

PRESS RELEASE.

Strong growth also in the COVID-19 year

New managing director for ETHERMA - Head of Sales Germany and Austria

Henndorf, February 1, 2021 - The ETHERMA Group recorded a double-digit growth in 2020 despite the challenges caused by COVID-19. In addition, the company based in Henndorf near Salzburg is continuing to expand. Since February 1st Christian Raschka is driving the further development of the company as Managing Director of ETHERMA Deutschland GmbH and in the role of Head of Sales for Germany and Austria.

"Despite the extraordinary challenges of the past year, we achieved a very strong result. Every member of our family business has played their part. Bas Spekrijse and I are very proud of this team effort. With the strengthening of the organization by Christian Raschka, we are taking another important step towards the vision of our fathers - protection and preservation of the environment through CO₂-free room temperature control. " says managing director Thomas Reiter.

"I am very much looking forward to the new tasks and challenges at ETHERMA. For 40 years now, ETHERMA has been living the idea of clean heating. Today this topic is more important than ever. The climate protection goals can only be achieved if we can make the building sector, as one of the largest CO₂ emitters, cleaner. That convinced me." says Christian Raschka when he started at ETHERMA.

The new managing director adds: "In addition, as a family company, ETHERMA can react absolutely flexibly to customer requests and thus implement new products in a short time and make them marketable. It is my job, together with all my colleagues, to further advance the vision of clean heating and to expand our service in order to become even better for our customers and to inspire even more customers. "

With this passion, Christian Raschka started on February 1st 2021 as Managing Director of ETHERMA Deutschland GmbH and will set the group's sales course for Germany and Austria in the future. From now on, Bas Spekrijse will concentrate more on the expansion of ETHERMA Benelux BV. In the future, Thomas Reiter will be responsible for the internationalization and further professionalization of production and the product portfolio. Both will remain in the management of ETHERMA and will drive the development of the entire group.

Christian Raschka worked in various sales and marketing positions at Toshiba-Carrier Corporation for more than ten years, during that time he developed and implemented successful sales concepts with his team.

At ETHERMA he will primarily expand the good market position with the existing partners in Germany and Austria, promote the opportunities for electrical heating systems and increase customer focus with new products and solutions.

About ETHERMA

ETHERMA is one of the market leaders in the field of electric heating and has been part of the Viessmann Group since 2018. The family company has been developing and producing innovative, high-quality heating solutions in Austria that are used worldwide for 40 years. In addition to underfloor and infrared heaters, the range also includes radiant heaters and frost protection systems. "ETHERMA quality means decades of experience, the use of the latest materials, the constant improvement of our services and products and a clear focus on innovation and design." Explains Managing Director Thomas Reiter. "In this way, our customers can trust the ingenious heating solutions from ETHERMA and are always one step ahead of their time." In the future, ETHERMA will continue to shape the path of electric heating through innovation and competence.

PRESS RELEASE.



Christian Raschka
Email: c.raschka@etherma.com
Mobile phone: +49 151/106 417 80

Press contact:

Catherine Reiter
Marketing & Communication

ETHERMA Elektrowärme GmbH
Landesstraße 16 | A-5302 Henndorf
Mob.: +43 | 664 88 31 7902
Mail: c.reiter@etherma.com
Web: www.etherma.com