

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 'A' rated 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.

September 2008

OFTEC Loughborough 03/09/2008	Installer Live Stand 700 and 220 Ricoh Arena, Coventry 09/09/2008 – 12/09/08	London Homebuilding and Renovating Stand 401 Excel, London 19/09/08 – 21/09/08
Self Build Stand N4, N5, N6 Dublin 05/09/08 – 07/09/08	Irish Sustainable Building Show Stand S66 RDS, Dublin 18/09/08 – 20/09/08	PHEX Stand 9 and 10 Manchester united 30/09/08 – 1/10/08
IPHE Edinburgh 05/09/08	IPHE Manchester 19/09/08	

County Shows:

JULY	AUGUST	SEPTEMBER
New Forest 29/07/08 – 31/07/08	Turiff Show Scotland 03/08/08 – 04/08/08	Dorset 06/09/08 – 07/09/08
	North Devon 06/08/08	Oxfordshire and Thame 18/09/08
	Anglesey 12/08/08 – 13/08/08	Royal county of Berkshire 20/09/08 – 21/09/08
	Pembrokeshire 19/08/08 – 21/08/08	
	Vale of Glamorgan 20/08/08	
	Bucks 28/08/08	

October dates will be detailed in the September 2008 issue

Worcester launches new Greenstar models

find out more inside

Free football shirt with Worcester Greenstars

Rising Energy Prices – how you can help your customer

We've unearthed a great idea.
Greenstore Ground Source Heat Pumps.
Now with £2,000 cash-back for customers.
So they're a great idea for your business too.



Our Greenstore Ground Source Heat Pumps turn the energy stored in the ground into heat for the home – which means customers can make some significant savings on their bills. But until 31st November they offer even more: £2,000 cashback. Together with outputs ranging from

6 - 11 kW this makes them more attractive than ever for your customers. And that should be better than ever for your business. Contact us today for more information and a free brochure. **08705 266 241** www.worcester-bosch.co.uk



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Welcome from Richard Soper

Hello and welcome to the summer 2008 edition of Installer's Choice. We've got lots to cover in this issue with the launch of yet more new products. We're launching four new floor-standing Greenstar CDi condensing boilers. We are really excited about this particular introduction as it opens up a whole new area for us, especially in the replacement market. There's more information on pages 6 and 7 – but if you have any questions, please feel free to talk to a member of the sales team in your area. We hope you'll be pleased with the new additions.

Our news pages are overflowing with information in this issue, including details on how you can get involved with our Greenstore ground source heat pump promotion, as well as information on how to take advantage of our air source heat pump training. Neil Schofield also gives us an update on the low carbon building programme on page 5, and what this means for installers who are keen to give their customers the best possible deal by recommending solar thermal panels, like Greenskies.

At the time of writing, the media is overflowing with reports on inflation and the continuous rise of fuel costs. This is something that is set to take effect in the coming months. As

installers and trusted advisors when it comes to home heating, you're in prime position to help your customers reduce their fuel bills, and their carbon footprint. As a manufacturer Worcester is here to help, by keeping installers up to date on our latest products and providing you with clear information on ways to reduce energy bills. Pages 14 and 15 talk about the current market and how we can help consumers beat the rising fuel costs.

We are also giving you the opportunity to get your hands on a free football shirt of your choice. From 21st July, every time you purchase a Greenstar gas-fired boiler you can claim your very own football shirt from either a premiership, championship, Scottish or international team. Turn to page 11 and find out more about our exciting new football promotion.

As always, we're keen to get your thoughts on the magazine and anything to do with Worcester's products and promotions so please get in touch. We have a dedicated email address for your questions and queries r.soper@uk.bosch.com

Enjoy the magazine.

Richard Soper
Managing Director

Attitudes into Action

Over 60 consumer and trade journalists and industry experts attended the third annual Bosch Forum on 29 May at the historic Hurlingham Club in London.

Hosted by Robert Meier, managing director of Robert Bosch Ltd, with keynote speaker Philip Sellwood, chief executive of the Energy Saving Trust, the day followed the theme 'Attitudes into Action'. In his opening speech, Mr Meier's commented on how Worcester is finding more efficient ways to heat our homes:

Talking about Worcester's latest renewable heating solutions, he said: "Worcester, Bosch Group is pioneering the drive to find more efficient ways of heating our homes. Its Greenstore ground source heat pumps take energy from the ground and convert it to help heat water and the home. This and other work Worcester is undertaking is helping to deliver energy savings and reductions in CO₂ emissions.

"Another initiative reflecting Worcester's environmental credentials is the partnership it has developed with the Woodland Trust. Worcester, Bosch



Richard Soper, Philip Sellwood - Chief Exec Energy Saving Trust, Robert Meier - MD of Robert Bosch, Uwe Hanneck - Bosch Home Appliances

Group will pay for a tree to be planted for every heating and solar system installed in the UK and registered online.

"And in 1999 Worcester instigated an innovative programme to engage with young people by launching the Environment 2010 Awards, which encourages children to enter a striking image reflecting the theme "The Environment and the Home". It continues to be a very popular initiative which, as many of you will be aware, has now been re-launched as the Environment 2020 awards to continue

to recognise the installation work being carried out by installers, helping to make our planet greener.

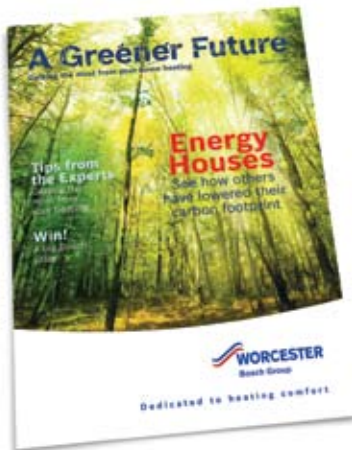
As the keynote speaker, Philip Sellwood ended the day with an exclusive insight into the changing consumer attitudes towards the environment. With the environmental correspondent from the Independent on Sunday and various other national trade and consumer titles in attendance, the day proved to be an informative and enlightening experience with lots of interaction and questions from the attendees.

A Greener Future with Worcester

Following the success of last year's 'A Greener Future', Worcester has launched a 2008 edition of its popular consumer magazine.

With information on the latest consumer promotions, products and green advice, the new magazine will be distributed to current and potential customers around the country.

To request a copy of 'A Greener Future' magazine please contact the Literature Line on 01905 752 556 or email them at literature@uk.bosch.com and quote Part number 8 716 114 621.



Bosch expand renewables portfolio with the acquisition of ersol Solar Energy AG

'Bosch has signed an agreement to acquire a stake in ersol Solar Energy AG. The acquisition of the company which develops, manufactures and sells wafer-based silicon solar cells and will soon manufacture thin-film modules, will extend Bosch's business in the renewables sector.'



Offer extended £2,000 cash-back on Greenstore ground source heat pumps

Good news – Worcester has extended its Greenstore ground source heat pump cash-back promotion to 31st November 2008*. Consumers can qualify for a fantastic £2,000 cash-back when they purchase a ground source heat pump from Worcester.

To qualify for the Greenstore ground source heat pump you will need to

be a Worcester Accredited ground source heat pump installer.

For more information speak to your area representative or visit the 'installer' section of our website www.worcester-bosch.co.uk

*terms and conditions apply



Greenstore air source heat pump training – booked up until September!

Worcester's Greenstore air source heat pump (ASHP) training courses are proving so popular, we're booked up until September 2008. To make sure you don't have to wait any longer, call the Worcester training team on 01905 752 526 or visit www.worcester-bosch.co.uk and click on 'training' to book your place.

How suitable is the existing grant system for renewables?

Neil Schofield, head of sustainable development for Worcester, Bosch Group, offers an insight into the current scheme:

"I suspect the Low Carbon Buildings Programme is becoming a bit of a myth. I believe having two separate organisations running one scheme is causing conflict, it is managed by the Energy Saving Trust, which administers the grants and the Building Research Establishment that looks after the accreditation side.

"In theory, for a consumer to qualify for a Low Carbon Buildings Programme grant, they must use an installer that has been approved by the scheme. This sounds simple, but the scheme has

become so complicated for installers to become accredited that finding one is virtually impossible! As far as I'm aware there are only a handful of installers in the country who are registered to install solar thermal technology and even fewer for ground source heat pumps.

"Why? Because installers have to go to great lengths and costs to gain this accreditation and, in my opinion, the scheme is simply not designed for smaller independent installers, like yourselves, which is really what this industry is all about.

"We know from your feedback that many of you, at some point, have been interested in becoming registered on

the scheme but have been put off by its complexity. So what's the way forward? The contract for this scheme runs out in September and I sincerely hope common sense prevails. The Government has got to be practical and realise they can't continue creating hurdles for installers and consumers.

"I'd like to see the Government invite recognised industry bodies like CORGI, HETAS, OFTEC and perhaps the solar trade and the ground source heat pump associations – all organisations that are geared up for installers – to set up alternative, simple, cost-effective schemes using manufacturers' training that will help consumers get their hands on these grants."



Martyn Bridges, director of technical support and marketing for Worcester, Bosch Group talks to us about the latest additions to the Greenstar collection of boilers.

Worcester extends its **Greenstar** collection with four new models

Adding to its popular Greenstar collection of condensing boilers, Worcester is introducing three brand new gas-fired models and an updated version of the current Greenstar Highflow 440CDi, in October 2008.



Pictured: Prototypes of the new Greenstar floor-standing CDI series

The four floor-standing, energy-saving boilers are not only great news for the environment but with new additions and the use of the popular WB5 heat cell - the new collection is excellent news for installers!

Here's a look at the new products:

Greenstar Highflow 550CDi

A 42kW combi appliance, the Highflow 550CDi utilises the WB5 heat cell and a thermal store to give users a domestic hot water flow rate of 25 litres of water every minute!

Greenstar Highflow 440CDi

Also a combi boiler, the 440CDi has been updated to the skin design and the heatronic III control system, which is compatible with the full range of Greenstar controls. Incorporating the WB5 heat cell the new model gives 20 litres of water every minute and offers an output of up to 30kW.



Pictured: Prototypes of the new Greenstar Highflow CDI series



Greenstar FS 30CDi and 42CDi Regular

Both Greenstar regular or 'heat only' boilers, utilise a WB5 heat cell.

So, what's new?

Heatronic III

All the new models will incorporate the Heatronic III control system, as found on the current Greenstar wall-mounted series. By incorporating the updated control box within the floor standing models Worcester now offers a full range of plug-in timers rather than just one timer, giving both installers and their customers more variety.

Skin Industrial Design

Following the popular aesthetics of Worcester's wall-mounted boilers the four new floor-standing Greenstar condensing boilers incorporate the same Skin Industrial Design ensuring the ability to offer a full range of controls.

Benefits for you

- An increased range of the condensate pump of up to 4.5m means the new models can now be installed in a variety of locations.
- Greater flue options and plume management kit now available.

Benefits for your customers

- Latest range of plug in controls now available for Highflow, giving greater control over heating and hot water to enable increased comfort and energy savings
- First regular floor-standing gas appliances from Worcester, giving consumers more options when they come to replace their existing boilers
- Highflow 550CDi gives superior hot water supply, with 25 litres every minute making it an ideal choice for very large houses with multiple bathrooms.

Martyn Bridges, director of technical support & marketing for Worcester, Bosch Group comments: "Up until now we haven't offered a regular floor-standing gas condensing appliance, meaning there will be a lot of standard efficiency floor-standing models using a flue liner through a chimney, in consumer's homes. By creating a floor standing condensing boiler we're opening up a huge opportunity for the replacement market, which we haven't previously had access to."

"The new floor-standing models offer exactly the same control options as the wall mounted range, so we can now offer virtually the same range of flue options, including plume management, making life less complicated for installers and consumers alike."



Andrew Warren, director of the Association for the Conservation of Energy comments:

TAKING ACTION – IMPROVING ENERGY EFFICIENCY

“Using energy more efficiently is the fastest and most cost-effective way of cutting carbon dioxide emissions. It can also improve productivity, and can contribute to the security of our energy supplies, by reducing our reliance upon imported energy.”

These two sentences come from the opening paragraph of the new UK Energy Efficiency Action Plan, issued by the government. Succinctly, they capture the three strategic arguments for policy measures to encourage demand-side energy policy.

The rhetoric continues: “Improving energy efficiency will therefore require everyone – individuals, businesses and government – to take action. Consequently, the Government will encourage and enable action by businesses and individuals, by encouraging the right information, and ensure (sic) that the regulatory framework is in place to incentivise action.”

That is why the domestic sector has its Carbon Emissions Reduction Targets and Warm Fronts. The larger process industry has its EU carbon trading system and its Climate Change agreements, and why the larger commercial sector is shortly to experiment with a Carbon Reduction Commitment (CRC) trading scheme.

But that omits rather a lot of other, small and medium-sized (SME), businesses. It is reckoned there are several million of these, often using energy similarly to households. Between them they are responsible for 10.5 million tonnes of carbon a year, over 20% of total business emissions. And at whom there has to date been a singular paucity of energy efficiency-related policies addressed.

The Scottish Government created the most original, and effective SME policy. One of the biggest deterrents for SMEs is the need to find the necessary capital for investments in energy saving measures. Over the past eight years, simply by providing interest free loans for five years, Hollyrood has enabled 200 SMEs to acquire and install energy saving technologies. The energy savings during the loan period are easily sufficient to return the initial capital.

Last month a new European directive came fully into force, the Energy End-use & Energy Services directive. It requires governments to ensure that all energy bills are provided frequently, are based on actual consumption, and easily comprehensible. The bill should also provide information on past consumption levels, and comparable premises. And flag up where energy efficiency advice and help is available.

However, whereas households need only receive one accurate fuel bill per year, there will be no billing frequency requirements for SMEs. Instead, the Government seems determined to roll out “smart meters” into any business premises that don’t use them, over the next decade except for the SME sector.

There will be no requirement for benchmark data from comparable premises, no provision for historical consumption information, even to the smallest businesses, and no requirement to use the bills to inform SMEs about the Carbon Trust’s existence, let alone information about its relevant schemes.

The stupidity of this silly attempt at a minimal approach to implementing this Directive is that it almost certainly leaves the UK open to prosecution for non-compliance and many potential savings from this sector will remain neglected.

In the interim, surely it is just common sense for those charged with delivering our national Action Plan to grab every opportunity available to them, to reach the SME market. And frankly, opportunities don’t come much easier than simply being required to implement a European directive purposefully. A major re-think is needed by civil servants. And fast.



Steve Lister, director of sales for Worcester, Bosch Group comments on the performance of the heating industry over the past year:

The Industry is **Hotting Up**

“Looking back over the last 12 months you notice straight away just how much has happened in a relatively short space of time. From further changes to the Building Regulations in April 2007, relating to the installation of oil-fired condensing boilers, to the Government’s announcement that all new homes need to be zero carbon by 2016, there has been plenty to keep everybody on their toes.

“During the course of 2007 and early 2008, media interest in the environment increased considerably, heightened by rising fuel prices and the announcement of other Governmental initiatives, such as the introduction of Energy Performance Certificates and Home Information Packs. The result of this increased attention has been a growing realisation amongst consumer groups that our actions are having an impact upon the planet around us.

“Coping with legislative change is something I think the industry as a whole has dealt with remarkably well. Certainly from Worcester’s point of view, being able to design, develop and introduce more efficient gas, oil and LPG-fired boilers, as well as renewable technologies, has been made all the more easier thanks to the support we have had from our customers who are adapting their businesses accordingly to meet growing consumer demand for these products.

“In fact, developing partnerships with like-minded installers is something we believe is absolutely vital to the continued take-up of new heating technologies in the UK. Installers have a particularly important part to play in shaping the future of home heating. Consumers rely on installers to advise them of the best products, and without their support we wouldn’t get very far.

“For this reason, investment in installer’s is something Worcester is wholeheartedly committed to - from continuous development of training courses designed to keep installers ahead of the game with industry knowledge and installation methods through to after-sales support and providing guidance on the latest building regulations.

“Ultimately, I believe the success of any relationship between installers and manufacturers comes down to the manufacturer’s ability to see things from the installer’s perspective. This means thinking one step ahead of what the consumer really wants and how best to help the installer deliver it as effectively as possible.

“For example, when it comes to training, Worcester appreciates that installers can’t always spare the time to get to a training centre. To solve the problem, our fleet of mobile training vehicles is on the road week in, week out making it possible to hold courses at various locations around the country. Worcester also knows how important consistent communication is, which is why we launched the Installer’s Choice magazine in 2007. The Worcester website has also been redesigned to ensure installers have their own dedicated section featuring key

contacts, product specifications and updates on the latest legislation at the click of a button.

“When it comes to selling products, the rise in renewable technologies has seen installers significantly expanding the range of heating and hot water solutions they provide to meet market demand. And the good news is demand is continuing to grow. In 2007, ‘A’ rated condensing boilers accounted for 83% of total sales ahead of ‘B’ rated boilers, compared to 77% in 2006. What’s more, sales of ground source heat pumps increased by an estimated 50% in 2007.

“With consumers responding well to solar and ground source heat pump technology, the next big sales opportunity for installers looks set to come from the launch of Worcester’s air source heat pumps. Which, as you will have seen in previous issues of Installer’s Choice, are being launched across the summer. Our Greensource air-to-water heat pumps are out now and the air-to-air version will launch in September. Training to support these new ‘Greensource’ products is now available for installers and merchants and, as ever, we’re doing all we can to make our customers aware of the opportunity presented by these new technologies.”



Just because we didn't make it into Euro 2008 doesn't mean we can't get into the football spirit. We are certainly not letting it affect us and to make sure we don't miss out on the excitement we're launching a new football promotion, just for you.

Score a free football shirt with Worcester's Greenstars

From 21st July – 30st September 2008 Worcester is giving you the opportunity to get your hands on a free official football shirt of your choice, every time you purchase a Greenstar gas-fired boiler*. Whether your team is in the premiership, championship, Scottish or perhaps you support an international team, purchase a Worcester Greenstar gas-fired boiler and you will be the proud owner of your very own football shirt, free of charge – what a result!

Not a football fan yourself? Reach the top of the score board in your family league by giving your son, daughter

or partner their favourite team's shirt. Worcester will provide the football shirts in any size, making it a winning promotion for everyone.

What's more, there's no limit to the amount of shirts you can claim. Now's the best time to talk to your customers about upgrading their boilers, with the rise in fuel prices, the more Greenstars you purchase the more shirts you can claim.

The promotion runs in conjunction with the following models: Greenstar range of high efficiency

gas-fired condensing boilers from Worcester:

- Greenstar i Junior series
- Greenstar i System series
- Greenstar Si series
- Greenstar Ri series
- Greenstar CDI series
- Greenstar Highflow 440

To find out more about Worcester's football promotion please visit www.worcester-bosch.co.uk or talk to your local representative.

*terms and conditions apply

INSTALLER'S CHOICE

Spotlight

Kevin Carr – Carr & West

With oil prices on the rise, Kevin Carr of Carr & West, in Lincolnshire, installed Worcester's Greenskies solar panels in an attempt to reduce his fuel bills. Kevin completed the installation two years ago and immediately noticed the benefits, as he explains:

"My family and I own a 200 year old detached farmhouse in Grainthorpe, Lincolnshire, which we have lived in for over 20 years.

"I decided to install Worcester's Greenskies solar panels as I'd just completed a solar installation for a customer who wanted a sustainable way of heating their swimming pool, the product had worked very well for them. So in view of the ever-rising costs of oil, I thought it would be a good idea to try solar power for myself and see how it worked first hand. Also, Worcester was offering a £500 grant for installers who installed the product in their own home, which was an added incentive.

"Our house comprises of a farmhouse with a converted barn to the back of it, in which my mum and dad now live. We put four panels onto the roof of the converted barn and simply ran the pipework down into the hot water system in the main house. Normally you'd only use two solar panels for an installation, but we added the extra panels to enable us to link the solar panels into my mum and dad's hot water system too. By doing this, we were able to meet the hot water needs of both properties.



"The installation went smoothly, with no challenges, and since installing the Greenskies solar panels we've certainly seen the benefits, which is great news. In the first year we noticed a big difference, in fact we didn't have to switch our boiler on for at least four or five months in the summer.

"Worcester's Greenskies is definitely saving us money on our annual hot water bills and I'm now able to use my own installation as an example to customers of what kind of return they could expect from day one.

"Without a doubt, I think it's worth installing renewables on your own home, especially if you can take advantage of Worcester's installer cash-back promotion. I've noticed that my customers are showing a genuine interest in solar technology, as we've been doing plenty more of these types of installations. People are really warming and coming around to the idea of renewable technology, particularly the new Greensource air-to-air and air-to-water heat pumps that are now available. I really believe that these will be the next big thing to take off."



Make Worcester the choice for your own home

Our 'Installer Cash-Back' promotion has been extended until 31st August 2008. To find out how you can take advantage visit www.worcester-bosch.co.uk/cashforinstallers



Let's help consumers beat rising fuel costs together!

With energy costs at an all time high and no end in sight, now is the best time to talk to your customers about replacing their standard efficiency boilers with one of Worcester's 'A' rated condensing models.

Richard Soper, managing director of Worcester, Bosch Group explains: "Household energy bills have almost doubled in price since 2003 and they're set to rise by as much as 40% this winter, as oil and wholesale gas prices hit record highs. As an example the average gas and electricity bill is now £1,063 compared to £666 in 2005.

"This increase could mean households paying £400 more a year on average for their gas and electricity, putting more pressure on homeowners already struggling with inflation. We need to step up now and help consumers beat the crunch!

"Householders who have had their existing boiler for ten years or more could save around a quarter on heating bills, up to £250 a year*, by simply

upgrading to a condensing model. "All Worcester Greenstar condensing boilers are SEDBUK Band 'A' rated – the highest efficiency band achievable. They are more than 90% efficient, which means that over 90% of the fuel consumed is converted into heat for the heating and hot water system.

"By comparison, many older boilers, which are still being used throughout the UK, operate at as low as only 50% efficiency. Meaning 50 pence of every pound in fuel bills is being wasted.

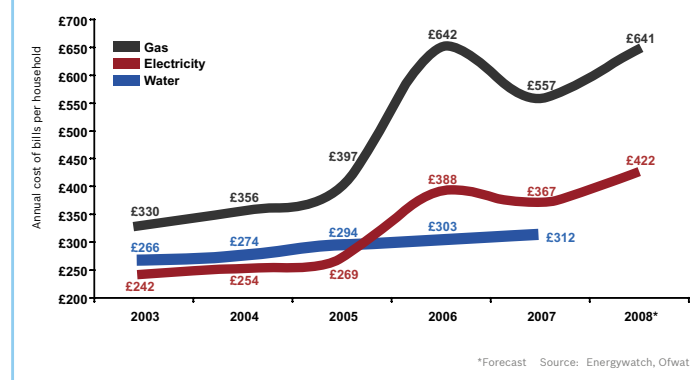
"According to the Energy Saving Trust (EST) 'if everyone in the UK with gas central heating installed a high efficiency condensing boiler, we would save enough energy to heat 3.3

million homes for a whole year and save around 12.5 million tonnes of CO₂' - now there's something to think about!

"In addition to high efficiency condensing boilers, Worcester also provides a selection of renewable heating solutions including Greenskies solar water heating systems, which can provide 50-70% of a household's annual hot water. And don't forget to remind your customers that solar panels don't need direct sunlight to operate; they can provide usable energy on cloudy days too. Worcester's Greenstore ground source heat pumps can also dramatically reduce fuel bills.

"To make it even easier for consumers to incorporate renewable technology

Rising fuel costs are hitting household expenditure Many UK households have to pay all three – gas, electricity and water



into their existing properties, with minimal disruption, Worcester has recently introduced the new Greensource air source heat pump collection. Air source heat pumps work in a similar way to ground source technology, except the air source heat pumps take energy from natural air rather than the ground, transforming it into latent heat for the home.

"To find out more about Worcester's renewable energy solutions and condensing boilers visit www.worcester-bosch.co.uk or talk to your local representative."

Look out for more energy updates in future issues of Installers Choice.

*Information from Energy Saving Trust June 2008. Figures in conjunction with fitting a condensing boiler with full heating controls

Don't just take our word for it. Here are some other installers who have seen the benefits for themselves.

John Wallace: "My old boiler was knocking on a bit and was fairly inefficient. I didn't think it was right talking up the benefits of 'A' rated condensing boilers to my customers when I didn't even have one myself. Since installing the new boiler my heating bills have dropped significantly and it's very pleasing to know I have reduced my home's carbon emissions."

Keith Williams: "Since installing a Worcester Greenstar 40CDi gas-fired condensing boiler into my four bedroom chalet bungalow I've seen around 40% reduction in my heating bills."

Brenden Fern: "I've been fitting Worcester's products for over 20 years and feel they are the best on the market, so wanted to keep with 'the best' when it came to replacing my own boiler. I updated the boiler to a Greenstar Ri Condensing model and, at the same time, installed the Greenskies Solar Panels."

Dameon Hill: "My customer had their Worcester Greenskies solar water heating system and Greenstar Danesmoor 18/25 oil-fired condensing boiler for almost a year and have been astounded by the savings they're making."

MEET JON WHEELER

Regional Sales Manager, Southern region 2 (South East England)

Q. Tell us a bit about yourself and how you got into the industry?

A: I got the bug for the industry from working for my Dad's plumbing and heating business. I then took a bit of a detour when I became a professional jockey in 1986 which unfortunately came to an end after an accident.

After my career as a jockey ended, I moved across to the merchant side of the industry, where I stayed for 10 years. I started working for City Plumbing in 1994 and I was there for three years as a driver/counter before joining Plumbase as an assistant manager in 1997. I returned to City Plumbing to manage a branch in Portsmouth before joining Worcester, Bosch Group in July 2004 as a technical sales manager for Reading, Guildford, Portsmouth and Southampton. In November 2007 I was then promoted to regional sales manager for the South East, following changes to the sales team.

Q. What does your role entail?

A: I am responsible for a team of four technical sales managers, a specification manager and a technical sales manager for renewables. My job involves visiting installers across the region to ensure they are aware of all the products available including gas, oil and renewables.

Q. What do you enjoy most about your job?

A: What I love most about my job is that everyday is different. I get to travel around the region, rather than being stuck at a desk all day. I get to meet new people and no two days are ever the same.

Q. What areas of the industry are you most interested in?

A: I find the renewables industry incredibly interesting. This is the future of domestic heating, from solar to ground source heat pumps and now with the launch of our Greensource air-to-air and air-to-water heat pumps it's certainly become the route to take. With so many products to choose from installers and customers have a great choice for any installation and house type.

I had a conversation with a customer the other day who had been looking at our energy houses on the website. He was really excited about the range of renewable products we now manufacture. He hadn't been aware of just how much was available and how far forward things have come in this country, until he saw our energy houses and the options available. It's well worth installers checking out the energy houses on our website www.worcester-bosch.co.uk/energyhouses – it can open up all sorts of opportunities.

Q. What do you like to do outside of work?

A: Anything to do with sport – I'm sport mad! I play a lot of golf; I go to the races all the time and spend a lot of time watching motor sports as well.

Q. What has been your biggest achievement since joining the industry?

A: Definitely my promotion to regional sales manager for Southern Region 2 – that has been my biggest achievement, so far!

Turn to page 19 for Jon's contact details and the rest of the team.



Spot the difference

Wearing one of our cosy Installer's Choice jackets, this image shows a man standing in a field, but can you spot the difference?

All you need to do to be one of 50 lucky winners of an Installer's Choice jacket is to correctly identify the five differences between the pictures below.

To enter, simply complete the entry form below and send your response back to the editorial office: *Installer's Choice Competition June, WPR, 43 Calthorpe Road, Edgbaston, Birmingham B15 1TS.*

Good luck!



Differences

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Name: _____

Business Name: _____

Business Address: _____

Daytime Telephone Number: _____

Email: _____

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

Terms and Conditions
 1. No cash alternative
 2. The decision of Worcester, Bosch Group is final
 3. One winner will be notified by the 29th August 2008

May's winner

A big congratulations to our three winners of May's competition. Alan Morgan from Derbyshire won the first prize, Marcus Payne from Oxford won the second and Stephen Norman from Cardiff came third. Look out in September's issue for June's winner – it could be you!

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.

We spoke to Jon Wheeler in this month's 'Behind the Scenes' – here's how you can contact Jon and his team in Central England.



Jon Wheeler
 Regional Sales Manager
 Contact Jonathan on: 07790 489967
 Areas covered: **BN, CT, GU, GY, JE, ME, PO, RG, RH, SL, TN**



Steve Robinson
 TSM Renewables
 Contact Steve on: 07790 489811
 Areas covered: **AL, BN, BR, CR, CT, DA, E, EC, EN, GU, HA, IG, KT, ME, N, NW, PO, RG, RH, RM, SE, SL, SM, SS, SW, TN, TW, UB, W, WC, WD**



Mick McKeown
 TSM Gas, Oil and Solar
 Contact Mick on: 07790 489965
 Areas covered: **BN, GY, JE, PO, RH**



Martin Hatton
 TSM Gas, Oil and Solar
 Contact Martin on: 07767 432553
 Areas covered: **CT, ME, TN**



Colin Fauvel
 Technical Specification Manager
 Contact Colin on: 07790 489973
 Areas covered: **BN, CT, GU, GY, JE, ME, PO, RG, RH, SL, TN**

Vacancy
 TSM Gas, Oil and Solar
 Areas covered: **GU, RG, SL**

We also have a representative in the Isle of Wight. Vic Coates, our sales, service and training engineer, can be contacted on 07790 489670