

COUNTY SHOWS

Over the next few months, you can visit the Worcester stand at any one of the following county shows, where a selection of our latest high-efficiency gas and oil-fired boilers and renewable technologies will be on display.

County shows are fun for all the family and all ages and interests, so do not miss out and visit us at this month's show for another fantastic day out. From September onwards, you'll be able to see us again at exhibitions across the country, look out in next month's issue for a full list of dates or visit www.worcester-bosch.co.uk and click on the events page.

June – September

Great Yorkshire Show

Great Yorkshire
Showground, Harrogate,
HG2 8PW
10/07/07-12/07/07

Royal Lancashire Agricultural Society

Lancashire, Salisbury,
20/07/07-22/07/07

Lincolnshire Show

Lincolnshire Showground
Grange de Lings, Lincoln,
LN2 2NA
20/07/07-21/07/07

The CLA Game Show

Harewood House, Nr Leeds,
Yorkshire
27/07/07-29/07/07

Perth Show

26 York Place, Perth,
Perthshire, PH2 8EH
03/08/07-04/08/07

The Keith Show

Keith Banffshire,
AB55 5AJ
12/08/07-13/08/07

Pembrokeshire County Show

Haverfordwest,
SA62 4BW
14/08/07-16/08/07

Anglesey County Show

Anglesey Showground,
Holyhead, Anglesey,
LL65 4RW
14/08/07-15/08/07

Vale of Glamorgan Agricultural Show

Fonmon Castle Park,
Rhoose
15/08/07

Thame & Oxfordshire County Show

The Showground
Kingsey Road Thame, Oxon,
OX9 2BZ
20/09/07



Environment 2010:

A Focus on Planning Permission Changes

Promoting Energy Efficiency:

Irresistible cash-back offers for Installer's Choice

New Greenstar Gas Power Points Promotion

And don't forget **Installer Live 2007**
Ricoh Arena, Coventry, **18/09/07 – 21/09/07**

Use the power of the sun to help your business grow.

£400 householder cash-back* available now on the extended Greenskies solar water heating series.

A choice of landscape and portrait panels designed for in- or on-roof installation on flat or sloping roofs, or even wall-mounting, and complemented by a range of mains pressure twin-coil hot water cylinders with capacities of up to 300 litres.

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

*Terms and conditions apply.



**WORCESTER**
Bosch Group



Welcome to the July issue.

In this month's issue, we're focusing on gas with the launch of our new 'Power Points' promotion featured on pages 6 and 7. With such a wide range of 'A' rated Greenstar gas-fired boilers to choose from, including the CORGI product of the year – Greenstar CDi – collecting points to qualify for a superb selection of quality professional power tools from Bosch is easier than ever.

With only four weeks remaining of our 'Green Earth' calendar competition, we've been amazed by the response from installers, who are increasingly fitting Worcester Greenstar, Greenskies and Greenstore products as environmentally friendly installations in their own homes. The closing date for entries is the 31st July, so don't miss out on your chance to win a trip for two to Miami and send us your entry today.

At Worcester, we recognise that installers are vital to promoting the most energy efficient products, which is why we are also rewarding installers with fantastic cash-back offers when they fit Greenstar, Greenskies and Greenstore products in their own home - see page 11. These cash-back offers are particularly exciting, as we recognise personal experience is invaluable when promoting our products to customers.

On the subject of renewable technologies, Neil Schofield outlines the Government's main changes to planning permission requirements for microgeneration installations in homes on page 10. While on page 9, Martyn Bridges argues against the National House-Building Council's (NHBC) classification of combi boilers.

This month's Installer's Choice case study focuses on one of Worcester's Environment 2010 monthly winner's – Andy White of A R White Plumbing and Heating – whose transformation of a heating system in a four-storey, Grade IV listed building using two Greenstar CDi boilers, won him a £500 voucher for a National Trust cottage holiday and a year's family membership to the National Trust.

To end on a quirky note, entries for our 'Revelations of an Installer' competition have been so entertaining we've extended the competition, which is now in a questionnaire format. We would still love to hear your detailed stories of any unusual or funny situations you have encountered whilst at work, so please do still get in touch.

Richard Soper
Managing Director

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Competition is hotting up for calendar entries before the closing date – don't miss out!

The closing date for 'Green Earth' calendar entries is fast approaching, so don't miss out on a chance to win a trip for two to Florida by sending us details of your own green installation today!

Worcester's 'Green Earth' initiative is designed to recognise the work of installers who have specified Worcester Greenstar, Greenskies and Greenstore products, and fitted them as

environmentally friendly installations in their own home.

Over the next few months, Worcester will be selecting eight winners, each of whom will feature in a special Installer's Choice environmental themed calendar that will be available in 2008. In addition to their appearance in the calendar, the eight installers will also win a trip to Miami, Florida for themselves and a partner. (28th October – 1st November 2007)

For more information about Worcester's renewable technologies and 'A' rated condensing boilers or to enter the Green Earth calendar competition, simply visit the Worcester website www.worcester-bosch.co.uk and download an entry form before the closing date of 31st July 2007. Terms and conditions apply so for full details visit the Worcester website.

Spread the word – super consumer cash-back offers just got extended!

Worcester's householder solar cash-back offer has proved so popular it is being extended until the end of August.

Worcester's Greenskies solar 'up to £400 cash-back' offer for consumers who purchase Greenskies solar panels with a Greenskies cylinder and Greenstar boiler is now valid until 30th August 2007. This offer has proved extremely popular as it is also valid with the £400 grant from the Low Carbon Buildings

Programme, offering twice the support for homeowners considering a solar installation.

Worcester's £1,700 ground source heat pump cash-back scheme to support consumers with the cost of installing a ground source heat pump is still running until December 2007. This offer is not valid in conjunction with any other offers, including the £1,200 grant from the Low Carbon Buildings Programme.



Free Box File Promotion

Organising your monthly copies of the Installer's Choice magazine could not be simpler with Worcester's free box file offer. All you need to do to avoid searching for past copies of the Installer's Choice magazine is register your details online at www.worcester-bosch.co.uk or call 01905 752730 and a free box file will be on its way to you.



Look out for Worcester's new energy house on-line soon

Coming soon – Worcester's new energy house

Following the positive consumer response to Worcester's five online real-life energy houses, Worcester is set to unveil its very own energy house.

The new energy house will illustrate the possibilities and benefits of installing new technologies in a semi-detached, domestic property. The property will feature Worcester's 'A' rated appliances, including a Greenstore 6kW combi heat pump (with a bore hole in the back garden), a Greenstar 12i system boiler, a Greenskies FKT-1S system (2 panels) and a Greenskies 250 litre cylinder, as well as other features such as underfloor heating.

The aim is to make the house totally energy efficient and to monitor and record energy statistics. Sustainable items are also incorporated within the property, such as thermafleece (lamb's wool) insulation in the loft, triple glazed timber windows sourced from managed

forests and a rainwater harvesting system for toilet flushing.

A DVD is currently being produced, documenting the various stages of building and equipment installation until the project is completed. To enhance the profile of the house on-line, installers and consumers will also be able to take a virtual tour of the property allowing them to explore around the house and see the new technologies in action for themselves.

This new energy house will feature alongside Worcester's five existing energy houses on its website. Each energy house represents a variety of different homes with unique requirements ranging from a large family home in a rural location to an inner city terraced house.

See for yourself... visit www.worcester-bosch.co.uk



Training matters

Training isn't just about understanding new products, it can help with keeping up to speed with new legislation as well.

As consumers are beginning to switch on to the availability of renewable technologies, such as solar and GSHP's, as a means to help reduce fuel bills and CO₂ emissions, there has never been a better time for installers to prepare for future demand by attending a renewables training course.

Our Training Commitment

In 2007, we are aiming to train around 14,000 installers at various sites around the country. These include Worcester, Clay Cross (Chesterfield), Bangor (Northern Ireland) and our brand new centre in West Thurrock. And from August 2007, you'll also be able to visit us at our new training facility in Bradford.

All our dedicated schools of excellence are fully equipped with gas, oil and LPG boilers together with solar and GSHP training equipment designed to put installers through their paces.

To cope with the increase in demand for training in renewables, we have recently extended our state of the art training facility at Worcester to create a larger 'training village' capable of accommodating more installers during the course of the year.

To find out more about Worcester's training courses and centres visit www.worcester-bosch.co.uk/training or call 01905 752 526

Cash-back Offers

Here's how the benefits of going green with Worcester really add up

Purchase a Greenskies solar water heating system and get

£300

householder cash-back

Purchase a Greenskies twin-coil hot water cylinder at the same time and get a further

£50

householder cash-back

Purchase a Greenstar gas, LPG or oil-fired condensing boiler at the same time as your Greenskies solar system and get a further

£50

householder cash-back

Purchase a Greenstore ground source heat pump and get

£1,700

householder cash-back

Terms and conditions for Worcester's cash-back offers can be found on the website www.worcester-bosch.co.uk where you will be able to find out how to register a claim.

Power points promotion now available on greenstar gas

Worcester's Power Points promotion is now undergoing an explosion with every Greenstar 28i junior, Greenstar 30Si and Greenstar 37 & 42 CDi combi purchased from 1st July until 30th September qualifying for Power 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.*

Time to Trade-Up

At present, gas boilers account for 84% of all domestic heating installations in the UK – that's 1.5 million new and replacement units fitted every year, of which over 96% now sold are condensing.

Whilst it's encouraging to see that, according to the HHIC, 85% of gas boiler sales are now condensing models, it is a missed opportunity when 'B' rated appliances are still being installed.

Research carried out among consumers states energy efficiency and running costs, alongside product quality and reliability, as the most important

purchasing considerations when buying a boiler. Installing anything less than 'A' rated products simply doesn't make sense for fuel bills, the environment or for your customer.

As well as meeting legislative requirements, high efficiency boilers also offer an opportunity for the installation trade to explain the benefits and encourage their customers to trade up.

For example, many old boilers in use today are only around 60-70% efficient. In comparison, all of Worcester's Greenstar ranges are 'A' rated and over 90% efficient – that's quite a significant difference.

Worcester's range of Greenstar CDi boilers are clear examples of when 'A' rated is best. Winner of the CORGI award for Domestic Heating Product of the Year, Worcester's Greenstar CDi condensing gas-fired range has outputs from 25kW to 42kW and models suitable for virtually all installations.

For more information about Worcester's high efficiency gas and oil-fired boilers and renewable products visit www.worcester-bosch.co.uk or call 08705 266241.

POINTS TABLE

Worcester
POWER POINTS

GREENSTAR 28i JUNIOR

POINTS VALUE

5

GREENSTAR 30Si

POINTS VALUE

7.5

GREENSTAR 37 & 42 CDi COMBI

POINTS VALUE

10



Claiming your free* tools is easy.

Register using the online form by visiting www.worcester-bosch.co.uk/gaspowerpoints 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.

* Terms and conditions apply.



Collecting your own set of Bosch power tools is so easy, just by installing one Greenstar Si you qualify for 7.5 power points, which means you can claim a Bosch professional impact drill worth around £50!



Once you've collected 30 power points you can claim a fantastic Bosch compact screwdriver worth around £95.



And if you're able to collect the maximum 200 power points you can claim Bosch's latest high spec drill the GBH S6VI Cordless rotary hammer drill worth around £500.



h&v news

Each month we've been inviting a different editor from one of the heating industry's top trade titles to discuss a topic of their choice. This month Simon Duddy, editor of H&V News discusses the Government's controversial Home Information Packs (HIPs). Simon argues that although HIPs have been fraught with difficulties the Government should stick to its guns over energy performance certificates.

STICK IT OUT

It's hard to see how anyone could really have been surprised when home information packs (HIPs) were recently delayed. After all, the damage was done last year when the home condition report was ripped out of them, but the Government's latest climbdown could be the final nail in the coffin.

The Government is still committed to a phased introduction, starting on 1st August but confined to properties with four bedrooms or more. However, much momentum has been lost, and it remains to be seen just how rapid and comprehensive this will be. One thing seems sure, the Government will never implement HIPs successfully unless it gets the buy-in of estate agents and surveyors.

So who are the losers? First of all, it's clear that the 520 energy assessors accredited so far have pretty much wasted their time, and will struggle to get a return on their investment, perhaps for many years.

Looking more broadly at the building services industry, consumers have lost a way to assess the energy efficiency of their homes, pushing back the adoption of more energy efficient kit.

The way forward could be to salvage energy performance certificates (EPCs) from HIPs and find another way to introduce it. Without the home

condition report, HIPs were never going to be worth significant investment from homeowners and the packs just wouldn't make it easier to buy and sell homes. To continue to tie the energy performance element to the sinking ship of HIPs when it could sail on its own, is perhaps the Government's greatest mistake.

The importance of EPCs should not be underestimated, particularly in the wake of the Government's recently announced Energy White Paper.

Predictably much of the attention in this document was focused on the relative merits of nuclear and renewables, but there is a huge part of the equation which is being ignored.

Existing housing is one of the biggest energy users in the country, yet the issue is glossed over in various reports. The danger is this vital area could be overlooked because issues like nuclear are big vote winners and losers.

The Government is focusing too narrowly on the next generation of power stations, which will cost huge sums of money. If a little money is invested now in the energy efficiency of housing in the UK, there

may be less demand for energy in the future, and there might not be a need to build so many new power stations.

The Government should adopt a carrot and stick approach for homeowners to radically improve the energy efficiency of existing housing.

The carrot could be a package of financial incentives that could encompass the upgrading of old inefficient boilers to modern versions, the roll-out of insulation, smart metering and other energy efficiency measures. The stick could be EPCs. With legislative force behind it, the EPC could be used as an effective method to push homeowners to address the energy efficiency of their homes.



Martyn Bridges Comment

Martyn Bridges, director of marketing and technical support for Worcester, takes a look at the suitability of the combination boiler for varying sized properties.

The right Combi-nation

"Over the past forty years, combi (combination) boilers have become an increasingly popular choice in UK homes. In fact, sales of combination boilers account for over 70% of new domestic boilers installed in the UK every year.

"Combi boilers are an increasingly popular choice for a range of different sized properties as hot water is supplied on demand, eliminating the need to store hot water in the home. This is particularly appealing for busy households, where there is regular demand for hot water on tap and waiting for a cylinder to constantly refill and heat up is, or would be, inconvenient.

"Combi's are also ideal for properties where loft space is limited because of a conversion or the size of the property. Installing a combi boiler will save space as it acts both as a high-efficiency water heater and central heating boiler in one compact unit.

"Given the diversity of combi boilers, we're shocked to discover that the NHBC Standards have stated that combi boilers are usually only capable of supplying one outlet at a time and therefore should not be used in properties containing more than one bath or shower (Cited in section 8.1 sub-paragraph D9, titled 'Hot Water Services')."

"This has proved a barrier to the installation of combi boilers, which is terribly frustrating as this is obviously incorrect and there are hundreds of

thousands of properties with more than one bath or shower, being more than adequately served by a combi boiler.

"At Worcester, we take this damning of combi boilers very seriously and have had regular meetings with Peter Crane, the Head of Standards at the NHBC regarding this statement. Following our meetings, it was agreed that many combi boilers with large outputs are suitable for homes containing more than one bath or shower.

"In fact, Worcester had at one time verbally received confirmation that a 35kW combi boiler and above would suit houses with more than one bath and perhaps an en-suite shower. Houses containing two bathrooms or more are likely to require the Highflow 440 rather than an instantaneous combi such as a 37 or 42 CDi. However, since these meetings, we have tried unsuccessfully to get the NHBC to change their technical handbook, particularly this clause because of the limitations of use of combi boilers.

"After much debate and procrastination, we have been unable to persuade the NHBC to amend this statement within their technical handbook. We have since escalated our complaint to the Chief Executive of the NHBC and have received confirmation that NHBC stand by their original statement. Their justification is that they consider the overriding requirement is for an adequate supply of hot water to be supplied and that combi

boilers have physical limitations in their ability to do this.

"As you can imagine, this is most disappointing, from the opinion of the NHBC the only combination boilers currently suitable for use in properties with more than bath or shower would be the Highflow 440, or similar storage models. None of the wall hung instantaneous appliances we produce would, in their opinion, be suitable for installation. This is particularly misguided when firstly it is more probable that a combi boiler of a higher output has a higher flow rate than a low pressure hot water system, which is not under the same ruling on simultaneous flow rates etc.

"Clearly, to achieve the best possible performance from a combi boiler, it is vitally important the appliance is correctly sized for the property it is to supply. However, it is totally inaccurate to say combi boilers are not suitable in these instances, when there are significant volumes of combi boilers working more than successfully in homes with more than one bathroom.

"We do not intend to let this situation remain and will keep you informed on the progress."

For more information about Worcester's Greenstar condensing combi boilers or any other Worcester products, 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.

Out with the old planning restrictions

In this month's issue, we're focusing on the Government's plans to scrap planning permission for renewables – making them more accessible for homeowners.

The Government has announced its White Paper on planning, which promises to relax planning rules that, amongst other things, will make installing small scale renewables to homes an easier process than before.

The paper is intended to simplify planning procedures particularly for the installation of renewable technologies, which has caused controversy over recent years.

Ruth Kelly, the Communities Secretary, said most homeowners will not need formal authorisation for "microgeneration" technology if it is clear that there is little or no impact on neighbouring properties.

"The local planning system should support efforts to tackle climate change rather than acting as a barrier," Mrs Kelly said.

The announcement that the Government is finally getting rid of all red tape for installing renewables is a welcome relief for supporters of microgeneration technologies, after months of inconsistent planning

policy and persistent changes to grant allocations.

The planning system has been acting as a barrier to homeowners who want to invest in microgeneration, so the relaxation of planning permission laws is certainly a positive move that will hopefully encourage homeowners to invest in renewable technologies.

The current planning system says 'no' unless there is a good reason to consider otherwise. In the future it will say 'yes' within carefully considered pre-defined limits. This will make a big difference to many homeowners who are keen to invest in renewables, but have been put off by bureaucracy and inconsistency.

Despite these planning reforms, what has been deeply frustrating is that different Government departments seem to find it difficult to communicate with each other. For example, it was less than six weeks after Ruth Kelly announced she intended to examine planning permission issues, when the Department of Trade and Industry (DTI) announced that householders must have planning permission in place to receive a grant through the Low Carbon Buildings Programme (LCBP).

Clearly, one of the main causes of the LCBP grants running so quickly is that the DTI were issuing grants to people



who were just holding on to the money, which ends up clogging the system. While the DTI has probably made the right decision in only giving grants to people who are serious about taking up these measures, in light of planning permission being scrapped, the timing seems ridiculous.

Going forward, planning permission changes will need to be supported by the Government getting its house in order where grants for renewables are concerned. While the ideal answer would be more funds as the Solar Trade Association has already called for, perhaps we need to accept that maybe we would be better off without the grants? At least that way the heating industry and installation trade could focus on selling the benefits of renewable energy solutions without the risk of disappointment and falling at the final hurdle.

Grants are a useful incentive but, given the current situation, we need to be encouraging consumers who are interested in renewables and want to do their bit in spite of the grants and not because of them.

At least without red tape holding up people installing renewable technologies, we should hopefully begin to see a clear shift towards eco friendly houses and a more sustainable environment.



Steve Lister Comment

The Installer is 'king' when it comes to promoting energy efficiency and renewable technologies to the homeowner, which is why Worcester is committed to encouraging installers to lead by example and fit these technologies in their own homes. Steve Lister, director of sales reports on Worcester's new cash-back offers for installers.



Irresistible offers for Installer's Choice

Are you conscious that you're promoting high efficiency products and renewable technologies to your customers when your own heating system is old and inefficient? Do you want to change this and create a showcase example of how these technologies can improve the efficiency of a home?

If this is you, would you believe that as well as the benefits of reduced fuel bills and an increase in the value of your property, you could receive a fantastic cash-back offer from Worcester?

Yes it's true, Worcester is introducing permanent cash-back offers for installers who have specified Worcester Greenstar, Greenskies and Greenstore products, and fitted them as an installation in their own home.

In cases where installers have fitted these products in their own home, they have been able to create a showcase example of how effective these

technologies are in improving energy efficiency levels.

Many installers have said that as a result of installing one of Worcester's renewable technologies in their own home, such as Greenskies, they have seen a significant increase in the number of solar installations they have completed as a business. This is because personal experience is invaluable when promoting a product, as is being able to demonstrate the clear benefits to customers.

Renewable technologies and high efficiency products present a tangible opportunity for installers to get their businesses 'future ready' by embracing the gradual move towards sustainable energy in the UK.

For more details about the Installer's Choice cash-back promotion visit www.worcester-bosch.co.uk or call 01905 752 709.

The following terms and conditions apply in order to qualify:-

- The product must be installed in your own home (proof of address required)
- The promotion runs from **1st May 2007 – 30th November 2007** (the installation must be completed by 30th November 2007)
- Invoices must be sent in within 1 month of installation
- Installer promotion only, does not apply to specifiers, consumers or merchants etc.
- Offer applies to UK mainland, Isle of Man and Northern Ireland only
- Offer limited to one claim per household and per installer
- You are required by the Inland Revenue to enter any benefits in kind on your tax return.
- Your local Worcester, Bosch Group Technical Sales Manager will visit your property to verify your claim when installation is completed. Please advise us of your installation date.
- The decision of Worcester, Bosch Group is final
- Payment will then be made by BACS payment – bank details will be required (payment by cheque will only be made in special circumstances)
- Property/installation may be required for the purpose of PR or reference
- We may require you to provide details on fuel consumption, hot water performance and hot water usage patterns etc

Copy of invoice to be sent to:
Mrs Sue Harris
Marketing Department,
Worcester, Bosch Group,
Cotswold Way
Warndon
Worcester
WR4 9SW

Installer Cash-Back Offers

£250 cash-back on Greenstar boilers

£500 cash-back on Greenskies solar + **£50** for Greenskies cylinder

£1,700 cash-back on Greenstore ground source heat pumps

Offer available from 1st July onwards

INSTALLER'S CHOICE

FEATURE

Spotlight on

Anthony White, of A R White Plumbing & Heating

For this month's Installer's Choice feature, we talked to Anthony White, owner of A R White Plumbing & Heating, who won one of Worcester's prestigious monthly Environment 2010 awards when he successfully transformed the heating system of a four-storey, Grade IV listed building.

Peter's entry was based on the installation of an 'A' rated Worcester Greenstar gas-fired condensing boiler with Greenskies solar panels and Greenstore cylinder in his own five bedroom property in Cardiff – work he carried out to transform his old inefficient heating system. He explains:

"The owners of the property had only recently purchased it and were keen to give the building a much needed overhaul before they moved in. As they were concerned the existing heating system was very old, they contacted family friend Anthony to take a look at the system."

Anthony said: "When I examined the existing heating system it was clear that the boiler was pre-war and extremely inefficient by today's standards. As a result, the owners decided they wanted a new heating and hot water system that would reduce the home's fuel bills as well as being as kind to the environment as possible.

"In their previous property, the couple had a Worcester Greenstar combi boiler, which they were extremely happy with. Despite moving into a six bedroom property, the couple were adamant that

they wanted a Worcester combi again, as they knew it would adequately meet their heating and hot water demands, which consisted of one bathroom, one shower room and a kitchen.

"Although I agreed a Greenstar combi boiler would be ideal for the hot water requirements of the couple, I advised that they also considered a Greenstar system boiler for the property. A system boiler could then be used to heat the upper floors of the property, and could be used for hot water if the household became busier or the couple sold the property to a large family.

"After discussing this with the couple, they agreed and it was decided that a Worcester Greenstar 35CDI combination boiler for one half of the property and a Worcester Greenstar 24CDI system boiler for the other half, would be ideal for their needs. By combining two Greenstar boilers we could guarantee that the six bedroom property would be adequately heated.

"As the couple were very musical and owned various musical instruments, which included pianos and harps, it was important that each floor or room

could be independently heated so each instrument could be stored at the correct temperature.

"To ensure the homeowners could protect their instruments from heat damage and to further enhance the efficiency of the system, the heating was zoned so each room and floor could be independently heated and controlled using Worcester room thermostats.

"This installation stood out for me because it shows that choosing the right heating and hot water system to suit both the homeowners and individual property's needs can make a huge difference not only to the customers' wallet, but also to the environment. With climate change a big issue, it is the responsibility of the installer to recommend a system that will fulfil the needs of the residents in the most fuel efficient way."

As well as a large number of recommendations for work with the couple's family and friends, Anthony's award-winning installation has won him a £500 voucher for a National Trust cottage holiday and a year's family membership to the National Trust.



Builder Alan Thomas (I) with Anthony White.

Could your installation be an environmental winner?

Since 1999 Worcester 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.

G3 approval rating for greenstore

Just over a year ago, Worcester launched its first Greenstore ground source heat pump, and now Worcester offers a series of eight ground source heat pumps to provide all the heating and hot water requirements of the home, all of which are G3 approved.

The Greenstore Combination series of heat pumps have been fully approved, by independent testing body KIWA, to section G3 of the building regulations. This means that they fulfil the legal requirements for unvented hot water storage.

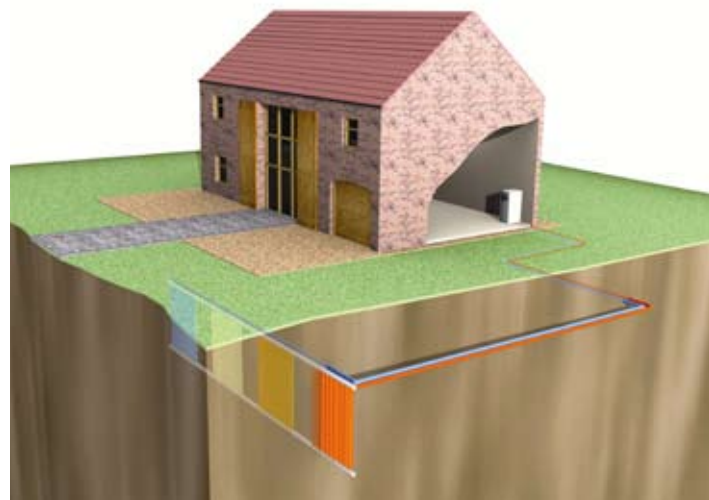
The complex nature of these requirements and the fact that, in Europe, only the UK has such stringent requirements means that products imported to the UK are unlikely to comply with the regulations. As such, Worcester has taken the step of specifically approving the products it brings to the UK and is the only supplier of combination heat pump products which include the mandatory G3 approval.

Find out more about Greenstore

Although still a relatively new concept for homeowners in the UK, heat pumps have the potential for huge growth as environmental concerns continue to pave the way for the introduction of renewable heating technologies.

The rising cost of fossil fuels and the Government's focus on reducing carbon emissions are just two of the factors that are making heat pumps an increasingly attractive option for domestic installations throughout the UK.

In simple terms, ground source heat pumps are systems that take energy from the ground and use it to meet the heating and hot water requirements of an entire household.



By harnessing solar energy that is naturally stored in the earth, the pump is designed to extract heat at low temperatures before concentrating it using a compressor to deliver heat at a minimal cost to the home owner – a balanced, affordable energy.

Ground source heat pumps will provide consumers with huge reductions in heating bills and are therefore likely to become a popular alternative for household heating. With the Government's policy on energy efficiency coming into play, they clearly present a useful opportunity for installers to add renewable technology to their product offer.

For more information about Worcester's Greenstore and its extensive range of products and services call 08705 266241 or visit www.worcester-bosch.co.uk



Richard Tolley wins prestigious Installer of the Year award

Last month saw the second annual Installer of the Year awards hosted by Worcester, to reward the exceptional performance of one installer as voted for by consumers.

This year's award went to Richard Tolley who gratefully received his plaque and winner's certificate from Steve Lister.

Richard Tolley of Ecolumb in Worcestershire beat off fierce competition to win the award and a 'Monster kit' of Bosch power tools. Runners up, Dave Salmon of Plymstock Plumbing & Heating and Leighton Derry of Blazes Heating, each received a certificate for their achievements and £100 of leisure vouchers.

At the end of the voting period, Richard Tolley, Dave Salmon and Leighton Derry were the three installers with the highest number of customer votes and were invited to Worcester for interviews with a panel from the Worcester team.

They were all questioned about the installation projects they were nominated for, as well as a few questions



about general installation scenarios and customer care. It was a tough decision, however Richard Tolley was crowned Worcester's Installer of the Year for 2007 as a result.

In addition to the receiving the above mentioned prize, Richard and Ecolumb will be prominently featured on Worcester's website, which receives an average of 200,000 visits per month, as well as being featured in trade magazines articles. One lucky consumer who voted for him will also be provided with £1500 worth of BOSCH goods of their choice.

Encourage Your
Customers to
Vote!

Don't let your customers miss out on the chance to win £1500 worth of Bosch household goods. Encourage them to nominate you as their Installer of the Year 2008.

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

Meet the Divisional Sales Managers

MIKE SOUTHALL

DIVISIONAL SALES MANAGER

Q. How long have you worked in the industry and how did you get to your current position?

A: I have been working in the heating industry for either a manufacturer or a merchant for over forty years. Having experience of both sides has helped me develop a balanced perspective of the industry, which is useful in my current role at Worcester. I started at Worcester in 1999 and during my time here I have been promoted several times from my initial role in the spares department, to my current position as divisional sales manager for London, Anglia and the East Midlands.

Q. What aspects of your role do you find most challenging?

A: Working within a sales environment, our constant challenge is obviously increasing our sales performance even when the market is fairly static, which is where our team has performed well. Aside from sales, I would say our biggest challenge of recent years has been keeping up with the phenomenal increase in demand for information. Both the general public and installers are increasingly interested in attending exhibitions, many of which are in London so are covered by my team. This certainly keeps us really busy, but it's a challenge we relish.

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

A: What I feel and many of my customers tell me distinguishes Worcester from many of our competitors is the complete service we offer, it might sound like sales talk, but it's true. From training installers to the initial customer enquiry right through to after sales support, I would say the quality of our service is unrivalled. Worcester represents a trusted brand, which underlines the integrity of our products.

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

A: The biggest change for the industry happened in 2005 when part L of the Building Regulations was introduced for gas-fired boilers. I don't believe many people thought the industry would cope as well as it has with the move to condensing and that the transformation would be so quick. This has certainly changed the whole perspective of the industry, which is now focused on efficiency and particularly 'A' rated appliances. We are also increasingly seeing a more active consumer who is looking to the web for information - this is clear from the dramatic increase in consumers visiting our website.

Q. What challenges do you see facing the industry in the future?

A: Debates around efficiency in the home are hot topics at the moment and I can only see this continuing for many years, particularly as the Government strives to meet its target of reducing carbon emissions by 20% by 2010. As a result, the challenge for the heating industry is to increase the efficiency of products, as well as continually training the installer and keeping them up to speed with product changes. This is why at Worcester we are investing significantly each year into training installers across the country at our 4 training centres (soon to be 5) and through our mobile training vehicles. This is not forgetting our association with 110 training providers who all have Worcester products installed in their premises and our distance and web-based learning programs.



Win with Worcester

REVELATIONS OF AN INSTALLER – REVEAL ALL TO WIN!

Over the last few issues, we've been asking you to send us details of any unusual or funny situations you've encountered whilst at work for our 'Revelations of an Installer' competition.

Your entries have been so hilarious we wanted to stick to the same theme for this month's competition as well, but rather than asking you to send us your stories, all you need to do to be in with a chance of winning £250 worth of leisure vouchers is answer the questions below – its so simple!

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.



With thanks to our installer models: Lee Pringle, Lindean Electrical and Plumbing; Tony Nagi, A Cosy Heating and Ed Bolton from BHP Heating and Plumbing.

To enter, simply answer the questions on 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.

Whether you think they are scandalous or not, we really want to hear from you, so please do keep sending us your funny stories – they're keeping us all entertained!

Q1. How many years is the longest someone has admitted to not servicing their boiler?

A: _____

Q2. Roughly what percentage of boiler breakdowns would you consider to be a result of a lack of servicing?

A: _____

Q3. Have you ever left a job with a story to tell your mates in the pub, if so please share?

A: _____

Name _____

Business Address: _____

Q4. Have you ever discovered a living/dead creature near or inside a boiler when servicing it, and if so what was it?

A: _____

Q5. What is the strangest thing a homeowner has said or done while you've been servicing or replacing the boiler?

A: _____

Daytime Telephone Number: _____

Tick box as appropriate:
 I would like to receive further information from Worcester, Bosch Group.
 Please do not contact me with further information.

Rules and regulations:
 1. No cash alternative
 2. The decision of Worcester, Bosch Group is final
 3. One winner will be notified by telephone by the xxxxxxxx 2007



May Winner

Congratulations Mike Naughton from Bolton for winning May's 'Revelations of an Installer' Competition. Look out in next months issue for June's winner!

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 London, who are each responsible for covering different areas, as indicated below. In the August issue of The Installer's Choice, we'll be focusing on the contact centre and technical helpline.



Key Contacts –

Sales Team – London

The sales team for London is overseen by divisional sales managers Mark Martin and Mike Southall, (see pages 16 & 17 for Mike's profile).



Contact Mike on: 07774 994490



Contact Mark on: 07767 432563

Technical Sales Managers

Neil Carter
 07790 489574
Areas Covered: Watford

Jonathan Wheeler
 07767 432577
Areas Covered: Twickenham

John Fry
 07790 489525
Areas Covered Include: London E, London CE, Enfield, Ilford, Barking and Romford

Paul Dewis
 07767 432556
Areas Covered Include: London SW, Croydon, Kingston-upon-Thames, Sutton and Merton

Darren Hunt
 07790 489508
Areas Covered Include: Harrow, London N, London NW, London W, London WC, Uxbridge

Renewables Sales Manager

Mick McKeown
 07790 489811
Areas Covered Include: London