

## MYSON

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## MYSON becomes MYSON

**(GATESHEAD, UK, 2ND MARCH 2020)** MYSON has introduced a new, strong brand position aligned with meeting customer needs and tackling global challenges of changing climates, scarcer resources and growing populations. The strategy is based on delivering more sustainable and integrated heating solutions. MYSON has also created a new suite of visuals to complement the transition which includes striking new branding designed to reflect its heating expertise.

MYSON's promise to the market is 'Comfort delivered' and achieves this through a unique full-system approach that is designed to optimise heating system performance. The company offers an incomparable range of products and solutions using four focus areas to drive the change towards more sustainable indoor climate comfort solutions.

**Improve efficiency** by optimising the energy efficiency of solutions through areas such as system accuracy, without jeopardising indoor climate comfort.

**Better integration** by integrating solutions into innovative systems to boost performance. Providing complete solutions rather than just components will ensure a level of indoor climate comfort that will include multiple optimisation benefits.

**Work smarter** by supporting planners, wholesalers and installers with a wide range of benefits to make every day easier, increase work efficiency and deliver better solutions.

**Reduce footprint** by limiting the use of resources, such as energy and water, and decreasing the impact of production processes on the planet. As well as this MYSON is committed to continuously investing in sustainable quality and innovation, while taking the entire life cycle of our products into account.

More sustainable heating solutions will play a leading role in meeting some of the challenges the world faces. For instance, current projections indicate the world's population will reach almost 10 billion in the next 30 years – and close to 70% of those people will live in cities. This highlights just how important sustainable solutions will be to providing optimal indoor climate comfort. MYSON has the experience and capabilities needed to create sustainable indoor climate comfort for new commercial properties, private homes and renovation projects.

The strategy is all encompassing to help increase energy efficiency in buildings large and small and offer customers peace of mind knowing that when it comes to heating, they can rely on MYSON as their trusted partner in integrated, sustainable indoor climate comfort solutions.

### Key facts

- MYSON is part of the Purmo Group
- 3300 professionals worldwide
- 50 locations in 26 countries
- Manufacturing radiators and fan convectors in the UK for over 50 years
- Hydronic valves manufactured in Ireland