

EXHIBITIONS

Over the next few months you can visit the Worcester stand at any one of the following exhibitions, where a selection of our latest high-efficiency gas and oil-fired boilers and renewable technologies will be on display. For further information, visit www.worcester-bosch.co.uk and click on the events page.

March

National Homebuilding and Renovating Show

Green Village
NEC, Birmingham
22/03/07 - 25/03/07

Ideal Home Show

Earls Court, London
09/03/07 - 01/04/07

April

CORGI Installer Event

The Golf Hotel, Lincoln
03/04/07

CORGI Installer Event

Novotel, Nottingham,
Derby
04/04/07

CORGI Installer Event

Next Generation Hotel,
Leicester
05/04/07

CORGI Installer Event

Newcastle Village Hotel,
Newcastle
10/04/07

CORGI Installer Event

Marriott Hotel,
Sunderland
11/04/07

CORGI Installer Event

Next Generation Hotel,
York
17/04/07

IPHE Green Plumbing Event – Solar

Mansfield Civic Centre,
Nottingham
17/04/07

CORGI Installer Event

Novotel, Bradford
19/04/07

CORGI Installer Event

Sheffield Park Hotel,
Sheffield
19/04/07

CORGI Installer Event

Next Generation Hotel,
Dudley
24/04/07

CORGI Installer Event

Bank House Hotel,
Worcester
25/04/07

CORGI Installer Event

Holiday Inn, Birmingham
26/04/07

PHEX

Villa Park, Aston Villa FC
25/04/07 – 26/04/07

MARCH 2007

THE

INSTALLER'S CHOICE



Time for an oil change

Latest comment from Martyn Bridges, director of marketing and technical services

The Installer's Choice case study

Spotlight on So-Lar Smart Heating Systems Ltd, Cheltenham

New Product Update

Take a look at the year's new product launches.

A new dawn for Worcester Greenskies solar water heating.

The outlook for Worcester Greenskies solar water heating systems looks very bright.

With the introduction in April of a new range of lightweight, high-performance collector panels and accessories, the Greenskies solar water heating system will give even more installation flexibility. Greenskies will offer the option of portrait and landscape formats, will be easy to install on flat and sloping roofs, and, for the first time, can also be wall-mounted. They will be complemented by a brand new range of mains pressure, unvented twin-coil hot water storage cylinders with capacities of up to 300 litres.

All of which will make Greenskies the perfect environmentally-friendly, energy-saving partner for Worcester Greenstar condensing regular and system boilers.

And by undertaking one of Worcester's professional solar training courses you could help your customers to qualify for a £400 government installation grant* under its Low Carbon Buildings Programme.

To find out more call 08705 266241 or visit www.worcester-bosch.co.uk



* Subject to availability.

Worcester, Bosch Group, Cotswold Way, Warndon, Worcester WR4 9SW. Tel: 01905 754624



Welcome to the March issue of The Installer's Choice.

After a mild winter, it is little wonder that climate change is dominating the media as we head toward spring.

In early 2007 we saw the national news being broadcast from Antarctica, when ITV (as part of a week long series on The Big Melt) sent its news anchor, Mark Austin, science editor, Lawrence McGinty and a team of experts to measure the retreat of ice in one of the coldest, most remote places on earth.

Making the news more recently, over 2,000 scientists from 130 different countries predicted we would see global temperatures increase by around 3°C by 2100, which would result in major disruption to the delicate balance of the earth's natural environment.

From an industry point of view, installer's specifying and fitting only the most energy efficient SEDBUK 'A' rated gas and oil-fired condensing boilers are already contributing toward tackling the problem of climate change. Beyond this, we also know that many installers are already planning ahead of the game and diversifying their businesses in order to offer renewable solutions, including solar thermal and ground source heat pumps.

Whilst reversing the damage already done to our planet is not something that will happen overnight, we have to start somewhere. In this issue we take a closer look at one such project

where condensing technology has been specified in partnership with solar thermal panels. Matt Lee of So-Lar Smart Heating Systems Ltd won an Environment 2010 Award in 2006 when he successfully brought a 200 year old home into the 21st Century with a brand new heating system.

And on the subject of upgrading homes, Ruth Kelly's recent announcement that she would like all new homes to be carbon neutral by 2016 has sparked fresh debate surrounding the building regulations. On page 10, Neil Schofield outlines the new requirements and comments on the path to 'a zero carbon future'.

On a lighter note, voting is now well under way for Worcester's 'Installer of the Year' competition, which recognises the best in installation techniques, expert knowledge and customer service. In last month's issue, we also launched a brand new installer initiative in the form of our 'Green Earth' calendar competition.

This is open to installers who have fitted Worcester Greenstar, Greenskies or Greenstore products in their own home and there are eight prizes up for grabs, each being a fully paid trip to Florida for two people towards the end of the year. We look forward to hearing from you soon.

Richard Soper

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Could you be the next Installer of the Year?



2006 winner Nick Fieldings of Fieldings Limited (centre) with runners up Simon Lockwood (right) from Pipework Connect and Richard Tolley (Left) Ecoplumb

Voting is now underway to find the new Installer of the Year 2007, as chosen by homeowners across the country, and the competition is already hotting up.

Consumers can vote for their favourite installer to become Installer of the Year 2007 by registering their votes online.

And, one lucky home owner is in with a chance of winning £1,500 worth of Bosch goods by being automatically entered into a free prize draw if their nominated installer wins this coveted award.

In addition to the above mentioned prize, the winning installer will be prominently

featured on Worcester's website, which receives over 150,000 visits per month, as well as being featured in trade magazine articles.

To find out more about the voting procedure visit www.worcester-bosch.co.uk

Royal approval for Worcester

With Camray boilers installed at Sandringham House - the country retreat of HM The Queen and HRH The Duke of Edinburgh - Worcester has been granted the Royal Warrant, as a mark of recognition that the business is a regular supplier of goods or services to HM The Queen.

Richard Soper, managing director at Worcester said: "This is a great

"This is a great honour for Worcester and indeed the Bosch Group. The warrant is widely recognised across the UK by both consumers and businesses alike as a mark of quality."

honour for Worcester and indeed the Bosch Group. The warrant is widely recognised across the UK by both consumers and businesses alike as a mark of quality.

"Naturally, we are planning to place the Royal Warrant on our product packaging, vehicles, advertisements, stationery and at the headquarters in Worcester and are honoured to be able to use it."

Greenskies on the road

New for 2007, Worcester has launched a vehicle fully equipped with functional 'Greenskies' solar panels attached to the roof. The van will be driven by our Technical Sales Managers for renewable products and will be available to book from March.

Our full range of demonstration vehicles are all equipped with the latest products and have their own resident trainers on



hand to offer practical advice and hands on experience.

Look out for the training vehicles throughout 2007, as they visit exhibitions, merchant branches and colleges around the country to spread the word about the latest condensing

and renewable technologies available from Worcester.

To find out more about Worcester's demonstration vehicles or to make an appointment for a visit, contact the sales support team on 01905 753 104.

'Green Earth' competition



In our February issue, we launched our new 'Green Earth' Calendar Competition, so now's the time to start thinking about getting your entries sent in to Worcester to be in with a chance of winning.

The 2008 calendar will have a distinct environmental theme, featuring images of the landscape, as well as details of the winning installers who have completed environmentally friendly installations in their own homes.

The eight winning installers selected to feature in the calendar will each win a four night trip to Florida for two people

from 28th October – 1st November 2007.

All you have to do to enter is provide a detailed outline of how an installation you have carried out in your home, featuring Worcester's Greenstar, Greenskies or Greenstore products, has helped benefit the environment. The eight winners will be chosen after the closing date of 31st July 2007.

For further information on the competition, including information on how to enter and a full list of terms and conditions, visit www.worcester-bosch.co.uk and click on the events and promotions page.



Information at your fingertips

Worcester's website is an essential resource for any busy installer. Featuring the latest information about new products, training and industry news, not to mention technical tips and easy to access brochures in PDF formats, the site is an excellent way to keep in touch.

Last year we received over 2 million visits to the website from trade and consumer visitors alike, all seeking information about the latest solutions for heating and hot water comfort.

In addition to the wealth of product and technical information you'd hope to find online, Worcester has also launched five new 'energy house' case studies on the website. These real-life situations offer a valuable insight into the difference installing high efficiency condensing boilers and renewable technologies can make to consumers lives, fuel bills and the environment.



New Products 2007

Worcester is introducing a number of new products during the course of 2007. Here’s a brief overview of the main launches that are planned across the year. Detailed technical specification and sales literature will be available to support each introduction.

FKC-1S Solar Panels (Portrait)



GSHP combi 6,7,9 & 11kW



GSHP system 11kW



FKT-1S Solar Panels (Portrait)



Greenstar Heatslave External 12/18, 18/25, 25/32kW



Type	Name of product	Launch Date
Gas	Greenstar CDi combi 27,37,42kW	Quarter 1, 2007
Oil	Greenstar Heatslave External 12/18, 18/25, 25/32kW	Quarter 1, 2007
Oil	Greenstar Camray Kitchen 12/18, 18/25, 25/32kW	Quarter 1, 2007
Oil	Greenstar Camray Utility 12/18, 18/25, 25/32kW	Quarter 1, 2007
Oil	Greenstar Camray Utility System 12/18, 18/25, 25/32kW	Quarter 1, 2007
Oil	Greenstar Camray External 12/18, 18/25, 25/32kW	Quarter 1, 2007
Oil	Greenstar Oilfit telescopic flue kits, plume management	Quarter 2, 2007
Solar	FKC-1S Solar Panels (Portrait)	Out now
Solar	FKC-1W Solar Panels (Landscape)	Quarter 2, 2007
Solar	FKT-1S Solar Panels (Portrait)	Quarter 2, 2007
Solar	FKT-1W Solar Panels (Landscape)	Quarter 2, 2007
Solar	Solar compatible unvented cylinders	Quarter 2, 2007
Solar	Solar combi valve kit	Quarter 2, 2007
GSHP	GSHP system 11kW	Quarter 1, 2007
GSHP	GSHP combi 6,7,9 & 11kW	Quarter 2, 2007
GSHP	GSHP compatible unvented cylinders 180 & 280l	Quarter 2, 2007

Greenstar Camray Kitchen 12/18, 18/25, 25/32kW



Greenstar CDi combi 27,37,42kW



Solar compatible unvented cylinders





Each month we're inviting editors from some of the UK's leading trade titles to 'be our guest' and comment on a topic of their choice. In this issue, Sandy Guthrie, editor of Heating Ventilating & Plumbing magazine comments on the benefits of training to keep pace with industry changes.

HVP

GUEST COMMENT

Football is not what it was. It used to be 22 men with a heavy leather ball who through a combination of basic skill and brute force would try to put the ball in the net. Nowadays there have been mysterious changes to the offside laws, while boots and balls have altered beyond recognition to help players to weave a magic spell over the ball to make it move around in the air. Pre-match tactics and the players' diets of today would not be have been recognised by the stars of the past.

Our industry has seen changes too, and it has undergone more in the past few years than at almost any other time. Some of this is down to legislation from the powers-that-be, and whether you agree with the changes or not, they have to be understood and abided by. Also, major technological advances are making your job a very different experience to what you might have faced in the past.

There is also a greater level of expectation and knowledge by an end user who is better informed than ever. Time was that your customer had only a very basic idea of what they were after – a boiler that provided heat and hot water when they wanted it. To achieve that, they turned to the installer for help and advice. Today, the internet appears to have all the answers to their questions, and while not everything on the web is true, it is a great place to go to load up with background information on areas that have previously been a mystery unlocked only by an expert.

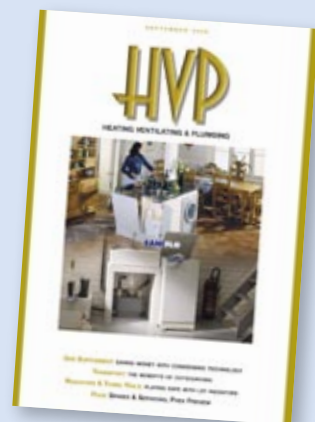
Hours of television programmes on home improvements and acres of newspaper

columns add to the knowledge. All this means the installer has to work hard to keep one step ahead.

There are two topics that spark far and away the most interest whenever a feature appears in HVP. These are training and renewables. That tells us that a significant number of readers already see the value of training and are open to new ideas. The stereotyped character sucking his teeth and sadly shaking his head is long gone. The installer of today must be forward looking and completely up-to-date with the new technology at his or her disposal.

If installers aren't aware of the benefits of training, then the manufacturers definitely are. Training centres are being set up all over the place, giving installers every opportunity to add to their skills. Some of this training can be seen as fine tuning and adding to what they already know, but there are also new skills that need to be learnt. There was never much need to go up on the roof in the past, for example, but that is where solar panels are going to be sited. Safe working at height is not something that can be assumed but is a skill that has to be acquired.

It is the basic, everyday working knowledge, however, where most of the training will come in – the sort of jobs that you are doing week-in, week-out. There is no excuse for sitting back and thinking "I've always done it like this, why should I change now?" as you will soon be left behind. It may seem to be time spent away from work for smaller firms



of installers but it should be regarded as an investment. It will pay in the end.

The successful footballers of today are not simply the ones who can kick the ball hard and straight, or can dribble round an opponent. They are the ones who understand the game and make the effort to keep their skills and their bodies in the best shape. It doesn't take a Mourinho to see that a successful installer needs to maintain a sharpness, to be able to read the game and to keep their eyes on the ball.

Sandy Guthrie is editor of Heating Ventilating & Plumbing magazine

If you are a bona fide industry professional and you want to register for a free subscription to HVP, go to www.hvpmag.co.uk, or phone 020 8680 4200



Martyn Bridges Comment

Time for an oil change

With part L1 of the Building Regulations set to hit the oil boiler market from April 1st, Martyn Bridges, director of marketing and technical support for Worcester, Bosch Group shares his thoughts on how the transition will go.

"From April 1st it will be mandatory to install condensing oil-fired boilers to comply with Building Regulations, with limited exceptions. This happened with gas boilers in 2005 but the oil industry successfully campaigned that this date was too early to make the transition with oil.

"The industry has learnt a lot from the gas experience, where a gradual change started quite early on with a number of installers specifying condensing boilers as a best option for customers over a year before the regulations were due to be enforced, some even earlier than that.

"This was a huge help, although non-condensing sales still accounted for a significant percentage of the market right up until the legislation came in. From 1 April 2005 there was a dramatic leap, gas condensing boiler sales suddenly soared. They now make up over 90% of all condensing gas boiler installations in the UK.

"Whilst condensing now accounts for the majority of sales this is not 100% because, rightly so, the Government has allowed for exceptions. Certain installations qualify as an exemption providing they meet the criteria within the exemption documents. It is important that this was made a consideration because certain homes would not be suitable for installation of a condensing boiler without major upheaval and expense.

"Many installers fit both gas and oil-fired products and therefore many will have

already taken the opportunity to specify condensing oil-fired boilers to ensure they are giving their customers the best possible deal. These installers are the ones who can educate the consumer first hand on the benefits of energy efficient boilers.

"Condensing boilers must be rated 'A' or 'B' on the SEDBUK scale which means they produce 86% efficiency or higher – good news for the homeowner. The SEDBUK (Seasonal Efficiency of Domestic Boilers in the UK) method of assessing energy efficiency was developed under the Government's Energy Efficiency Best Practice Programme and provides a basis for comparison of different models.

"While 'B' rated oil-fired boilers will be acceptable for installations in 2007, we are strongly urging installers to specify 'A' rated products for every job. The higher the efficiency the greater the benefit to the homeowner and the better it is for the environment.

"All of Worcester's condensing boilers are SEDBUK 'A' rated, offering at least 90% efficiency. Fitting 'B' rated appliances is only going half way. 'A' rated technology is available so let's make the most of it.

"Over the past year sales of oil condensing boilers have increased. In July 2005 they made up approximately 12% of the market, whilst during the same period this year 20% of oil boiler sales were condensing models. This figure is steadily growing and we expect

condensing sales to continue to increase as we head toward the 2007 deadline.

"For 2007 we are continuing to extend our range of oil-fired condensing boilers and have introduced 15 new, highly efficient oil-fired Greenstar Camray boilers, ensuring we can offer the best solution for any non-mains-gas application."

"Consumers looking to go that step further in pursuit of even greater energy efficiency levels will be interested to know that oil-fired boilers make a great partner to solar water heating systems. All of our regular and system oil-fired boilers are compatible with Greenskies solar panels.

"The combined installation of oil-fired boilers and solar water heating is a relatively new concept but, with oil prices rising, anything that can reduce oil consumption is beneficial to the homeowner and the environment.

"The industry coped comfortably with the gas changes but preparation was crucial. We have planned well in advance for oil and are confident that the transition can be handled by all elements of the distribution chain from manufacturer, through the merchants to the installer and the consumer.

"By the end of 2007 I'm confident that we'll be seeing a similar shift to condensing oil-fired products as we did with condensing gas-fired products in 2005."

For more information about Worcester's new Greenstar oil-fired condensing boilers or training courses and wider services, call 08705 266241 or visit www.worcester-bosch.co.uk



Welcome again to our regular 'green page', commenting on the latest legislation and issues affecting the heating industry, as well as following the progress of Worcester's Environment 2010 Awards.



In this month's issue, we're focusing on Community Secretary Ruth Kelly's recent announcement that she wants new homes to have 'green' star-ratings by 2008 and all new homes to be carbon neutral by 2016.

Having attended the presentation, which was given by Mrs Kelly at London's Building Design Centre on 13th December 2006, here's a brief overview of the measures outlined in the consultation document called 'Building a Greener Future: Toward Zero Carbon Development'.

Neil Schofield
Head of Sustainable Development

A Question of Carbon Reduction

"With just three years to go to reach its ambitious target of cutting CO₂ emissions in the UK by 20% by 2010, it's hardly surprising that the environment is high-up on the Government's list of priorities right now.

"It was with interest then, that we listened to Ruth Kelly's speech on 13th December last year, wondering whether we were about to hear more recommendations from the Government centred on electricity or if home heating would be addressed. Whether you live in a brand new house or an older property, there's no escaping the fact that 84% of UK homes are heated by gas boilers and that three quarters of energy used in the home is for heating and hot water (which equates to 73% of all domestic carbon emissions).

"In contrast to past reports (namely the Energy Review and Stern Report), we remember being quite excited about what we heard that day. On the whole, Ruth Kelly presented a more holistic view of what is required to reduce carbon emissions, suggesting progressive, legislative changes (to building regulations) in order to make all new homes zero carbon by 2016. This

followed on from Chancellor Gordon Brown's pre-budget report delivered on the 8th December, which outlined the Government's intention to focus on improving the efficiency of new homes in the New Year.

"In short, Mrs Kelly outlined a clear framework, with the intention to introduce new building regulations standards in three stages. The first step, in 2010 (a 25% target), will require homes to be built to the very highest energy efficiency standards. The second and third steps, in 2013 (a 44% target) and 2016 will require increasing use of renewable energy sources. She also outlined a compulsory plan for all new homes to have green 'star' ratings by 2008.

"On the whole, I thought Ruth Kelly's vision for 'shaping a low carbon future' marked a positive step-change at a time when it is really needed. If I had to make

just a couple of constructive criticisms, these would be that there is still an issue with plans applying only to England and Wales. A question mark hangs over where the devolved Governments in Scotland and Northern Ireland will fit in. And, with no extra funding available to police the new changes, there is the issue of whether building control officers will be able to cope with managing further changes when they are struggling already.

"If the 2016 target for zero carbon homes is met it is estimated this would cut the UK's carbon emissions by around 7 million tonnes per year by 2050. With 25 million existing homes in the UK and many in need of serious improvement, starting with the 160,000 to 180,000 new homes built in the UK each year may seem a drop in the ocean - but I guess it's better to start somewhere than nowhere at all.

Power points promotion powers on

Worcester's Power Points promotion is now supercharged with an extension until December 2007 on purchases of all Worcester Greenstar oil-fired condensing boilers.

And there's more. Any Greenstar oil-fired boiler purchased between March and May 2007 will qualify for supercharged **"Double Points"**, taking you not just one, but two steps closer to getting your hands on a superb selection of quality professional power tools from Bosch – absolutely free.*

For the month of March and in the lead up to the change in legislation, we are also offering **double points** on non-condensing oil-fired products.

Every Worcester condensing oil-fired boiler purchased during the promotional period is worth 20 Power Points, which can be converted into the Bosch professional tools of your choice from those shown in the promotion booklet. What makes this promotion even more enticing is the fact that Worcester now offers the biggest range of oil-fired boilers in Britain with its Greenstar, Camray, Danesmoor and Heatslave models providing a solution for every installation.



Claiming your free* tools is easy. Register using the online form by visiting www.worcester-bosch.co.uk/powerpoints or by calling 0845 201 0522. Once you have registered you will receive your first claim form. You can then download further claim forms from our website or by calling the number above.



FREE*
post installation
operational and
efficiency check
on Greenstar condensing oil-fired boilers installed
between 1st March - 31st August 2007
To claim call 01905 752790



FREE OF CHARGE POST INSTALLATION CHECK FROM WORCESTER

In addition to extending the period of the Power Points promotion, Worcester is also offering FREE post-installation operational and efficiency checks on all its Greenstar condensing oil products between 31st March – 31st August 2007. To get in touch with the team for an appointment, call 01905 752790.

INSTALLER'S CHOICE

FEATURE

Spotlight on So-Lar Smart Heating Systems Ltd, Cheltenham

Greenskies brings 200 year old home into 21st century

Matt Lee, owner of Cheltenham based So-Lar Smart Heating Systems Ltd, won one of Worcester's prestigious monthly Environment 2010 awards when he successfully brought the heating system of a 200 year old house into the 21st century.

The installation saw Worcester's Greenskies solar panels specified together with one of Worcester's high-efficiency Greenstar gas-fired boilers, which was fully compatible with the solar system. The property in question was unique in that one large house had been created from an old cottage and converted barn being recently knocked together.

Matt said: "The two properties - the cottage and barn - originally had their own heating and hot water systems, which we needed to replace with a single system that would fulfil the requirements of the family. The family generally tries to be as environmentally friendly as possible and were keen to find out more about solar panels to heat their water.

"After weighing up the initial cost of installation against the long term fuel savings and the benefits to the planet, it was decided that three Worcester Greenskies solar panels, coupled with a Worcester Greenstar 24i system boiler would be ideal for their needs."

A standard installation in the UK normally requires two panels but due to the size of the home and the family's hot water requirements the decision was made to install an additional solar panel.

Ideally the panels should be situated on a roof which is facing due south and tilted between 30 and 45 degrees from the horizontal. The gains available will reduce as the orientation moves away from due south. However, a variety of fixing brackets and frames are available from Worcester to suit different roof types (pitched and flat) and different types of roof tiles.

Matt said: "Installing the solar panels was technically challenging as they only just fitted on the allocated roof space but they are in the perfect location, in a fabulous sun-trap. Now they are in place, and particularly as the family is using their new system sensibly and only heating water when required, the fuel bills should be reduced considerably."

Greenskies panels harness the sun's energy and convert it into heat, which is then used to provide hot water for the home. Typically, a well-sized solar system – usually two panels – should provide around 50-70% of a home's hot water requirements over 12 months. This breaks down into around 80%-100% during the summer months, 40%-50% during spring and autumn and approximately 20%-30% in winter. A simple controller allows the homeowner to select the temperature required at the hot water cylinder. The controller then

automatically decides when to run the pump to bring energy from the panels to the cylinder.

Matt and his team were nominated by the homeowner, Sarah Banford, as she was so impressed with final result. Sarah said: "Due to the age of the property we had some initial concerns about the installation but after the procedure was explained to us we had complete trust in Matt and his team. They were tidy and efficient and planned the installation sensitively to ensure our total peace of mind throughout. With our new, super-efficient condensing boiler and solar water heating our 19th century house has joined the 21st century."

Matt was delighted with the award, saying: "This was a hugely satisfying win for the team. For the homeowner to nominate us was really pleasing because customer satisfaction is very important to us.

"We are dedicated to providing the best in renewable and energy efficient heating options for the home. It's great to see so many people switching on to technologies such as thermal solar panels. Our aim is to make a positive impact on the environment while also offering customers significant savings on their heating bills."



Matt Lee of So-Lar Smart Heating Systems Ltd

Could your installation be an environmental winner?

Since 1999 Worcester, part of the Bosch Group has been running its Environment 2010 Awards scheme to help raise awareness of climate change and promote and encourage the use of energy efficient technologies in the home.

The awards are just one example of Worcester's total commitment to its environmental policy by focusing attention on the critical need to conserve non-renewable energy resources and minimise environmental damage. The awards also reflect the long term commitment made by the UK Government to reduce emissions of harmful greenhouse gases in line with the 2010 Kyoto Protocol.

Every month, Worcester receives a host of nominations from around the country for the installation category of the awards. The initiative recognises installers who take an environmentally responsible approach to their work and each month a winner is chosen who demonstrates the highest level of installation quality.

For more information about Worcester's Environment 2010 awards and renewable products, call 08705 266241 or to download a nomination form, visit the website: www.worcester-bosch.co.uk.

Training with the times

Following the award winning success of the Steve Willis Training and Assessment Centre in Burgess Hill, West Sussex, director of marketing and technical support for Worcester, Bosch Group, Martyn Bridges was invited to open the new Steve Willis training centre in Portchester, Hampshire this month.



Worcester's relationship with Steve Willis began over 15 years ago when we first set up our college links programme to support the future of the heating industry. Steve Willis was a lecturer at one of the original colleges to benefit from the Worcester scheme. He opened his first training centre in 2000 at Burgess Hill, which has since received two awards from the CITB (Construction Industry Training Board).

Gerry Papworth, managing director of the new Portchester centre, said: "It was a pleasure to welcome Martyn and to have him open the new building.

Worcester has always been extremely supportive to us. Their help, through equipment provision, advice, literature and training materials, has been instrumental to the preparation of the new centre."

Steve Willis Training and Assessment Centres offer a one-stop-shop for the building engineering industry, providing a complete range of courses, including Gas, Electrics, Water, Oil and Refrigerants through the following certification bodies City & Guilds, CITB, NICC, EAL and BPEC.

Martyn Bridges said: "We're delighted to be able to offer continued support to Steve and his ever increasing team. They have developed a very impressive facility here in Portchester and I'm sure it will be just as successful as the first centre."

For more information about the Steve Willis Training and Assessment Centres, contact 01444 870860 or 02392 190190.

For further details about Worcester's college links programme, contact Maddie Till on 01905 752730 or visit www.worcester-bosch.co.uk/training.

Steve Lister Comment



Testing, testing – one, two, three

"At Worcester, we are highly committed to ensuring both the reliability and quality of all of our products, which is why we consistently invest heavily in new product development and testing", says Steve Lister, director of sales for Worcester, Bosch Group.

"All of our appliances must complete a thorough testing programme. The 'new product development process' includes a number of detailed stages, starting with the concept phase, where market research and analysis of potential products is carried out.

"Once a product idea is agreed and developed, a prototype will be created ready for field trials. These field trials will see the boiler tested in a variety

of different conditions including: type of property, area of the country and water hardness. Trials always include a testing period of at least one winter and sometimes two or three.

"If the field tests are successful, all the components are 'pre-tested' in a constant test facility, which evaluates each element to guarantee the required level of quality.

"Finally, what is known at Worcester as a 'Z-test' is completed, which puts the boiler through a test rig run constantly to simulate 15 years of activity under highly accelerated conditions. The 'Z-test' also takes into consideration the flue arrangements, installation, gases, weather and contaminated system water.

"Our products are subject to internal and external testing by the appropriate governing bodies. Independent tests on boilers are conducted by a notified body and product surveillance is conducted by the British Standards Institute."

For more information about Worcester's product testing, call 08705 266241.



Meet the Divisional Sales Managers



PAUL SOPER

DIVISIONAL SALES MANAGER, FOR THE NORTH EAST, YORKSHIRE AND EASTERN REGIONS

Q. How long have you worked for Worcester and how did you get to your current position?

A: I started my career with Worcester in 1994 as a factory operative, progressing from there to move into the warehouse, handling stock management. Having gained a good grounding at the very heart of the business I was then promoted to distribution supervisor - a position I held until 2000 when I made the move into sales. At the start of my sales career, I worked as a representative for South Yorkshire until I was promoted to my current position of divisional sales manager, for the North East, Yorkshire and Eastern regions in October 2004.

Q. What do you think distinguishes Worcester from its competitors?

A: From a sales point of view, I think having an experienced and dedicated sales team, who are committed to offering customers open and honest advice, is a unique selling point for Worcester. Our aim is to build strong and loyal relationships with our customers, which is why we spend plenty of time on the road visiting our customers. This means we're a face and not just a voice on the end of the telephone.

Q. What new products are you most excited about?

A: I'm particularly excited about the developments in solar technology, as we have seen a really positive increase in the number of requests from installers and consumers who are keen to know more about how these products can improve the efficiency of their heating and hot water systems. The new Greenskies products, including the option of lightweight, landscape and flush fitting panels, will help ensure Worcester has the product offering to satisfy the growing market for solar thermal solutions.

Q. How do you feel the industry has changed in recent years?

A: The energy efficiency debate has by far been the driving force for industry change over the last few years. Increased consumer interest in climate change and rising fuel costs, combined with pressure from the Government, has encouraged boiler manufacturers to make further advances in the area of operating efficiency. For example, all boilers now have an energy rating as fridges and other manufacturing appliances have, making it clearer and easier for consumers to choose the best option. In many ways, this has been good for the industry as a whole. If we take Worcester as an example, as well as perfecting 'A' rated gas and oil-fired condensing technology, in-line with the building regulations, the business has also diversified into renewable technologies ahead of industry demand.

Q. How can your customers encourage their customers to upgrade or replace inefficient, old boilers?

A: As well as visits to customers on their own premises, trade events are vital for us to keep in direct contact with installers up and down the country. Over the last few years we have held many installer events, which have allowed us to promote the most energy efficient appliances and latest renewable technologies available from Worcester. Working closely with installers in this way, we are also able to help them with their own marketing activities, whilst also providing the essential training and after sales support required to back everything up.

Win^{with} Worcester

We know you like a challenge, so this month we want to put you to the test and see if you can answer the following five Worcester brainteasers.

You'll find the answers hidden in this issue, so all you have to do to be in with a chance of winning £250 worth of Leisure Vouchers is read the magazine from cover to cover.

Leisure Vouchers can be enjoyed at a huge number of places and in lots of different ways including; eating and drinking fine wines, exciting attractions and thrilling experiences, memorable holidays and short breaks away, relaxing and de-stressing and fun family days out.

To enter, simply complete the entry form below and send it back to our editorial office: The Installer's Choice Quiz Competition, WPR, 43 Calthorpe Road, Edgbaston, Birmingham, B15 1TS.

We have one main prize of £250 worth of Leisure Vouchers to give away.

Happy fact finding!

Q1. What did Matt Lee of So-Lar Smart Heating Systems Ltd install to win an Environment 2010 Award?

Q2. What 'Warrant' has Worcester just recently been awarded?

Q3. Who is the divisional sales manager for the North East, Yorkshire and Eastern regions?

Q4. What is the minimum amount of winter seasons our boilers are field trialed for?

Q5. From when will it become mandatory to install condensing oil-fired boilers to comply with Building Regulations?

Name _____

Answers

Business Address: _____

A1. _____

A2. _____

Daytime Telephone Number: _____

A3. _____

Tick box as appropriate:

☐ I would like to receive further information from Worcester, Bosch Group.

A4. _____

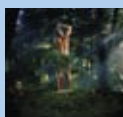
☐ Please do not contact me with further information.

A5. _____

A5. _____

Rules and regulations:

1. No cash alternative
2. The decision of Worcester, Bosch Group is final
3. Closing date is 30th March 2007



Last month's winner....

Ian Duckworth from Newcastle successfully identified the five differences in last month's spot the difference competition.



Keep in touch

No matter where you are based around the country, Worcester has a team of local representatives available to help with your specific requirements.

Each month we're covering a different area of the country, providing the names and numbers of the key contacts who are there to help make your job a lot easier.

In this issue, we're focusing on the sales team for the **North East, Yorkshire and Eastern Sales Team**, who are each responsible for covering different areas, as indicated below. In the April issue of The Installer's Choice we'll be including the contact details for key members of the Southern oil sales team, and the focus will be on Business Manager, Darren Milkins. We look forward to hearing from you!

Key Contacts – North East, Yorkshire and Eastern Sales Team



The sales team for the North East, Yorkshire and Eastern regions is overseen by divisional sales manager, Paul Soper (see pages 16 & 17 for Paul's profile).

Contact Paul on: 07790 489 563

Areas covered: **Bradford, Carlisle, Derby, Durham, Darlington, Doncaster, Huddersfield, Harrogate, Hull, Halifax, Lincoln, Leeds, Newcastle, Nottingham, Sheffield, Sunderland, Teeside, Wakefield, York**

Terry Jones - Gas TSM
07971 645 979

Areas covered: **Carlisle, Durham, Darlington, Newcastle, Sunderland, Teeside**

Stephen Cooper - Gas TSM
07767 432 565

Areas covered: **Bradford, Harrogate, Halifax, Leeds, Wakefield, York**

Steve Banton - Gas TSM
07767 432 579

Areas covered: **Derby, Lincoln, Nottingham**

Chris Easton - Gas TSM
07790 488 474

Areas covered: **Doncaster, Huddersfield, Hull, Sheffield**

Alan Roberts - TSM Renewable Energy Products
07790 489 812

Areas covered: **Bradford, Carlisle, Derby, Durham, Darlington, Doncaster, Huddersfield, Harrogate, Hull, Halifax, Lincoln, Leeds, Newcastle, Nottingham, Sheffield, Sunderland, Teeside, Wakefield, York**



In last month's edition, we informed you that Walter Lyon covers the Chester area, this area is covered by Paul Morgan. We apologise for any confusion.