

THE SANITATION, HEATING AND AIR CONDITIONING INDUSTRY IN GERMANY



ZENTRALVERBAND
SANITÄR
HEIZUNG KLIMA



The German Sanitation, Heating and Air Conditioning Association (Zentralverband Sanitär Heizung Klima, ZVSHK) is a professional organisation, trade association and body representing the interests of the sanitation, heating and air conditioning trade in Germany.

The Central Association is the largest national association in the European Union for the planning, construction and maintenance of technical building systems, focusing on energy and water technology.

According to the Register of Qualified Craftsmen, there are 51,937 sanitation, heating and air conditioning companies in Germany, employing 343,000 people, of which some 33,000 are apprentices.

The German Sanitation, Heating and Air Conditioning Association directly and indirectly represents 25,000 unionised guild companies and 26,937 non-unionised companies. Almost two thirds of all employees, however, are employed in a guild company and this is where over 62% of total sanitation, heating and air conditioning sales are generated.

Companies of the sanitation, heating and air conditioning trade in Germany reported total sales of 37.9 billion euros in 2013.

BY COMPARISON

The entire building services technology sector (industry, wholesale, and sanitation, heating and air conditioning trade) achieved annual turnovers

of approx. 51.35 billion euros (domestic and foreign sales) with 52,851 companies and around 500,000 employees in 2013.¹

Installers in the sanitation, heating and air conditioning trade were responsible for sales in 2013 of 37.9 billion euros to end users (with domestic sales for the industry as a whole totalling approx. 42.3 billion euros).¹

The building services technology sector maintained a share of approx. 47% of the total construction volume of approx. 110 billion euros in Germany in 2013. As a component of the construction volume, then, construction installation greatly surpassed structural work.

MARKET MECHANISMS IN THE SANITATION, HEATING AND AIR CONDITIONING INDUSTRY

The sanitation, heating and air conditioning trade, as illustrated by these figures, is the point-of-sale for the end customer. It is the crucial market go-between in the building services technology sector.

Every fifth homeowner (20 percent) plans to invest in their property by renovating their bathrooms over the next five years; 14 percent plan to upgrade the heating. These were the findings of a representative trend survey of 1,023 property owners in Germany conducted by TNS Emnid in autumn 2014.

When it comes to purchasing a new bathroom or a new heating system, specialist tradesmen are the most significant point of contact for homeowners by far, accounting for 89% of the market.

Likewise, sanitation, heating and air conditioning companies represent the vital interface between supply and demand in the market when it come to the topic of "barrier-free baths". Sanitation, heating and air conditioning guild trade companies installed around 495,000 baths in 2013. Furthermore, 510,000 heating systems were upgraded in the same year.

¹ Source: Ifo industry data 2013 building services technology dated May 2013

ORGANISATION

As the leading organisation of the sanitation, heating and air conditioning trade, the German Sanitation, Heating and Air Conditioning Association (ZVSHK) represents the interests of installers, plumbers, tank and apparatus manufacturers as well as stove and air heating constructors. Alongside ZVSHK, the national sanitation, heating and air conditioning organisation also encompasses 17 specialist associations and close to 400 guilds.

PROFESSIONAL ASSOCIATION:

ZVSHK is a national guild association according to the German Crafts Code [Handwerksordnung]. As a professional association, its duties are to represent the interests of its member trades and support affiliated specialist associations in fulfilling their legal and statutory duties.

EMPLOYERS' ASSOCIATION:

ZVSHK is an employers' association. In this capacity it has its own tariff authority to a certain extent. It represents and supports the tariff policies of specialist associations.

TRADE ASSOCIATION:

ZVSHK represents the politico-economic and social interests of unionised sanitation, heating and air conditioning companies. It promotes their performance and concludes warranty agreements with manufacturing companies. It conceptualises and implements national sales promotions and public relations activities. It supports the role of retailers and communication and EDP systems in the sanitation, heating and air conditioning trade. It is also the founder and conceptual sponsor of the international trade show for sanitation, heating and air conditioning (ISH) in Frankfurt am Main.

TECHNICAL ASSOCIATION:

The functional interests of trade companies are served in federal working groups, committees and task forces. ZVSHK has an obligation to provide consultation on all standardisation and standards projects that concern its trade groups. It contributes to the EU's efforts to harmonise technical standards. It is a streamlining association.

As the responsible specialist technical association, it draws up the technical guidelines for its trades. It organises the general outline of further and advanced specialist technical training. ZVSHK makes an active contribution in all areas through memberships and sponsorships, and through participation and cooperation with institutions.

TAKING RESPONSIBILITY

From representing to presenting interests – this will be one of the core duties of ZVSHK over the coming years. Specifically, this means that ZVSHK must live up to its responsibilities with regard to the various target groups.

- (1) It must live up to its particular responsibilities around energy and sustainability, beyond status limits.
- (2) It must live up to its responsibility to vigorously and sustainably support and implement energy-saving and climate protection measures demanded and promoted by policy makers.
- (3) It must live up to its responsibility to demand the necessary stimulus from policy makers – as a contributing member of society.
- (4) It must live up to its responsibility with respect to energy consumers.
- (5) It must live up to its responsibility to promote innovative solutions for energy efficiency.
- (6) It must live up to its responsibility to ensure appropriate handling of water as an essential resource.

- (7) It must live up to its responsibility to maintain and enhance the high standard of sanitation, heating and air conditioning training.
- (8) It must live up to its responsibility to actively safeguard consumer protection in terms of effective quality assurance in energy services and in terms of ensuring promised savings potentials.
- (9) It must live up to its responsibility to fulfil its social duty of safeguarding the progression of young talent through its leading role in the sanitation, heating and air conditioning industry.

PRESENTING INTERESTS

ZVSHK no longer represents an old-school unidimensional lobbyist body with respect to politics and the general public. It negotiates the lattice of political, public relations and publicised opinion to present economically and socially relevant topics. Furthermore, it is making efforts to position itself as a consumer advocate on all politically significant issues around water, heat and air.

At the pinnacle of the association's setup, ZVSHK hopes to make the skills and service portfolios of its specialist sanitation, heating and air conditioning companies familiar and recognisable in the public's perception as experts in sustainability and producers of energy-efficient products. Against the backdrop of accelerated political decision-making processes, increasing public sensitivity to their societal implications and the growing relevance of problems in the direct living environments of citizens, these are tried-and-tested approaches to positioning the sanitation, heating and air conditioning trade in the public sphere in a way that truly reflects what it today represents: a future-assuring, economic factor.

CREATING MARKETS

The commercial success of "Eckring" businesses of the sanitation, heating and air conditioning trades is the overriding objective of all of the associ-

ation's activities. "Creating markets!" is the motto for guilds, regional associations and ZVSHK and is what unionised companies expect, and rightly so. This is because the sanitation, heating and air conditioning trade justifies its professional and status makeup not by its mere presence, but exclusively by the commercial success of its work for voluntarily constituted trade companies.

FURTHER EDUCATION

Working closely with industry and wholesale, the central association devises and implements skills training and further education measures to give its guild companies an "edge in the market through knowledge and capabilities".

TRAINING

ZVSHK drafts training guidelines for all sanitation, heating and air conditioning occupations and works continuously on improving the image of corresponding occupational profiles.

TECHNICAL RULES

As the responsible specialist technical association, ZVSHK draws up the technical guidelines for its trades. It supports regional guild and specialist associations in fulfilling their legal and statutory duties.



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