

FAQ – Naming

Contents

1. Why are the new product names in English?	2
2. How will I know the new name for a given appliance?.....	2
3. How do I understand the new convenience level?	3
4. Why is the type designation no longer published in the V-ZUG brochure, price list, master data or planning software?	3
5. How is the article number of the V-ZUG appliances structured?	4
6. Which element do I use to order a V-ZUG appliance now?.....	5
7. Why does the type designation still appear in some places?	7
8. When do I have to stop using the type designation to place orders with V-ZUG?.....	7
9. It was easier to search for V-ZUG appliances in the planning software before – now there seems to be much more work involved. Can the type designation be reintroduced as a search criterion?	7
10. We would like to set up an electronic connection – who do I need to contact?	7

1. Why are the new product names in English?

Consistent logic

- We would like the new naming system to illustrate the breadth and depth of our range using consistent logic. In normal, everyday usage, regardless of geographical location, we will continue to refer to washing machines, ovens and range hoods within our sector as always.

Focus on best practices

- Established brand names such as Comhair or Combi-Steam have already asserted themselves within the English market. It was therefore an obvious decision to define the product names in English across all product categories. This move will also take into account the fact that V-ZUG Ltd is an internationally active company.

Multilingual product function

- We will also be making the product function available in four languages for selected product categories and even incorporating local factors.

2. How will I know the new name for a given appliance?

Website naming

- As a crucial element in this process, you can find everything you need to know about the new naming system on our website at <https://naming.vzug.com/en/system>. This platform will be available to you over the next two years while the renaming process is underway.

Naming checker

- The easiest way to find out which appliances will be changing their names or staying the same in 2019 is via the "Naming Checker" online search function under the relevant menu item.

Information materials

- Under the "Information materials" menu item on our website at <https://naming.vzug.com/en/information-materials/>, you will find the list of models complete with an overview of which ones will be affected by the new naming system in 2019.
- The conversion tables (in PDF or XLSX format) provide even more detail. These offer further information at appliance level along with the corresponding article numbers and models.

Price list

- Our digital price list is available in our business portal at <https://www.vzug.com/b2b/ch/en/login> and refers explicitly to the products affected by the new naming system.

IDM and article master data

- The current V-ZUG range is even published with the new naming details in the master data, which is available in the business portal at <https://www.vzug.com/b2b/ch/en/login>.

3. How do I understand the new convenience level?

Segments

- Advanced Line → V200 | V400 | V600
- Excellence Line → V2000 | V4000 | V6000

Convenience levels

- The convenience levels (V200–V6000) will still be defined by the scope of functions of an appliance and its corresponding price, just like the current definition (L, S, SL, SLQ, etc.). Further information on the new products will be available as always in our brochure, the B2B newsletter or at vzug.com.

4. Why is the type designation¹ no longer published in the V-ZUG brochure, price list, master data or planning software?

Digitisation

- V-ZUG has made the strategic decision to only use the article number as the most prominent and unique way to identify a product to the outside world. In doing so, we will be ensuring a long-term basis for the increased automated exchange of information and data (connections, etc.). This requires customers to use the article number within their system landscape.
- Going forward, increased system connections can be used to optimise productivity and flexibility within the processes and ensure high data relevance and quality through the automated exchange of information (interfaces).
- With the article number, launches of new device generations during the course of a year can be incorporated into the system landscape at an earlier stage. This had not previously been possible with the type designation due to the lack of uniqueness, which was associated with a subsequent supply of information/data and the inclusion of updated data catalogues for the planning process.

Product variance

- The type designation cannot – and must not – be considered a unique identifier on account of the constant redevelopment of our product range and the diversity and variation of what we offer. This is because the various device generations on offer means the type designation can no longer be clearly identified.
- As a result of this new naming system for our products (naming.vzug.com), the content of the type definition for the type designation and the associated character length (max. 21 characters) will also be changing. We have decided to refrain from implementing this type of new designation on the market side and to focus on the unique article number to avoid too much complexity.
- To reduce the error rate during the ordering process, the brochures, price lists and data outputs (IDM and article master data) are only based on the article number level.

¹ Formerly known as the “short description”

6. Which element do I use to order a V-ZUG appliance now?

Article number

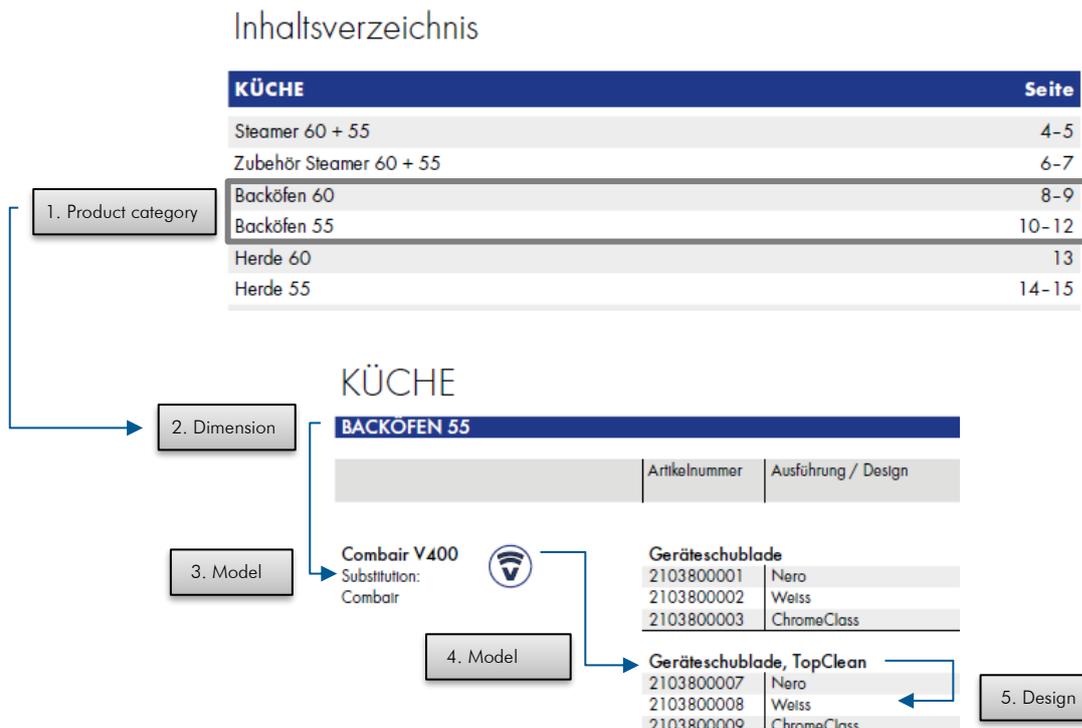
- The V-ZUG Ltd article number is the most prominent and unique way to identify a product and its relevant model. This must be included with every order. The type designation cannot – and must not – be considered a unique identifier on account of the constant redevelopment of our product range and the diversity and variation of what we offer.

Descriptive characteristics | Attributes

- The catalogues, price lists and online product search now include even more features to help with the differentiation process and provide additional support when searching for products. This makes it easier to find products.

Searching via the price list

- The price list offers a quick and easy way to find the article number for all product variants. The information is clearly structured by product category, dimension, model, version and design.



Searching via the website (vzug.com)

- You can find a digital record of the article numbers for all product variants via the practical search function on our website. The menu covers the product range, product category and its various characteristics right down to the desired article.

The screenshot shows the V-ZUG website's search interface. It includes a navigation menu with 'Business portal', '1. Product range', 'Appliances', 'Spare part', 'Service', and 'Planning'. Below this, there are sub-menus for 'Kitchen' (Ovens, Steamers) and 'Laundry' (Washers, Dryers). A '2. Product category' callout points to the 'Washers' category. The main search area contains several filter sections: 'Sort' (Relevance), 'Display' (10 per page), 'Product' (Ovens (12)), 'Standard width' (All), 'Short model' (All), '3. Features' (Front design), 'V-ZUG-Home' (All), 'Standard height' (All), 'Drawer' (All), 'Installation in floor unit' (All), 'Combined operation' (All), and 'Interface' (All). A '4. Products' callout points to the 'Front design' filter. Below the filters, two product cards are shown: 'Comhair V200' (Art. no.: 2103700003, Price: CHF 1'890.00 - 2'150.00) and 'Comhair V400' (Art. no.: 2103900003, Price: CHF 2'290.00 - 2'550.00). Both cards include a 'Feature level' indicator and a 'To wish list' button.

Searching via the website (naming.vzug.com)

- The easiest way to find new article numbers for previous article models is digitally using the naming checker on our naming website.

The screenshot shows the V-ZUG Naming Checker website. The navigation menu includes 'Home', 'Naming Checker', 'System', 'Information materials', 'Newsletter', and 'Contact'. The main heading is 'V-ZUG NAMING'. Below this, there is a search instruction: 'Search for the type designation (formerly short designation), model c find out what the product is called now ar'. A search form contains a dropdown for 'Switzerland' (checked) and a text input field with '2100700000'. A '1. Old article number' callout points to the input field. Below the search form, a table displays the results:

Item number	Model designation
2103800001 Previously: 2100700000	Comhair V400 Previously: Comhair

A '2. New article number' callout points to the '2103800001' item number. The 'Ovens' logo is visible in the top right corner of the results area.

7. Why does the type designation still appear in some places?

Order documents

- We will also be incorporating the alterations associated with this change into our operating processes and forms on an ongoing basis over the next few months. The type designation will still feature on various documents during this transition period. Nevertheless, the article number will remain the most prominent and unique way to identify a product in the order process.

Rating plate / packaging label / operating instructions / energy label

- For the purposes of normative specifications and conformity, a complete (or partial) type designation will continue to be published on individual elements and documents.

8. When do I have to stop using the type designation to place orders with V-ZUG?

- We are aware that it will take adequate planning and time for customers to switch to the new systems. For this reason, we will still be accepting orders containing the type designation from accumulated backlogs during the transition period.
- In principle, however, orders should still be made using the article number where possible. We also recommend transitioning to the V-ZUG article number within your planning and ERP solutions over the coming months if you would like to set up a connection going forward.

9. It was easier to search for V-ZUG appliances in the planning software before – now there seems to be much more work involved. Can the type designation be reintroduced as a search criterion?

Article number

- As the type designation will not be published in the price list, brochure or on the website, the unique article number is the most straightforward search criterion here. Using the first two digits of the article number (see Point 5), the search result can be filtered down to the product category level. The brochures and price lists now include even more features to help with the differentiation process and provide additional support when searching for products. This makes it easier to find products.

Filter options

- Most planning software solutions include a range of filter options to limit search results based on various characteristics such as dimensions and design. There is often also a text box to search for designations or descriptions. We are in contact with various software companies and another of our aims is to improve the applications for our customers. We welcome any feedback and suggestions you may have in this regard at pimmaster@vzug.com.

Efficiency

- We are aware that this transition will result in changes to the order process and create more work during the early stages. Nevertheless, we remain convinced that this will be worth it to ensure our processes are more straightforward and more efficient for all sides in the long term.

10. We would like to set up an electronic connection – who do I need to contact?

- We recommend transitioning to the V-ZUG article number within your planning and ERP solutions over the coming months if you would like to set up a connection going forward. If you have any questions relating to connections, you can contact us directly at pimmaster@vzug.com.