

# DIARY DATES

## 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](http://www.worcester-bosch.co.uk) and click on the events page.

### November

<b>Harrogate Homebuilding and Renovating</b> Stand 147 Harrogate International Centre 07/11/08 - 09/11/08	<b>OFTEC</b> Hereford 12/11/08	<b>PHEX</b> Stand 12 & 13 Chelsea FC 12/11/08 - 13/11/08	<b>Bath Homebuilding and Renovating</b> Stand 319 Bath and West Showground, Somerset 22/11/08 - 23/11/08
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## Permanent Exhibitions



The Building Centre  
26, Store Street, London



Build Store  
National Self-build & Renovation Centre  
Lydiard Fields, Swindon

NOVEMBER/DECEMBER 2008

# THE INSTALLER'S CHOICE



## WORCESTER'S NEW OIL-FIRED BOILERS

Find out more inside

Credit Crunch  
an installer's  
point of view

Your guide to  
cleansing systems  
with Fernox



on Greenstar oil-fired boilers  
until 31st December

**WORCESTER**  
Bosch Group

Families.  
They don't come cheap.  
So let us help with the cost of living.  
**With boilers that can reduce your gas bill by up to £250\*.**



With fuel prices set to increase by another 35-40% by the end of the year Worcester is committed to saving Britain money. Switching to an award-winning A-rated Greenstar boiler could save you up to £250 a year on fuel costs – as well as reducing your carbon footprint.

Because we're part of the worldwide Bosch Group, you'll also benefit from the reassurance and peace of mind our reputation ensures. To find out more, call 0800 08 36 561 or visit [www.savingbritainmoney.co.uk](http://www.savingbritainmoney.co.uk)



**Dedicated to heating comfort**

\*Compared to a boiler over 10 years old, using a full set of heating controls in conjunction with a high-efficiency condensing boiler. Source: Energy Saving Trust

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## Welcome from Richard Soper

Hello and welcome to the November issue of Installer's Choice. You may have noticed a little extra something arrived with your newsletter this month. We are giving away a scratchcard with every issue of November's Installer's Choice, giving you the chance to win a Bosch IXO cordless screwdriver.

Each year all nine divisions of the Bosch Group take part in a joint marketing campaign. This year, under the title 'All around you', Bosch has launched a dedicated website [www.bosch.co.uk/allaroundyou](http://www.bosch.co.uk/allaroundyou) which can be found on each of the nine divisions' websites. Visitors to the site have the opportunity to enter a prize draw to win £8,000 worth of Bosch products. To enter the competition visitors must click through all nine divisions, learning about Bosch technology along the way.

It looks likely that the round-up of this year's news agenda will be heavily focused on the credit crunch and rising fuel prices, which we've been keeping you up-to-date on every month. Last month we heard from Martyn Bridges about the effect on the industry and we asked you, the installers, to let us know how the credit crunch is affecting your business. This month Richard Perrins, from Lawrence Perrins

& Son's, gives us his view. We've also included an interesting article on page 4 which highlights just how much it costs to watch EastEnders! It's frightening to see how much prices have risen since 1995!

Over the past couple of months, we have made various improvements to our Greenstar range of boilers, so in this issue we thought it would be a good idea to recap on some of the new products and features. Our cover story talks about the new range of oil-fired products on offer, with pages 18 and 19 going into detail about the new Greenstar i and Si models. Plus, on pages 12 and 13, Martyn Bridges explains the benefits of these new features and how they will cut down on installation times.

Sadly, this is the last issue of Installer's Choice for 2008. But don't fear, we will be returning in January 2009. In the meantime, this month's magazine will give you plenty to keep you going until then.

Enjoy the magazine and the upcoming festive season.

**Richard Soper**  
**Managing Director**

## Government removes planning permission restrictions on renewables

As of April this year, microgeneration products became 'permitted development', meaning householders are able to install renewable products such as Greenskies solar panels and Greenstore ground source heat pumps without having to apply for planning permission.

The movement is the result of three years of industry campaigning, led by the Micropower Council. Section 10 of the Sustainable Energy Act required the Government to review the old system of permitted development with a view to facilitating the greater uptake of microgeneration, form a view on necessary change and implement those changes. The announcement earlier this year marks the successful outcome of this campaign.

Neil Schofield, head of sustainable development, said: "This decision was extremely positive for us, environmentally minded consumers and other manufacturers of microgeneration technology alike. We were firmly behind the movements of the Micropower



Council and are very pleased with the decision to allow our renewable products, which now include ground source heat pumps, solar thermal panels and air-to-air and air-to-water heat pumps, to be installed without requiring planning permission.

"The next step is to ensure all installers who are installing or are looking to install renewable heating technologies are aware that this is no longer a barrier."

**For more information about Worcester's renewable products, call 01905 752780 or visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk)**

## Field trials for Worcester controls

To understand the effectiveness of weather compensation controls, Worcester has commissioned an independent experiment whereby a professional research company is going to measure the effectiveness of the controls, pitching them against traditional on/off controllers. Present figures state that fuel savings of between 8 - 10% can be achieved when

optimisation controls are installed. However, figures like these are only estimations at best, so by working with the research company Worcester hopes to get a more accurate idea of the true fuel savings its weather compensation controls offer.

Martyn Bridges, director of marketing & technical support, comments:

## Did you know?

Every month brings more bad news about energy bills. With wholesale gas prices set to hit new records for next winter, Installer's Choice asks: 'What do you really pay to have a bath or have a shower?'

**Having a shower, with a gas boiler**  
**Energy usage:** 2.36kWh  
**1995 price:** 5.15p  
**July 2008 price:** 7.24p  
**Now:** 9.41p



**Watching Eastenders on a 17in flat-screen TV**  
**Energy usage:** 0.28kWh  
**1995 price:** 2.59p  
**July 2008 price:** 3.61p  
**Now:** 4.16p



**Filling a bath, from a gas boiler**  
**Energy usage:** 4.7kWh  
**1995 price:** 10.29p  
**July 2008 price:** 14.48p  
**Now:** 18.82p

## Fuel Poverty – is the Government doing enough?

As energy bills continue to increase, it is estimated that around six million households throughout the UK will face fuel poverty as they spend more than 10% of their income on gas and electricity to heat and light their homes this winter. But, Martyn Bridges, director of marketing and technical support at Worcester, Bosch Group, says thousands of people currently hit by the crisis could be helped if the Government took a few simple steps:

"If gas and electricity prices continue to rise, as they're predicted, many households will end up paying around £1,500 a year on their fuel bills. By putting in place an incentive for homeowners to upgrade their old boilers to new condensing models, the Government could help save UK homes up to around £250\* a year on gas bills.

"Boilers over 15 years could be operating at as little as 60-70% efficiency, meaning that 30-40 pence of every pound you pay on your fuel bills is being wasted. An 'A' rated condensing boiler is over 90% efficient which means 90% of the fuel being put into the boiler is being used to create heating and hot water for the home.

"The Government seems to be spending plenty of time talking about the situation, but we're yet to see any changes being made. Perhaps they should look to invest money into these incentives that will help homeowners make the changes they need to reduce their fuel bills."

\*Compared to using a boiler over 10 years old, using a full set of heating controls in conjunction with a high-efficiency condensing boiler.  
 Source: Energy Saving Trust.

## Double award win: Greenskies scoops Corgi Award and OFTEC Award for Excellence

Worcester has beaten off tough competition to pick up two industry acclaimed awards for its Greenskies solar water heating series:

- 'Green Product of the Year' at the 2008 Corgi Awards AND
- Gold in the 'Green Product of the Year' at the 2008 OFTEC Awards for Excellence

Richard Soper comments: "As

a company we are passionate about the environment and are constantly working hard to help reduce the UK's CO<sub>2</sub> emissions, through the installation of renewable technologies and high-efficiency condensing boilers.

"To maximise consumer savings and allow ease of installation for the installer, we are committed to constantly updating our products

## Worcester is 'Saving Britain Money'

Worcester launched a new campaign at the end of October entitled 'Saving Britain Money'. The newly designed advert will appear in national media including, the Daily Telegraph, Daily Mail, Good Housekeeping, House Beautiful, Build It and Grand Designs, to name a few throughout November and into December. As part of the campaign Worcester has also created a unique website [www.savingbritainmoney.com](http://www.savingbritainmoney.com) which will link directly to Worcester's own website, giving consumers access to information on choosing the right products to help reduce their fuel bills.



to incorporate the very latest technological advances. Earlier this year we evolved our existing Greenskies water heating package, unveiling a series of new high-performance solar panels, available in both landscape and portrait. We also introduced a range of new fittings and Indirect Unvented Twin Coil Cylinders, and it was these new significant advances that helped us scoop this two coveted awards."

# Inside Outside



With over 25 internal and external oil-fired condensing boilers the Worcester Greenstar range offers maximum choice. All Greenstar boilers are 'A' rated for performance, with all the built-in benefits you've come to expect from Worcester, Bosch Group; built-in value, quality, comprehensive pre- and post-sales support, award-winning training and nationwide service back-up.

- Outputs of between 12–70kW on Regular and System models
- Domestic hot water flow rates of up to 22 l/min on Combi models
  - 100% testing of heat exchangers and burners
  - 5mm thick mild steel primary heat exchangers

## Oil. We've got it all

For more details call 08705 266241  
or visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk)



Worcester oil-fired boilers are all available with an extended warranty to 5 years – giving extra peace of mind to your customers\*.

\*Valid until 31st December 2008

 **WORCESTER**  
Bosch Group

### COMMENT



Last month, we gave you a preview of Worcester's extension to its Greenstar oil-fired condensing boilers. Here Martyn Bridges, talks us through the new products in detail:

## It's oil about ease of installation

### Off the wall

“Worcester's new Greenstar Danesmoor 12/18kW and 18/25kW wall-mounted condensing models are now SEDBUK 'A' rated for energy efficiency, covering the standard outputs most commonly required for domestic installations.

“Featuring the same discreet fascia design as wall-mounted boilers available in Worcester's Greenstar gas series, the new Greenstar Danesmoor boiler, with dimensions of 880mm (H) x 380mm (D) x 600mm (W), is the perfect solution for non-mains gas properties where space is at a premium and wall-mounting the appliance is the best option.

“Getting the boiler onto the wall has been made as quick and easy as possible with a new 'pivot style' installation method devised by Worcester to help manoeuvre the boiler into place. Worcester's new wall-mounting frame is designed to help take the weight off the installer's shoulders and reduce installation times too.

“The secret to making the job easier is in the hook at the bottom of Worcester's wall-mounting frame. This enables the installer to lay the boiler down flat to hook it on the frame when it's been secured to the wall. Once hooked in place, the frame takes the majority of the boiler's weight and the appliance can simply be pivoted into position. Once in place, there are just two fixing bolts at the top of the boiler that need to be secured.

“Another benefit of the frame is that the primary pipework can be connected before the appliance and the boiler can be stored during the first fix installation. This means the boiler doesn't have to be fitted straight away, which is a great advantage for installers working on building sites where theft can be an issue before properties are made secure.

“Other key features of the new Greenstar Danesmoor wall mounted boiler include an integral condensate trap, which has been accommodated within the boiler carcass for ease of access and servicing. This is a big advantage for installers, as it removes the need for any additional fitting externally to the boiler and results in a much neater installation. The Danesmoor also comes with a flue adaptor suitable for every installation situation, whether it is a horizontal or vertical flue, so no additional purchase is necessary.

### On the floor

“Joining the Danesmoor wall-mounted boiler, Worcester's new Greenstar Camray Kitchen System boiler is also SEDBUK 'A' rated and available in three variants to cover the most common outputs requested by installers - 12/18, 18/25 and 25/32 models.

“With compact dimensions, 855mm (H) x 370mm (W) x 600mm (D), the new model features an integral 10 litre expansion vessel, an integral 15/60 circulating pump, which is particularly suited to larger systems,

and an integral 3 bar pressure relief valve, which is sized and suitable for all sealed systems. The Greenstar Camray Kitchen System boiler is also the smallest floor-standing boiler available on the market today to deliver a 30kW output.

“Worcester has also incorporated a system pressure gauge that is positioned on the boiler's front panel to make it easy for the installer and homeowner to check the system condition for the customer. The boiler's front panel can also be easily removed to make servicing a lot easier without the need to remove the worktop above the appliance, if situated in a kitchen environment. This means greater siting flexibility and less disruption when service checks need to be carried out.”

The new Greenstar Danesmoor wall-mounted boiler and Greenstar Camray Kitchen System boiler are both covered by a 2 year manufacturer's warranty, which Worcester recently extended from two years to five as an exclusive offer across all of its Greenstar oil-fired condensing boilers. The offer applies to all installations carried out until 31st December 2008\*.

**For more information about Worcester's Greenstar range of high efficiency oil-fired wall-mounted and floor-standing boilers, plus details of training courses, visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk) or call 01905 754624.**

\*Terms and conditions apply



If you're based in or near a rural area, chances are you'll be asked for advice about non-mains-gas fuels and heating appliances on a fairly regular basis. And, with LPG becoming an increasingly popular choice for rural homes, it makes sense to get clued up on the fuel. Here, Laura Luty, Calor's bulk market manager, explains what LPG has to offer.



## GETTING CLUED UP ON LPG

Though the non-mains-gas sector is regarded as niche, around 1.7 million homes nonetheless rely on LPG, oil, electricity or solid fuel. Most of these homes are in rural areas, but even installers based in towns and cities will probably find villages or rural conurbations close by.

So, no matter where your business is located, it's worth learning about the LPG market so you can give your customers information and advice.

### Products

LPG is very versatile and can be used to fuel central heating, cookers and fires. Dedicated LPG boilers are available, as are conversion kits. Converting a high efficiency natural gas boiler to an LPG-fired version is actually a very simple process, as in most cases only the gas injector needs to be changed – giving installers even more choice when opting for LPG. Worcester's Greenstar wall-mounted gas range are available as LPG variants, leaving out the need for conversion kits.

There are many LPG cookers and fires available too, so installers can benefit from cross-selling these appliances. One of LPG's main benefits is that it provides a real flame, which is a key selling point for many rural homeowners who want controllable hob cooking and a living-flame effect fire.

### The environment

LPG also offers strong environmental benefits, with official figures stating LPG as having the lowest carbon emissions out of all the fossil fuels available in rural areas. And there's no risk of ground or water pollution – any spillages from a storage tank would simply vaporise, leaving no contamination.

LPG is also highly compatible with renewable heating technologies – in particular solar thermal water heating. LPG is an ideal back-up fuel for providing supplementary water heating, and LPG-compatible solar thermal water heating systems are already available.

### Storage options

With Calor's LPG bulk tanks, there's a choice of above or below ground storage. It is perfectly safe to store LPG underground, and all that remains visible is a green lid, which provides access to the tank for refilling. Calor also offers The Think Tank® storage system, available for above or underground bulk storage tanks. This constantly monitors tank levels to ensure homeowners are automatically topped up with Calor LPG when required without any action on their part – so they should never run out of gas.

### Bonus scheme

With the Calor cash bonus scheme, installers can receive payouts as a reward for promoting LPG to their customers. We pay £100 every time we convert an installer lead into a new Calor LPG supply customer – all you have to do is pass on the contact details and we'll do the rest. We also offer an additional end-of-year bonus based on the total number of successful leads provided during the year.

For example, installers generating five to nine new bulk tank customers during 2008 will be rewarded with an extra cash bonus of £250. If 10-19 leads are converted, the bonus will rise to £750. If an installer gives Calor more than 20 leads before the end of 2008, they could expect an extra £2,000 in the New Year.

Calor is committed to communicating LPG's benefits and stimulating demand and growth in the market. We fully support proactive installers with our cash bonus scheme and a 'Calor recommended' scheme – where customer enquiries are passed on to local installers who have registered their details with us.

**To find out more information call Calor on 0800 011 3071 or visit [www.calor.co.uk/installers](http://www.calor.co.uk/installers)**

## The Credit Crunch – how is it effecting you?

Following last month's comments from Martyn Bridges on the current economic crisis and the effect on the industry, Oldham based company Lawrence Perrins & Sons Ltd has been installing gas boilers for 60 years, so we asked Richard Perrins for his views on the current market:

"I'm pleased to say that despite rising fuel prices and people cutting their spending we are still very busy, with much of our trade coming from gas boiler jobs. We're regularly fitting around two new condensing gas boilers every week. Work wise we haven't really been affected by the current economy. However, where it has hit us is through our overheads. The cost of everything is increasing, which means we have to monitor our processes more closely.

"Unfortunately, I know that others in the industry aren't fairing as well at present. I think that's because we're so well established and have built such a strong reputation, those that do need boilers are still coming to us, but for younger firms, it's proving harder to find the business. I know that merchant sales have also dropped off quite noticeably in the past few months.

"Where we have noticed a change is in the past, if a customer's old boiler breaks down, they have been keen to invest in a new one, now more people are asking us to repair, rather than replace because it's a cheaper option. We do advise that with a new condensing boiler they'll recoup their extra investment in four or five years but some just don't have the cash to payout.

"As well as fitting gas appliances, we have also joined the renewable heating market. We've been fitting Worcester's Greenskies solar panels for around two years and are very excited about getting involved with



the new Greensource air source heat pumps.

"I have a four-panel solar system in my own home and think it's fantastic; I can speak very passionately about the Greenskies system, which I estimate, saves me around £350 on hot water costs every year. However, sales of solar have dropped for us; this seems to purely be down to cost. People just don't have the disposable income at the moment to afford the initial outlay.

"The positive news is that most new gas boilers I've been fitting have been installed with a solar ready cylinder, showing that homeowners are very open to having solar panels and will hopefully save up to make the investment in the next few years,

when all the talk of recession and downturns has ceased.

"Even more positively on the renewables front, I have been flooded with enquires for air-to-water heat pumps, which Worcester only launched in July. I think that air source heat pumps have the potential to be huge in the UK and over the next 10 years I can see sales increasing in large numbers.

"Despite this, I'm confident that gas boilers will dominate the marketplace for many years to come. There may be a bit of a dip in sales around the country, at present but this won't last forever. I just hope that struggling heating companies are able to weather the storm until things pick up again."

Brother-in-law partnership, Watson Carlill and David Mark from Stroud-based Elite Heating and Plumbing Services won last October's Environment 2020 award for a renovation project they completed, which combined a Greenstore ground source heat pump with a Greenskies solar system. Here Watson tells Installer's Choice about the project:



## Renewable renovation project in Gloucestershire

**“We were contacted by a local architect, looking for help to refurbish a four-bedroom country house, called Blakewell House in Gloucestershire. The property was to be totally gutted and required a complete overhaul of its existing heating system.**

“We were taken on to replace every water pipe in the property for the bathrooms, en-suites, central heating and under-floor heating. We also knew that the customer wanted to go down the renewables route and it was down to us to advise them. They wanted to be as sustainable as possible, so we opted for Greenskies solar water heating panels and a Greenstore ground source heat pump.

“This refurbishment was actually one of the first Greenstore ground source heat pump installations we'd completed, but as we'd attended one of Worcester's training courses we felt that we had all the sufficient knowledge we needed to complete the job. Plus, we also had the help of our

local Worcester representative for any questions we had.

“For the Greenstore ground source heat pump we opted for a three-hole borehole installation to accommodate all the pipework, mainly because the customer didn't have sufficient space in their garden but also because they didn't want all the disruption. The work took place over a seven month period, a total of 85 man-days on site, to complete and everything went really smoothly, it really was a brilliant project to be involved with.

“It's now been 12 months since we completed the work at Blakewell House and we are looking forward to measuring how the Greenskies solar

panels and Greenstore ground source heat pump have been performing. It will be interesting to see the results and calculate how many hours the products have been running for and what electricity they've used.

“The current rise in fuel prices is, in our opinion, helping the market, as it is generating a growing interest in renewables. In fact we are so confident the market is out there that David and I are looking to set up our own renewable energy centre so we can show off Worcester's solar, ground source and air source heat pumps. We hope by having the products on show and fully-working that it will result in even more sales and really help us grow our business.”



# POWER UP with Power Points from Worcester

By purchasing a Greenstar oil-fired condensing boiler you can get a GSB 13 RE Professional Impact Drill to kick start your collection!



Earn 25 points by purchasing the Greenskies solar system and claim a Bosch GSR 10.8V-Li Compact Screwdriver.



With 100 points you can claim Bosch's latest high spec 4kg Hammer Drill, worth a whopping £375!

A ground source heat pump will earn you 50 points!

**Worcester is giving you the chance to get your hands on free Power Points with Greenstar oil-fired and LPG-fired condensing boilers, Greenskies solar systems AND Greenstore ground source heat pumps, purchased until 31 December 2008, for you to spend on a selection of superb Bosch Professional Power Tools – absolutely free!**

What makes this promotion even more enticing is the fact Worcester offers you one of the most comprehensive ranges of oil and LPG-fired condensing boilers and sustainable heating and hot water systems in the UK. So you're bound to find a product to suit any situation.

**Claiming your free\* Bosch professional power tools is so easy. Register using the online form by visiting [www.worcester-bosch.co.uk/powerpoints](http://www.worcester-bosch.co.uk/powerpoints) or by calling 0845 313 0058. A claim form will be sent directly to you upon registration.**

\*Terms and conditions apply.



Worcester has extended the warranty on all of its Greenstar oil-fired boilers from two to five years! This exclusive offer, which increases the length of warranty you would normally receive on all Greenstar oil-fired boilers by three years, applies to all installations carried out between now and 31st December 2008. So not only will your customers be helping to save energy, they'll also be giving themselves peace of mind for an extra three years.

**Worcester is offering a free 5-year warranty with these oil-fired condensing models:**



- Greenstar Danesmoor 18/25 regular boiler
- Greenstar Dansemoor wall-mounted boiler
- Greenstar Camray Kitchen regular boiler
- Greenstar Camray Kitchen system boiler
- Greenstar Camray Utility system boiler

- Greenstar Heatslave combi boiler
- Greenstar Utility regular boiler
- Greenstar Heatslave External combi boiler
- Greenstar Camray External regular boiler



For over 30 years, Worcester has been making combination boilers. One of the main advantages of a Combi boiler is the time-saving merits it has over a traditional hot water and heating system. Here Martyn Bridges, director of marketing and technical support, tells us why the boilers have been so popular.



## It's all a matter of time

**Installers were attracted to the immediate benefits, especially not having to squeeze into a roof space to install the cold feed and expansion cisterns, for both the hot water cylinder and the central heating. And because there was no need to install a hot water cylinder, pipework connecting the cylinder to the boiler, an external heating pump, motorised valves and programmers, the Combi reduced onsite labour time by two days.**

The emphasis of saving the installer time onsite has carried through with Worcester and Combi boilers are now a common sight with two in every three boilers installed in the UK being a Combi boiler. As popularity grows, Worcester will continue to improve its range by making its products easier and faster to install, offering the durability and reliability expected from the Bosch brand.

Typically, product development at Worcester takes around three years. A team of 16 people within the Product

Management department work together, with the views of installers, to ensure products not only offer features demanded by the consumer but also help reduce the workload involved in the installation stage.

Martyn explains: "As well as Worcester's in-house comparison analysis arrangements, we recently commissioned an external technology company, independent from any manufacturer, to assess Worcester's appliances against a number of other Combi boilers on the market.

"Our research certainly paid off. The company in question recorded an installation time - from the boiler being removed from its box, to wall-mounting the frame with union connections, installing the flue and electrical connections as well as all pipe work - of less than 70 minutes.

'The timing compared favourably with other manufacturers' appliances, where times of 120 minutes and over were recorded.'

"With most of the work being carried out in our own factory, Worcester excelled in a number of areas, including the ability to run pipework behind the boiler within the wall-mounting frame. Several of the competition require an extra wall-mounting frame or spacing frame to assemble and connect to the boiler, which is purchased separately and extends installation times significantly.

"With any new product Worcester introduces we set the engineers and design department individual time targets for various parts of the installation process to be completed in. For example:

- unpacking - three minutes
- connecting gas and water connections to pre-piping frame - five minutes
- connecting the flue turret elbow to the roof of the boiler - five minutes

"Consequently there are a number of set time periods in place which engineers must achieve to meet market specifications.

"Worcester has taken similar steps within the commissioning procedure in order to shorten the required time it takes to commission our appliances. We accurately set the combustion and CO settings of the appliance air:gas ratio on our factory floor, to eliminate the need to take a combustion analysis of the flue gas products. It would only be necessary if:

- a) the boiler is on an unmetered supply such as an LPG system
- b) part of the boiler has been changed or replaced to convert the product to LPG, (however, this is unlikely with Worcester boilers as for over two years we have supplied dedicated LPG manufactured boilers.)

"Providing the boiler is installed to the manufacturer's instructions and the inlet gas pressure is correct, no combustion analysis is required

and the boiler will perform to the parameters set at the factory. As you can imagine, this is a significant labour and money saving solution as combustion analysis equipment is expensive. A training course is also necessary to ensure complete competence in using the device.

"Worcester has also made inroads into the time and effort taken to service its condensing boiler series. When undertaking an annual inspection, as a rule, there is no need for an additional combustion analysis check. Worcester simply asks installers to measure the air pressure over the inlet and outlet of the heat exchanger. Providing the air pressure is within the parameters listed again, no further combustion analysis work is required. Should the air pressure reading be outside the parameters, a heat exchanger will undoubtedly need cleaning and a combustion analysis check would be required.

"The assessment shows that, providing the air pressure readings were within the set parameters, the partial service time of a Greenstar boiler was around nine minutes. When you take into account an average boiler will last around 15 years, with around 15 annual services/checks, labour time onsite

will be significantly saved across the life of the boiler.

"Worcester has also made advances in the replacement of component parts by employing a number of bayonet style fittings. Circlips and quarter turn water-tight connections are included within the boiler, enabling easier access, a reduction in the amount of nuts and screws needed to be removed and a reduction in the amount of hand tools required to physically remove some of the components - particularly useful in the tighter areas of the boiler.

"To summarise, when specifying a boiler, we recommend you look at the overall picture and not just the purchase price. Consider the installation time onsite, the full package of the boiler and whether all installation circumstances can be achieved.

"Do you need a wall spacing frame for the pipework to travel behind the boiler? Do you need to carry out combustion analysis when commissioning the appliance? When you add up the hidden extras that can increase the amount of time and money spent across a boiler's lifetime the initial cost can pale into significance."



# INSTALLER'S CHOICE

## Spotlight

### Matt Jago of M&V Jago Plumbing and Heating

**With the intention of adding another string to his bow in terms of his business offering as well as reducing his own property's heating bills, Matt Jago of M&V Jago Plumbing and Heating, in Cornwall, chose to fit Worcester's Greenskies solar panels to his own four-bed bungalow.**

**Matt explains:**

"Moving into our new home, we inherited a really inefficient heating system with a boiler that was probably about 30 years old. With no room thermostat or anything to control when the boiler came on or went off our fuel bills were extremely high, so it was in my best interest to rip it out as soon as I could and replace it. As such I felt it was also the perfect opportunity to add solar panels.



"Having attended the training course at Worcester and being an accredited installer, I specified the Greenskies panels together with a Worcester 30CDi Greenstar system condensing boiler to improve the situation.

"I decided to install Worcester's Greenskies solar panels, firstly to help me do my bit to reduce my CO<sub>2</sub> emissions, but also because I wanted to sell solar to my customers and I felt I couldn't install it on other people's homes or promote the product if I didn't have first-hand experience of living with it. Plus, at the time Worcester was offering an installer solar cash-back which was a fantastic deal and really helped my decision.

"It has now been two years since I carried out the work to our system and

the benefits have been better than I could have ever imagined. I can honestly say that I have slashed my heating bills dramatically. Nowadays, I don't pay attention to my gas bills and I'm certainly not waiting for a big scary bill to land on the doorstep. Our quarterly bill for September – November 2007 was only £30, when the previous year it had been a minimum of £200 for the same period!

"I have all the products visible in my garage, which helps me demonstrate to customers how it works and show its benefits in terms of the number of hours of hot water it produces.

"While I think the product is fantastic, I think the price of the system is a

drawback and that's definitely what's putting a number of my customers off. I believe the Government needs to be doing more to make the grants more easily available.

"With fuel prices on the rise, I think it'll only be a matter of time before people have no other option than to go down the renewables route, but again it'll all come down to price.

"I'm really interested in Worcester's Greensource air source heat pumps as I believe these will take off even more than ground source heat pumps. In fact I'm hoping to install an air-to-water heat pump in my own home and will take advantage of any incentives Worcester has to offer".







Martyn Bridges talks about the importance of cleansing and inhibiting a central heating installation:



## Flushed with success

**“Very recently Worcester carried out a sample survey of 90 central heating systems and their mains water which were analysed. Of those checked it was disappointing to see that less than half were treated correctly, and some clearly hadn’t had any chemical flushing at all.**

“This issue is significantly affected by the fact that, in the UK, many new boilers are installed within existing heating systems, therefore it’s not often that the system is replaced with brand new radiators, pipework and so on. Frequently the old heating system is ‘open vent’ which is not sealed from the atmosphere and can allow oxygen to enter the water.. As a result sludge builds up in the pipework and can cause all sorts of problems.

“This situation suggests that more help is needed for installers on this topic. It is now detailed within Part L of the Building Regulations and in the Domestic Heating Compliance Guide

that when installing a new boiler to an existing heating system thorough cleansing is required, which means flushing and then afterwards inhibiting the system.

“Not only is it a legal requirement, it can also vastly affect the efficiency of the boiler. If the quality of water in the system is not of a decent standard this is likely to reduce the longevity of the heating system, meaning the boiler may breakdown sooner as well as causing noise problems.

“Most crucially, recent tests by an independent laboratory found that the efficiency of the heating system, when

it was flushed and correctly inhibited, compared to one that wasn’t, showed a 6% difference in the efficiency. This 6% effectively drops the boiler out of the top SEDBUK band and shows how all the efforts we put in at the factory to ensure the highest possible boiler efficiency can be undone if the water travelling through the system is untreated and of poor quality.

“To help installers understand the reasons and the best way to treat a system Worcester is introducing a heating system chemical flushing and inhibiting training course starting in January 2009 and is accredited with Logic Certification in association with

Fernox and Sentinel.  
“Listed below are tips we recommend installers follow to ensure a properly cleansed system.”

- 1 It is accepted good practice in compliance with BS 7593 and Benchmark, to cleanse both an existing central heating system when replacing a boiler, and when fitting a new central heating system. After cleansing, treat the system with an appropriate Corrosion Protector or Inhibitor.
- 2 We recommend only using products from water treatment manufacturers participating in the DWTA, which include Fernox and Sentinel. One of these should be contacted for a specific cleansing method statement, if required.
- 3 As a general guide for flushing (which we advise you to follow in accordance with the manufacturers’ recommendations) fill up and commission the system in the normal way, i.e: flush at least once, without turning on the boiler, to remove any loose debris. Alternatively and preferably a power flush should be undertaken.
- 4 Add the cleansing agent (again in accordance with the manufacturers recommendations). This must be circulated within the system for a minimum of one hour with the system at normal operating temperature. A longer period of time, up to 48 hours, would be more beneficial to the cleansing process, especially if heavy sludge deposits are suspected to be present.
- 5 Drain the system thoroughly at least twice to remove the cleansing agent and any installation and flux debris. This is a crucial part of the cleansing process and must be done correctly. A TDS meter is recommended to ensure adequate flushing.

- 6 Once you are sure the system has been cleansed thoroughly, add a mixed metal corrosion protector. This will protect against the formation of scale, corrosion and microbiological growths. A minimum of one treatment should be added per 100 litre system or up to 10 single radiators.
- 7 The re-treatment label supplied with the corrosion protector treatment, should be correctly completed and applied to the boiler. The instructions in the Benchmark logbook must also be adhered to.
- 8 Please note that the corrosion protector level should be checked on an annual basis. This is normally done at the time of the mandatory boiler service. Water analysis test kits and postal analysis services are available from water treatment suppliers for this purpose.



**New Chemical Water Treatment course now available at Worcester.**  
For more information call 01905 752526 or visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk)



## A DAY IN THE LIFE



## A day in the life of a Worcester customer service advisor

This month, *Installer's Choice* spoke to a member of Worcester's contact centre team to find out what they get up to on a daily basis.

### THE DETAILS

**Who:** Alex Stallard

**Position:** Deputy team leader

**Length of service:** Started working at Worcester in November 2007

**Contact centre opening hours:** Monday to Friday – 7am to 8pm, Saturday – 8am to 5pm, Sunday – 9am to 12noon

#### Q. What time do you start work?

**A.** I don't have a set time that I start work. As Worcester's contact centre is open seven days a week, 364 days a year, we all work different shift patterns to make sure we cover the opening hours.

#### Q. How many people work each shift?

**A.** To ensure we deliver world-class customer service, there can be up to 60 people taking calls during peak call-periods.

#### Q. On average how many calls do you receive on a daily basis?

**A.** At this time of year we can take over 5,000 calls and receive 1,000 emails and faxes a day, but it varies from day-to-day. A lot of our work is dependant on the time of year and the weather.

#### Q. Who do you take calls from?

**A.** Everyone. Anyone that calls Worcester comes through to the contact centre.

#### Q. What do they ring about?

**A.** Installers mostly require technical assistance. For example, if they're in front of a boiler they're trying to repair

and need to talk through a wiring diagram, one of our technical guys will go through it in detail with them and discuss how the boiler should be wired and what needs to be done for it to be installed to the manufacturers' guidelines.

The majority of calls we get from Merchants are often literature requests and consumers generally call to book in a routine service.

#### Q. Do you have a specific team that deals with the technical questions?

**A.** Yes there is a separate group that deals with technical enquiries. However, we are all trained on the products, liability information and also how to deal with difficult callers.

#### Q. Do you get lots of difficult calls?

**A.** From time to time we do take calls from unhappy customers. We've always received a few abusive calls from installers, but lately these calls have increased. Because Christmas is such a busy time, installers often take their stresses out on the call operator. It's not unusual for one of the team to get upset after an installer has shouted or even sworn at the them.

#### Q. Can you give an example?

**A.** Abusive calls often occur when we can't get engineers out to them on the same day that they log a fault or a problem. We always strive to offer the best service possible, but sometimes we simply can't respond as fast as the customer would like.

We understand their frustrations because they are also trying to provide a service for their customers, but we do try our best to meet their needs as much as possible.

#### Q. Do you have procedures to deal with irritated installers?

**A.** Yes, we start by politely requesting that they stop their abusive behaviour, if they don't respond to our request we advise them that if the caller continues in an inappropriate manner that we will terminate the call.

#### Q. Do you enjoy your job?

**A.** I love my job. I love helping people. It's so satisfying when you take a call from an installer or customer, where they go away delighted because we've given them a service that they're pleased with. It is frustrating when we get angry installers, but hopefully this year they'll be full of Christmas cheer!

## NEW FEATURES



Worcester recently introduced a new range of floor-standing gas-fired boilers and made significant improvements to its award-winning Greenstar wall-mounted series. Here, Steve Lister, director of sales, recaps on the benefits of the i and Si series:

## Even more reasons to choose Worcester's Greenstar series

**"The addition of four new floor-standing models, including an updated version of the Greenstar Highflow 440, completes the collection offering a boiler to suit every installation requirement.**

"These new additions join other innovative features that have been a familiar sight on Worcester products for the past few years, such as the reliable WB3 heat exchanger that is found at the heart of all Greenstar boilers and made from cast aluminium silicon. The renowned WB3 and WB5 Heatcells also benefit from a 10 year warranty.

"Sitting alongside the new, improved i and Si boilers, the Greenstar CDI continues to meet the needs of installers and customers alike. Featuring a fully modulating pump instead of a fixed speed pump, the Greenstar CDI can save homeowners up to £50 per year on an average household's gas and electricity bill due to the reduced electrical consumption of the pump and the ability of the CDI to fully condense whilst providing domestic hot water, whatever the temperature."

**For more information about Worcester's Greenstar range of high efficiency boilers or details of training courses, visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk) or call 01905 754624.**



### New features include:

- The ability to pre-plumb the condensate pipework to the wall-mounting jig
  - A universal fitting for the condensate pipe connection, capable of accommodating various pipe manufacturers' products
  - A two metre length of electrical mains cable has been pre-wired to the control board to save installers up to 20 minutes, which would have previously been spent doing this in-situ. This allows the boiler to be wired directly to a fusible spur or plugged into an un-switched socket.
  - A spirit level built into the wall-mounting jig
  - Pre-fabricated pipework option for vertical pipework routes

# MEET PAUL JONES

Regional Sales Manager, Northern Region 2

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

**A.** I left school without any direction, but with the guidance of a careers advisor I ended up on a Government Youth Training Scheme and in 1983 started work with a local merchant, Mason's Builders Merchants, part of the Raab Karcher Group. This was my first step into the industry.

In 1984 I joined the John Kay Group, now known as Jewson, followed by Smith's Plumbing Supplies. After a few years I started working at the Graham Group where I took on various roles, including branch rep, showroom manager, kitchen designer, before finishing as assistant branch manager.

After spending 13 years working for merchants, I joined a boiler manufacturer as area sales manager for the Manchester, Blackpool and Blackburn areas. This was my first experience of a sales position, which I thoroughly enjoyed.

A few years later I was approached by Worcester's very own Barry Wilson to join Worcester as a technical sales manager. My position changed in 2005 when I took on the role of specification manager for the North Wales, Merseyside and Lancashire areas, dealing solely with the contract side of the business. It was a real learning curve to my previous roles and one I am very grateful of.

Working within the varied areas of the industry has helped me to appreciate the importance of the different elements of the business. It has also benefited me in my new position to help support the specification managers working within my area.

In December 2007 I took on the role of regional sales manager for Northern Region 2.

**Q. What does your role entail?**

**A.** I support a team of three technical sales managers and two technical specification managers across Worcester's product range. No one day is ever the same, some days I'll be attending meetings with colleagues for large contracts, others I'll be liaising with installers to ensure we're offering the right products for the market.

**Q. What do you enjoy most about your job?**

**A.** The biggest achievement you can get from your job is working as a team to resolve a problem for your customers. By going above and beyond the call of duty, as a company, it shows our commitment to the customer.

**Q. How do you see the credit crunch affecting the industry?**

**A.** The demise of the new-build sector means more manufacturers are targeting the individual sector, putting added pressure on companies like Worcester to ensure our products offer the 'value-for-money' our installers expect.

At the beginning of the year Worcester restructured its sales force, giving the sales team smaller, more targeted areas to ensure we can focus even more on our customers.

Consumers are also watching what they're spending and a lot still have the mind-set that it's an expensive option to replace their boiler and opt for repairs. However, Worcester has just launched a new campaign entitled 'Saving Britain Money' which we hope will communicate the long-term benefits of upgrading to an 'A' rated condensing boiler.

I personally believe the future of home heating comes with the launch of our new Greensource air-source heat pumps. Particularly, the air-to-water systems which produce both hot water and central heating for the home.



# Win with Worcester!

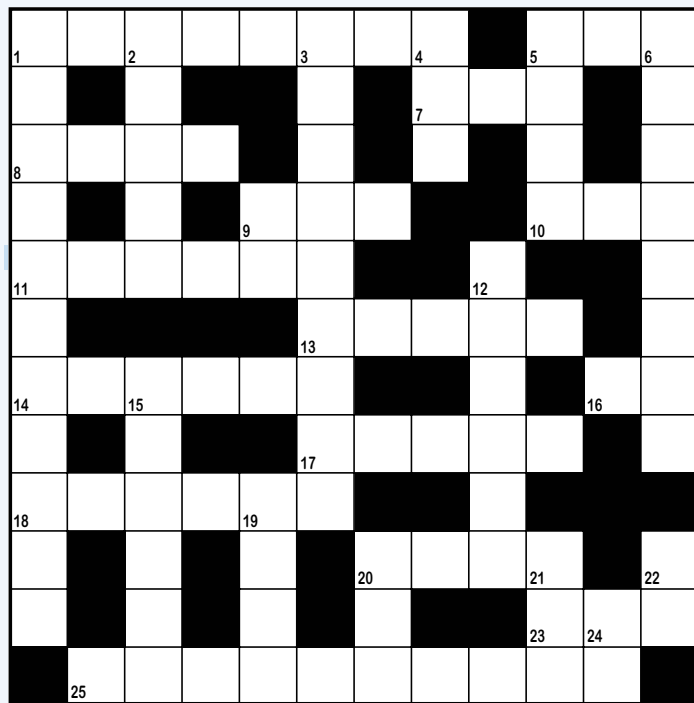
This month Stuart Hamilton, editor of PHPI magazine, is back with another brain-teasing crossword to test your industry and general knowledge! All you need to do to be in with a chance of winning a set of Fernox 60 Second strips is complete the crossword and send it back to us.



25 readers of Installer's Choice will each win a set of Fernox 60 Second strips, the simple, quick and accurate way to check for Fernox Protector in system water. Just dip the strip into a sample of water and wait 60 seconds for the result. Ensuring compliance with Part L of the Building Regulations has never been simpler.

To enter, simply fill in the crossword and send it back to our editorial office: *The Installer's Choice*, November 2008, 43 Calthorpe Road, Edgbaston, Birmingham, B15 1TS.

Good luck!



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. The winners will be notified by the 19th December 2008

**ACROSS**

- 1 Joined, in the same place (8)
- 5 Fled (3)
- 7 Frozen water (3)
- 8 \_\_\_\_\_ Is Murder (4)
- 9 Circle, sphere (3)
- 10 Sugar cane spirit (3)
- 11 Britain's Got \_\_\_\_\_ (6)
- 13 There's Something \_\_\_\_\_ Mary (5)
- 14 Still, type of electricity (6)
- 16 Ego and \_\_\_\_\_ (2)
- 17 Buddy \_\_\_\_\_ (5)
- 18 Not certain (6)
- 20 \_\_\_\_\_ meridiem [morning] (4)
- 23 \_\_\_\_\_ Lincoln or Simpson (3)
- 25 Not moving (10)

**DOWN**

- 1 Red condiment (6,5)
- 2 The Holy \_\_\_\_\_ (5)
- 3 The pain of being jilted (9)
- 4 Oil \_\_\_\_\_ (3)
- 5 Back, raise (4)
- 6 \_\_\_\_\_ landings [1944] (8)
- 9 Not off (2)
- 12 Retro hairstyle, fish (6)
- 15 Insist, declare (6)
- 19 Payment to landlord, torn (4)
- 20 Much \_\_\_\_\_ About Nothing (3)
- 21 Hearing apparatus (3)
- 22 \_\_\_\_\_ Will Rock You (2)
- 24 As Time Goes \_\_\_\_\_ (2)

# 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 Paul Jones in this month's 'Behind the Scenes' – here's how you can contact Paul and his team in Northern Region 2.



**Paul Jones – Regional Sales Manager**  
 Contact Paul on: **07790 489969**  
**Areas: BB, BD, BL, FY, HD, HG, HX, LS, M, OL, OX, PR, S, SK, WF**



**Steve Girdlestone – Specification Manager**  
 Contact Steve on: **07767 432533**  
**Areas: BB, BL, FY, M, OL, PR, SK**



**David White – Specification Manager**  
 Contact David on: **07790 488475**  
**Areas: BD, HD, HG, HX, LS, S, WF**



**Nick Fothergill – TSM Gas Products**  
 Contact Nick on: **07767 432572**  
**Areas: BB, BL, FY, PR**



**Steve Cooper – TSM Gas Products**  
 Contact Steve on: **07767 432565**  
**Areas: BD, HG, HX, LS, WF**



**Fiona Atkinson – TSM Gas Products**  
 Contact Fiona on: **07790 488601**  
**Areas: M, OL, SK**