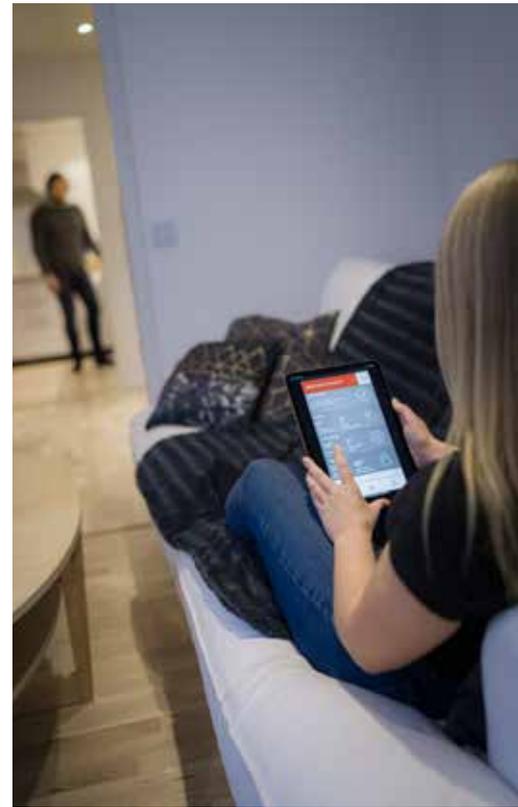
Weather forecast control is one of the new smart functions Victor thinks a lot of people will like. And as soon as the new smart room unit, the RMU, is released, Victor is going to set it up so that he can adjust the indoor temperature. The smart function he makes most use of at the moment is the ventilation control.

“I force the ventilation when I think it's got too hot and there are too many guests; it also reduces the carbon dioxide content, compared with just turning the heating down.”

THE SMART EXCHANGE

The NIBE S1255 has a user-friendly touchscreen and integrated wireless connection with energy-saving smart technology for maximum comfort.





"Anyone can use the smart guide in the app."

Victor Johansson, heat pump technician and partner Annie Mobäck, shop assistant Home: House in Ankarsrum, Småland. House: Built 1945, two storeys, 180 m², triple glazing, facade to be given additional insulation. Heating solution: Ground source heating, 185 metres, 1 bore hole. NIBE AHPS tank. NIBE FLM ventilation. Replacement: From a NIBE F1145 several years old to a new NIBE S1255. Installation: Johanssons Energiteknik, Ankarsrum

MEISAB



Meisab VVS & Energikonsult in Kalmar

Part-owners: Mats Moessner, lives in Läckeby with his wife and two children.

Part-owners: Joakim Blixte, lives on Öland with his wife and two children.

Interests: Cycling and skiing.

Started: June 2013.

Employees: Seven.

Turnover 2019: SEK 8.6 million. Target for 2020: SEK 11 million.

Operations: Planning, installation coordination and inspection.

EXPERTS IN KALMAR.

”Complex solutions for properties are fun!”



Meisab was among the first to use the new hot water solution from NIBE and Cetetherm. Here in a car wash centre in Kalmar.

Meisab is a bunch of young HVAC consultants in Kalmar, who successfully use NIBE's standardised but flexible system solutions for properties. They have a long history with NIBE, think it's easy to work with our tools, and have many profile projects in their portfolio.

In a newly-built Falu-red designer building near Kalmar Castle, Meisab VVS & Energikon-sulter have furnished a modern office.

”We were able to design our own floor plan and our own installation with a NIBE F1255-16, passive cooling and solar cells,” says Mats Moessner, one of the two part-owners.

He runs the consultancy firm with Joakim Blix-te. They have been in the HVAC industry since the beginning in the 1990s, and met during their time at SWECO.

”The initiative for starting Meisab came from a customer,” says Mats. ”It was at Nord-bygg 2014 and we were just setting off for home on the train.”

Everyone should be able to do everything

They both work as project managers, Mats takes care of

personnel matters and Joakim finance.

”We also have a shared responsibility for

quality and environment,” Mats continues.

”We want everyone to do everything in their own projects, with their own responsibility for what they design. It makes the job more enjoyable and we get more satisfied customers.

Many of our customers are in Kalmar and the surrounding area.” Among the large-scale property projects they have taken part in are Kifab Arena, Telemarken, which is now becoming a secondary school, and the shopping centre Giraffen.

”We try to cast our net wide,” says Joakim. ”Otherwise you become really vulnerable in a recession.”

”Sometimes we do individual parts of the process, sometimes all parts, and that's what we prefer,” Mats adds.

Best, not biggest

Meisab has just taken on two new employees and aims to increase its turnover this year from eight to eleven million.

”We've been looking for personnel since day one. Now we're beginning to make ourselves known, and it's easier to recruit,” says Joakim with satisfaction.

”Growth is a challenge,” according to Mats.

”We want to be the best employer in Kalmar, with generous working conditions and allowing

personnel to benefit from what goes well.”

Adopting new technology

Our collaboration has a long history and works extremely smoothly. This is due to a large extent to the fact that Meisab was quick to adopt NIBE's technical solutions and tools.

”Meisab is a bunch of exciting young guys who are knowledgeable and easy to work with,” says Fredrik Snygg, regional manager at NIBE. ”They use our docking principles and make use of the help we have on our website for experts: AMA texts, files where they can download 3D images of the products and NIBE Dim with dimensioning assistance. Here there are templates you can cut and paste; you get the right results and it's a quick process.”

”We have good contact with Fredrik,” says Mats, ”and we know that NIBE's solutions work, and that they have loads of documentation that makes things easier. This makes it easier for everyone, including those who have to look after the installations afterwards.”

Meisab was among the first NIBE consultants to adopt the new hot water solution Aqua Efficiency* for properties with a high demand for hot water.

”We helped a car wash centre by putting in an energy-efficient solution with ground source heating, cooling and hot water,” Mats says. ”Then we made the same solution for a large private house, and now we're planning the same solution in a care home.”

”It's fun when it's a bit complicated,” Joakim thinks. ”I like working with heat pumps. There's a lot of technology and it's easy to win back the investment.”

2020 has got off to a good start, and there's a lot happening in town, Joakim thinks.

”In all these six years we've never been short of work. Now there are more of us, the new office is finished and we're looking forward to continuing work with our customers.”

*Read more about Aqua Efficiency in the product sheet. Go into proffs.NIBE.se and click further to ”För konsulten”.

A SUNSHINE STORY STARTING IN HUSKVARNA.

Now you get more for your money again! NIBE is launching the third generation of solar panels in only six years. NIBE's Richard Carlholmer has been on the journey since the start, and talks about the company's short but glittering solar cell story.

The latest technology means that NIBE is moving from whole-cell to half-cell, from 300 to 320 Wp, but still "All black", i.e. black cell, black background and black frame. The result is more power on the same surface for the same money. For many years the technology has been advancing while the prices have been coming down. But what exactly has happened? And how big a difference does it make to your wallet?

The first generation of solar cells

Solar cell expertise at NIBE goes all the way back to 2006. This is because Sven Hallbeck, who is product manager in Solar at NIBE, was on board even then, in the company that eventually became NIBE Solar and Energy Technology.

"2006 was the real wild west in the solar cell industry," says Richard Carlholmer. "The prices were dizzying and it was basically not profitable for customers. But then things started happening, and prices came down dramatically in the years that followed. Between 2008 and 2014 alone, prices fell to a fifth of what they had been. Since then the price trend has continued gently downwards, even though the euro exchange rate has slowed the fall considerably."

2014 was the year when NIBE Energy Systems in Markaryd decided to include solar cells as a complement to heat pumps. The focus was on newly-built small houses.

"We developed a package for the small house industry, consisting of twelve 240 Wp blue polycrystalline panels with an aluminium coloured frame." They generated around 2,800 kWh per year and cost SEK 41,000 plus VAT. This type of panel stayed until autumn 2017.

"During that period there were output increases at regular intervals, and by 2017 they had reached 265 Wp, yielding around 3,100

kWh per year, but they were still blue. The little package had now been extended, with two larger house packages of 6 and 9 kW."

The second generation – "All black"

In autumn 2017 NIBE made a strategic upgrade.

"Now, as it became more popular to install solar panels and they were continually displayed at house trade fairs, we got the impression that the broad majority of customers would rather have completely black panels than the ones we had sold so far. So we upgraded to a so-called "All black" with 295 Wp and with PERC technology." The equivalent package for small houses now only had ten panels, but still gave around 2,900 kWh per year.

"We also introduced more flexible logistics. So that everyone could get the most out of their roof area, you could now buy packages

"In spite of the technological leap, we've managed to maintain the price."

from ten to eighty panels. The flexibility meant that you could now choose the best-looking installation." This was an aesthetic gain for house-owners. Now they could also maximise the number of panels on their roof and generate more power.

In 2018 we upgraded again, this time to 300 Wp, and at the same time we reduced the price to SEK 39,000 plus VAT. And at the beginning of 2019 it was time again, and now we cut the package prices dramatically, thanks to changes in customs duties to the EU from China. The small package now cost SEK 34,000 plus VAT.

The third generation – half-cell 320 Wp

The current upgrade means that although the

panels are still All Black, we have gone over to the latest technology and a so-called half-cell panel, from 300 Wp to 320 Wp.

"We've managed to reduce the resistance in the internal wiring, which means that the current through the panel increases, and thereby so does the output. In spite of the technological leap, we've managed to maintain the price." Now you get around 3,200 kWh from the same ten-pack for the same price, and thereby an even shorter pay-off time. The logistics are unchanged and the customer can still choose a package from ten to eighty panels, in order to get the best-looking installation possible.

Solar + smart heat pump

NIBE's solar cell package includes technology and software that enable the panels to "talk" with NIBE's heat pumps, which are connected online and customised to the smart home.

"When you combine our smart heat pumps with solar panels, you can optimise your energy production." The heat pump can therefore customise its work if the sun overproduces, so that the proportion of own-used solar electricity increases, which is especially good news for households with a pool, or if you want to supply a little maintenance heating to the cellar in the summer. If you don't have our smart heat pump but still want connectivity, you use the wifi module accessory and connect the unit up to an app.

"Today's technology is fantastic," Richard Carlholmer concludes. ■

**Between
2008 and 2014
alone, prices on the
solar cell market fell to
a fifth of what they had
been.**

THREE GENERATIONS OF SOLAR PANELS.

In 2014 came the first generation of solar cells from NIBE in Markaryd: a polycrystalline blue panel with an aluminium coloured frame. Package price SEK 41,000 plus VAT for twelve solar panels and 2.88 kW.

In 2018 came an upgrade to All Black (black cell, black background and black frame), 300 Wp. Package price SEK 39,000 plus VAT for ten panels and 3 kW.

NEW! Then, in 2019, came the third generation of NIBE solar cells. All black (black frame, black background and black cell), half-cell, 320 Wp. Package price SEK 34,000 plus VAT for ten panels and 3.2 kW. See product sheet at NIBE.se

2014 was the year when NIBE Energy Systems decided to include solar cells as a complement to heat pumps. See the model on the far right.



"It's important to have a quick initial contact when you're interested in something"

From left: Robin Larsson (advisor), Alma Lindholm (advisor), and Åsa Sunesson (project manager).

”Now we take a greater responsibility for ensuring that the customer chooses NIBE.”

Chat, phone or website? Regardless of how customers contact NIBE, they should get help and advice from knowledgeable personnel.

”This is a new way of looking at the end consumer,” says Åsa Sunesson, project manager for the new consumer group. It's a matter of accessibility and trust.

Today's customers expect quick contact, a pleasant response and relevant help during the entire purchasing process.

”A good purchasing experience is at least as important as the product,” says Åsa Sunesson, who has led the work of the new consumer group since April 2019. She has visited her colleagues in NIBE Norway, where they work with advice in a dedicated team.

”They have inspired us, and we have also received signals that the installers are asking for more quality-assured leads. We process the customer and send the lead on, so this is a way of serving both the consumer and the installer.”

Advice by phone

October saw the start of the new advice service via phone and website.

”The customers fill in a form and we phone them. They're really pleased when they get a phone call from us the same day. We can quickly pass back the contact to an installer when the time comes. They should retain their customer relationship and do the actual deal. But the customer should feel that ”NIBE is the one I want!”.

The next step will be to implement the same advice service via chat.

”We have test-run the chat and will be opening it up soon.”

A different response

Advice was previously available only by phone, and it was the same salespeople who

received calls from both expert customers and end consumers.

”There can be quite a big difference between questions depending on whether they come from an experienced installer, an HVAC consultant or a private individual who has no idea of the difference between ground

”We have test-run the chat and will be opening it up soon.”

source heat and air/water. By starting a team who focus entirely on the end consumers, we can sharpen the way we respond and develop each advice service in the direction that benefits the target group.”

The new group consists of three people based in the sales department.

”Alma, Patrik and Robin are extremely positive, competent and provide good customer service.”

Setting the pace with advertising

This spring's advertising is about the smart replacement.

”When you click on our digital ads during this period, you come to a campaign page, where you will be able to find our form immediately. We hope that this, along with various planned improvements to our advice service during the year, will be able to help more end consumers to choose NIBE.”

Now Åsa is handing over the project to the group, and she sees great potential for development.

”It's been enormous fun, I've really learned a lot and gained a lot of new contacts and ideas that we can now take further. For me, this year will be very much about how we can develop our cooperation with the installers and find new ways forward.” ■



EXPERT HELP BY PHONE

Since last autumn, we have offered our customers advice by phone and via the website. The customer fills in their contact details at NIBE.se and the consumer group phones them.

”If the customer wishes, we forward the contact details to an installer in the area who can book a home visit and give a quotation,” says Patrik Kristoffersson, advisor, who works from Umeå.

”NIBE's entire ground source heat product range in one place. In the church, the cottage, the kindergarten..”

In spring 2019 it was finally time to switch from oil and direct-acting electricity in ten of the buildings – a unique project in many ways.

“We should have done this a long time ago, if our finances had permitted,” says Anders Ivarsson, property manager at Åh Stiftsgård (diocesan and conference centre).



“The weather's decent today, but it's been windy and rained a lot recently,” Anders Ivarsson thinks. He is property manager at Åh Stiftsgård, which is situated in Ljungskile.

We are on the west coast one day in January. The centre is attractively situated high on a hill, close to the island of Orust.

“Here we're already full up with confirmation camps, weddings, parties, courses and 50th birthday celebrations,” says Anders.

The centre, which is owned and run by a diocese, consists of a large main building and fifteen properties, and has a great demand for heating, cooling and hot water.

“It's like a little village, with its own church and its own bathing beach,” says Anders, who has worked here for almost fifty years. “There's a lot to look after. We renovate a bit at a time and do continuous maintenance work.”

Considered water as a source of heating

Replacing the old heating system, with its oil and direct-acting electricity, has been on the agenda for a long time. The aim was to optimise energy use in the operations, reduce costs and contribute to a better environment.

“Now we've sold some plots of land and we can finally afford it. We spent six months planning and looked at other installations. For a while we thought of using water as a source of heating, but it was too complicated with salt water, and ease of maintenance was an important factor.”

Several proposals were put to the board of governors, who decided to go for ground source heating. And ground source heating from NIBE was high on the list for a number of reasons.

“I think they're the best on the market; they just keep going and they're easy to adjust. And

I have confidence in Lars-Ove, from Lars-Ove Andersson's Heating Service; he's calm and methodical and he know's what he's doing. We took in several quotes for comparison, but I only wanted NIBE and Lars-Ove.”

Of sixteen buildings, ten have now been

“We save over 500,000 kWh a year, and we've got an easy-to-manage, environmentally-friendly solution.”

converted to ground source heating. Some of them are connected by culverts and all are connected to a central control system. There are seven installations with a total of eight ground source heat pumps. The installation was started in February 2019 and was ready six months later.

“We are entirely satisfied with NIBE's products and Lars-Ove's work,” says Anders, “and he kept to the schedule”.

NIBE ground source heat pumps from 6-60 kW

Magnus Ström, district manager at NIBE, took part in the project.

Åh diocesan and conference centre in Ljungskile Employees: 12 | Property: 16 buildings | Size: Total 5,500 m², 220 beds | Built: From 1972 onwards | Converted 10 buildings from oil and direct-acting to 8 NIBE ground source heat pumps, from F1255-6 to F1345-60 | Boreholes: 21, depth 160-260 m | Tubing: Total 4,630 metres | Before conversion: 60 kbm oil + 100,000 kWh electricity | After conversion: just over 200,000 kWh | Energy saving: over 500,000 kWh per year | Installer: Lars-Ove Andersson Heating Service in Uddevalla

"It's unusual for a one-man company to be given such a big, advanced commission. It's also a unique project for us. We use our entire ground source heat pump range here, with pumps from 6 to 60 kW."

Lars-Ove has been with us for a large part of NIBE's ground source heating period, from the first model 1200 to the new S series. Over the

years he has carried out over a thousand installations, in private homes and other properties.

"It's certainly been a lot of jobs," he says.

"The centre was in operation throughout the installation, which involved quite a bit of juggling to avoid disturbing operations. The buildings differed a lot in terms of insulation, size and power requirements, so it was a fun

challenge. The main building received two 60 kW heat pumps. Then there was a wooden church that was a bit difficult to dimension, but it went like clockwork," according to Anders.

"We're really satisfied with everything they've done, and the savings are big," Anders concludes. "In the future we'd like to energy-optimize even more, for example by using solar cells." ■



The wooden church is one of the ten buildings that were converted from oil and direct-acting electricity to ground source heating



Anders Ivarsson and Lars-Ove Andersson

FROM COAL TO RENEWABLE ENERGY.

Zero heating cost was the result after renovation of the housing cooperative's heating system.

"Contributions from national and regional funds made the long-term and environmentally-friendly investment in solar and ground source heating possible," says Gosia Smuczyńska at NIBE BIAWAR, our subsidiary in Poland, which carried out the project in conjunction with Agenda 2030.

Cedry Wielkie is a small village with 7,000 inhabitants in northern Poland. In 2015 the housing district of Żuławy Wiślane underwent a general renovation of its heating system.

"With financial support from the Polish Environmental Fund, among others, it was possible for the housing cooperative to carry out the most optimal and intelligent energy solution," says Gosia.

80% ground source heating, 20% solar

A powerful NIBE F1345 40 kW heat pump was installed in each of the ten buildings. The heat pumps extract 80 per cent of the energy from the ground, and the remaining 20 per cent is covered by electricity generated by the PV installations.

"The solar panels are on the roofs of the buildings, and contribute an electricity supply of between 12.5 kW and 19 kW." Each heat pump also has a separate 750 litre water heater and a buffer tank with a capacity of 500 litres.

Saves almost 100%

The installation project with renewable energy was completed in September 2016.

"After one year of operation, the saving on heating costs was almost 100 per cent." The installed heat pumps produced almost 80 MWh while the solar panels generated 15 MWh of electricity. This means that the solar panels covered the entire electricity requirement for

running the heat pumps' compressors. The surplus energy is used for lighting the corridors in the public spaces.

Every year, almost 220 tonnes of coal was used for central heating and hot water. The total gross cost of the coal was around PLN 145,000 per year.

"Now we've helped the environment and reduced carbon dioxide emissions to the atmosphere by 466 tonnes per year," a satisfied Gosia Smuczyńska concludes. ■

"Now we've helped the environment and reduced carbon dioxide emissions by 466 tonnes per year."

Housing cooperative in Cedry Wielkie, Poland

Property: Blocks of flats 6,700 m²

Energy requirement: approx. 1.05 MW

Previously: 3 coal-fired boilers, 220 tonnes coal per year, approx. PLN 145,000 per year

Investment: PLN 2.4 million, with financial support

Now: Ten NIBE F1345 40 kW heat pumps and 617 solar panels, giving a total of 154 kW.

Heating cost per year: approx. zero



ROBERT HÄLSING NEW DISTRICT MANAGER SALES PER-



When did you start?

"I started on the 17th of February."

Which district do you work for?

"Hälsingland, Gästrikland, Dalarna and Härjedalen."

Why did you choose NIBE?

"A fantastic brand, and a company that seems to take care of its customers and employees. I'm looking forward to learning more about heat pumps in particular, and I like that the job entails contact with customers."

Tell us a little bit about your background.

"I'm a trained HVAC engineer and I've worked at HVAC Wholesaler/Dahl and Purus. Since 2007 I've been working as a sales engineer at IMI Hydronic Engineering."

Any hobbies or interests?

"I'm a sports fan and I like motorcycling."

Where do you live?

"In Edsbyn, in a house with my wife Ulrika and our children Andreas, 21, Sanna, 18 and Oscar, 11. The heat pump is of course a NIBE, a FIGHTER 1210-7, 2001 model."



Expert News NO. 4

A SUSTAINABLE BOSNIA & HERZEGOVINA – THE WORK CONTINUES

In the last issue of NIBE Expert News, we reported that NIBE participated in a meeting organised by the Swedish Embassy in Sarajevo, together with ministers from both countries, the UN, business representatives and the Swedish crown princess and prince. This was greatly appreciated and led, among other things, to NIBE being invited to a new event, under the auspices of the embassy, to involve citizens of all ages. This took place on 24 February. NIBE's local distributor took part and presented our sustainable heat pump solutions.



ANNA NILSSON CUSTOMER RELATIONS MANAGER

What did you do previously?

"I started in NIBE's sales department in 2015, but switched departments this February. Before that I was a shop manager, and after I left high school I took a lot of industry-related sales and leadership courses. I'm looking forward to meeting our wonderful visitors to show them a little of NIBE's world, and being able to work with dedicated colleagues."

Any hobbies or interests?

"I like to go jogging after work, and I sometimes take part in competitions, such as Toughest."

What's your new job?

"Together with the team, to create memorable visits. I plan and coordinate everything from short visits to training courses, and I'm also the one who accepts registrations for NIBE Training."

Where do you live?

"I live in Markaryd with my partner and two-year-old daughter, in a newly-built house with a NIBE F750, a F2040 and VVM for the garage and pool – and a Contura stove!"

PETER ERIKSSON NEW DISTRICT SALES MANAGER IN STOCKHOLM



Where do you live?

"In Vallentuna, in a house with ground source heating and solar cells from NIBE. I'm married and I have grown-up children, a son and twin daughters."

When did you start?

"In January. I came from Vi Värmer Sverige

AB, where I sold large heat pump installations for properties. Before that I worked at NIBE as district manager in Stockholm. I've also worked with controls and regulation as a project manager and operator, and with sales of ventilation products, including cooling baffles, cabinets for large kitchens and devices."

What made you choose NIBE again?

"My experience of NIBE is extremely positive.

"It's a big, strong brand with good, interesting, contemporary products, fun work tasks and a lot of good, likeable customers."

Any hobbies or interests?

"I suppose I'm a bit of a sports nerd, and I like watching sport. Myself, I do cycling, mountain biking and cycling racing, and I like competing, in the Cycle Vasa, for example. Snow scootering is also on my list of hobbies."



MAX-
IMISE

MARKO

NIBE's technical correspondent Marko Hietaharju gives us his smart tips on making life simpler, more fun and, in a nutshell, happier for NIBE's installers. What would you like me to write about next time? Email me at maxa@nibe.se

YOU'VE PROBABLY TRIED OUT THE SMART GUIDE IN MYUPLINK?

In the last issue I wrote about myUplink PRO, the app for you experts. In this issue, I thought I'd write about the myUplink app, which has been developed for the end consumer. So, what's it like? Do you need to be a skilled data hacker to use the app? No, not at all. It's a well thought-out app that will work well for both the average user and the advanced user.

The app has a mode we call Smart Guide, the same guide as in the heat pump's display. When the customer starts the guide, they are asked: Hello, what do you want to change?

There are various options, depending on which accessories are installed. For example:

- I want to adjust my heating
- I want to adjust my hot water
- I want to adjust my ventilation
- I want to adjust my pool

If I select "I want to adjust my heating" I get two options:

- I want to change the indoor temperature
- I want to switch the heating off

So the customer is guided all the way, and the guide makes the actual settings, just as in the heat pump's display, but with the app the customer can do it while they're sitting on the sofa.

There are other great features of the app, such as the fact that all values are updated in real time. So what you see in the app is what's happening right now. The app is also flexible in the sense that the customer chooses

what it should display.

You can also choose the order of what is to be displayed. For example, if you want the pool panel to be displayed first, you press that panel for a few seconds and drag it to where you want it. You can also change the names of the panels. Weather forecast control is also something new. It assesses the weather for the coming period and customises how the heat pump should work, which gives better comfort and more efficient operation than manual setting. As you can see, there are a lot of interesting tips you can give your customers. ■

MARKO'S ANSWERS

"What's the difference between myUplink and NIBE Uplink, and does it matter which one I choose?"

Our new S series only works with myUplink, while what we call the F series only works with NIBE Uplink.

"Why are there different systems?"

Simply because the S series and F series are built on two completely different platforms. So when a customer with the S series wants to install the app, remind them that they should download the app for myUplink and nothing else.



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A SMART REPLACEMENT – BOTH FOR YOU AND FOR YOUR CUSTOMERS

Is it time for your customers to replace their heat pump? Think smart. The new S series from NIBE makes your job – and your customers' daily lives – simpler than ever. It adapts itself to the conditions in the house and is always updated for optimal operation and energy consumption. Give your customers a solution that lasts year after year. With NIBE, it's easy to be smart.

