

DIARY DATES

MAY 2009

THE INSTALLER'S CHOICE

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.

May

Home Building & Renovating

Scottish Exhibition & Conference Centre, Glasgow
16/05/09 – 17/05/09

All Energy

Aberdeen Exhibition and Conference Centre, Aberdeen
20/05/09 – 21/05/09

Eastern Homebuilding & Renovating Show

East of England Showground, Peterborough
30/05/09 – 31/05/09

CIPHE National Conference & Gala Dinner

Warwick University Conference Park, Warwick
30/05/09
www.cipheconference.org.uk
Email: cipheconference@apex.co.uk
Tel: 08701 632 804

June

Royal Cornwall Show

Wadebridge
04/06/09 - 06/06/09

CIH, Harrogate International Centre

Stand A28
16/06/09 – 18/06/09

Green Build Expo, Manchester Central

Stand E5
17/06/09 - 18/06/09

Southern Homebuilding and Renovating Show

Sandown Park, Surrey
27/06/09 - 28/06/09

Permanent Exhibitions

Worcester has several permanent exhibition stands in the UK, which gives customers the opportunity to view new and existing products all year round.



The Building Centre
26 Store Street, London

**National Self Build
& Renovation Centre**

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



**The Greenstar boiler
– where it all began**

**Gas Safety in
Northern Ireland**

Cash-back for you





3 out of 4 oil-fired combis installed are Greenstar Heatslaves. The Installer's Choice is clear.



Remarkable – but true. 3 out of 4 oil-fired combi boilers installed in the UK for domestic applications are from the A-rated Worcester Greenstar Heatslave range. Because when it comes to choice, quality, performance and long term reliability, it simply has to be Worcester.

For further details call 08705 266241 or visit our website



www.worcester-bosch.co.uk

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Welcome from Richard Soper

Welcome to the May 2009 issue of Installer's Choice. Sadly this is my last issue as the face of Installer's Choice. I hand over the reins to my colleague Carl Arntzen, who will feature from the June issue onwards.

Although I will continue to play a key role at Worcester, I am taking on a much wider position with responsibility within Bosch's Thermotechnology division in Europe. As a result Carl Arntzen is taking responsibility for commercial operations, including sales, marketing and after sales, in the UK.

So, this month we're going all nostalgic as our director of marketing and technical support, Martyn Bridges, takes us back 10 years to when we launched our first Greenstar boiler. An interesting read, I hope you'll agree. Next month we'll cover part two of the history, moving the

collection into the latest i, Ri, Si & CDI ranges.

We also hear from a homeowner who couldn't believe his new Greenstar boiler was so quiet – so much so that he made a few alterations, just to make sure it was running as it should! Turn to page 4 to find out more..

Plus, don't forget you can still take advantage of our renewables cash-back offer and snap up the opportunity to win a cruise across the Norwegian Fjords. Take a look at page 11 to find out what to do – hurry though, the closing date is 30th June!

Look forward to hearing from you in the future, good luck in these difficult times.

Quality wins – through Installers' Choice

Richard Soper

We don't normally recommend this but . . .



Most homeowners are content to leave their boilers well alone, but not John Milner of Hull in Humberside. He decided to make some alterations to his new Worcester Greenstar boiler, armed only with a rotary cutting tool and a file.

"The boiler was so quiet I kept worrying that it wasn't working properly" says John. "So I got out my toolkit and put two small windows in the drop down door so that I could see both the override light and the burning light."

Martyn Bridges, director of technical support and marketing at Worcester,

comments: "We don't suggest or recommend that our customers make any alterations to their boilers, however, when John's email and photograph arrived we couldn't help feeling pleased that the quietness of the boiler meant he was compelled to take the measures he has."

So is this something we can expect to see incorporated into the Greenstar range? "We take suggestions from our customers very seriously and are looking closely at the principal behind John's idea. However, if we decide to do it, the windows will be designed-in, not retrospectively added with a cutting tool and a file," says Martyn.

Solar sales mock the recession

With the UK in recession and most consumers tightening the purse strings, you wouldn't think solar panels would be on the priority list. However, Martyn Bridges, director of marketing and technical support at Worcester, tells us why more people are investing in renewable heating than you might expect.

"Since Worcester first launched the Greenskies solar water heating system in 2005 we have found that awareness and curiosity of renewable technologies has grown steadily, resulting in increased sales year-on-year for solar thermal panels in the UK. But with the country hit hard by the recession in 2008, consumer spending fell and many expected to see a decline in sales of these products due to the initial cost.

"Instead, Worcester experienced year-on-year sales growth on Greenskies systems. Showing that despite financial pressure, many remain committed to reducing the harmful emissions their homes produce.

"The HHIC market update also reported a 90% increase in solar thermal sales in the UK as a whole in 2008 (based on the manufacturers which participate in their statistical collation scheme), compared to the previous year."



Student's Choice

Worcester takes its role within the industry seriously and as such, recognises the importance of training the future generations of installers as they begin their new career. With this in mind, Worcester has launched a new magazine 'Student's Choice' which aims to keep new and training installers up-to-date on the industry. Including money-saving offers on Worcester's training courses and tips and views from experts in the industry.

To find out how you can get a copy for your apprentices visit www.worcester-bosch.co.uk



Protection for unvented hot water cylinders

Worcester released its new FX Controls for the UK market at the end of 2008 and the feedback from installers has been very positive. However, we have had some queries relating to the installation of Greenstar CDI System boilers using FX Controls alongside unvented hot water storage cylinders. Martyn Bridges, director of technical support and marketing, explains more.

"It's becoming clear that there is some misunderstanding within our industry in relation to the installation of Greenstar CDI System boilers using FX Controls alongside unvented hot water cylinders. In short, many seem to think that in order to protect an unvented hot water cylinder from potentially dangerous high temperatures generated by the boiler, a two-port motorised valve must be installed.

"Our interpretation of the requirements is that despite what you may have heard, or even done already, a two-port motorised valve is not always required for this sort of application to achieve compliance with regulation G3 of the Building Regulations.

"In fact, Building Regulation Approved Document G3, paragraph 3.6 states 'the non-self-resetting thermal cut-out should be wired up to a motorised valve or some other suitable device to shut off the flow to the primary heater..."

The latter part of this sentence is key, namely "some other suitable device". We as manufacturers interpret this to mean that as long as we are confident our method provides an equal or better amount of protection to the common structure, we may instruct installers of our equipment to follow a different approach as follows:

1. We recommend that installers use a cylinder sensor and an integral diverter valve kit to control hot water temperature and flow to the cylinder
2. The installer, therefore, will have no need to use the hot water control thermostat of the cylinder's dual thermostat
3. The installer needs only to use the high limit thermal cut-out of the dual thermostat
4. The high limit thermal cut-out of the dual thermostat **MUST** be wired to

interrupt the permanent live to the Greenstar CDI System Boiler

5. If a two-port valve is supplied with the unvented cylinder it will not need to be used in this application. If it is already physically installed in the pipework it should be removed and electrically disconnected from the wiring centre, (it may be necessary to contact the cylinder manufacturer for guidance on this.)

The alternative to this approach is not to bother with the optional internal boiler diverter valve and have an 'S-Plan' style system using external valves and controls. This is perfectly acceptable however the integration of the energy saving FX controls will not be permissible.

Installation instructions of the Greenstar CDI optional Integral Diverter Valve kit will be updated to reflect this change. In the meantime, if you have any queries call our technical helpline on 08705 266 241.



Worcester has now manufactured more than one million Greenstar boilers at its Warndon plant. In this first of a two part series, we trace the history of the UK's most popular condensing boiler and discover the roots of its success.

A Star is born

The Greenstar boiler this year celebrates its tenth birthday with more than one million of the i, CDi, Si and Ri range now manufactured in the UK, but its development was not a simple one. In fact it is a story of anticipation, opportunism and a little bit of luck.

The story starts not in the UK, but in Belgium with the acquisition by the then named Worcester, Bosch Group of Radson Alutherm in 1990. "I was involved in the very first condensing boilers for the Worcester Group around 1989 with the Radson acquisition, says Martyn Bridges, director of marketing and technical support at Worcester.

Radson was one of the leading suppliers of condensing boilers into the Benelux countries which, like a lot of Continental Europe, had generally been ahead of the UK market in terms of its thinking about energy efficiency.

The decision to bring these boilers into the UK was a radical move at the time for a market which had not really been that concerned with high-efficiency products. We had a plentiful supply of North Sea gas and the price of this was nowhere near where it is today. At that time an annual gas bill for an average household was about £250-£300. Offering a condensing boiler to the average consumer saying it would save around 15% of the fuel a new standard-efficiency boiler would use didn't really "stack up". Generally they were bigger, heavier and more expensive and saving 15% of the then annual fuel bill was the equivalent of a meal out with your family."

The Radson was introduced to the UK at Interbuild in 1994, weighing in at a whopping 88kgs. "We billed it as a concept wall-mounted boiler of the future, but it was so heavy that, by the afternoon of the first day, it had slid down the wall of the exhibition stand to become a floor-standing boiler. In fairness, as everyone knows, exhibition stands are only made of thin plywood, but nevertheless it was heavy."

The first Greenstar was ahead of its time in many ways, not least in the fact that it was equipped with a weather compensation unit

The UK market was not ready for such radical ideas with a contented public used to plentiful, cheap supplies of North Sea gas. "Efficiency just wasn't an issue, the sort of boilers being installed then would probably be SEDBUK 'E' or 'F' now," says Martyn. "Consumers need a financial reason to embrace change and it just wasn't there."

By the late 1990s, the Radson had evolved into the first Bosch Greenstar. "We took the decision to brand it Bosch to try and take advantage of the consumer familiarity with the Bosch brand and the confidence they had in the brand." The first Greenstar was ahead of its time in many ways, not least in the fact that it was equipped with a weather compensation unit which was capable of changing the output and flow temperature of the boiler to outside conditions. "Ideally the sensor should have been located on the north facing wall, out of direct sunlight," says Martyn. "But not having seen anything like it before on domestic boilers, the trade just didn't know what to do with them and we occasionally found them being cut off, or simply left out of windows and flues."

It was a valuable lesson for the future. "You have to bring installers with you, train and support them. On our first Greenstar we didn't do enough of that.

"We also decided to do something a bit more UK tailored, at the time our main selling products were the CDi series of standard-efficiency (SE) Combi boilers, they were available in 24, 28 and 35 kW outputs. It was felt from the market that we should develop a condensing CDi version so



we took the 24CDi SE Combi boiler as the 'donor' product. We put the secondary stainless steel coiled heat exchanger (13 metres of 12mm stainless steel pipework) from another product in the Bosch group into the channel available in the back of the 24CDi RSF product and re-ran the flue gases through it. This resulted in a SEDBUK band 'C' condensing boiler, (more latterly to become band 'B') with the same features and flow rates etc of the 24CDi SE Combi (this was known as the 26CDi extra)."

The first Greenstar was the forerunner of the high-efficiency (HE) series

launched in 2001 which comprised five combination boilers and one system boiler. The HE and HE plus were more like a UK boiler than the original Greenstar, highly efficient and in many ways ahead of its time, but its innovation was in some ways a double-edged sword.

"The HE Plus was fitted with lots of new technology including load compensation units and text displays, but some of the innovation made it occasionally unfriendly to the installer and complicated to programme, particularly in the social housing market. But, it got us up and running

in the HE market and at its peak we were selling 70-80,000 a year."

However, major change was on the horizon for the UK's heating industry, with the Government making ominous noises about action on climate change and the incorporation of new efficiency standards into the Building Regulations.

In the next issue:

SEDBUK 'A' and how a new range of Greenstar boilers were dreamt up around pots of tea and toast.



This month Installer's Choice talks to Lord Rupert Redesdale, liberal democrat and spokesperson for environmental affairs about the recession and the predicted boiler boom;

HOW LONG BEFORE THE MEDIA STARTS GETTING EXCITED ABOUT OLD BOILERS?

The headlines are full of how we might be facing the worst recession since the Great Depression. House sales have collapsed and it is quite likely that rental returns in both the commercial and domestic sector will follow the course of rental yields in the last recession and also shrink rapidly. How is it possible then to suggest we might be on the cusp of a boom in boiler sales. Why should you read this article? The reason is that there could well be a vital reason for home sellers and landlords to replace old boilers.

The claim that many boilers will be changed to energy efficient boilers is due to the Government introducing Energy Performance Certificates (EPC's). EPC's (part of HIP's) have been slated as expensive and irrelevant but it seems they are about to become a major part of negotiations in the housing sector. In a rising market, energy performance is often neglected because the landlord or seller can dictate the terms of any agreement. However, the market has changed and for the first time in over 10 years the buyer will dictate terms. The reason the EPC's are going to be central in any negotiations is that it sets

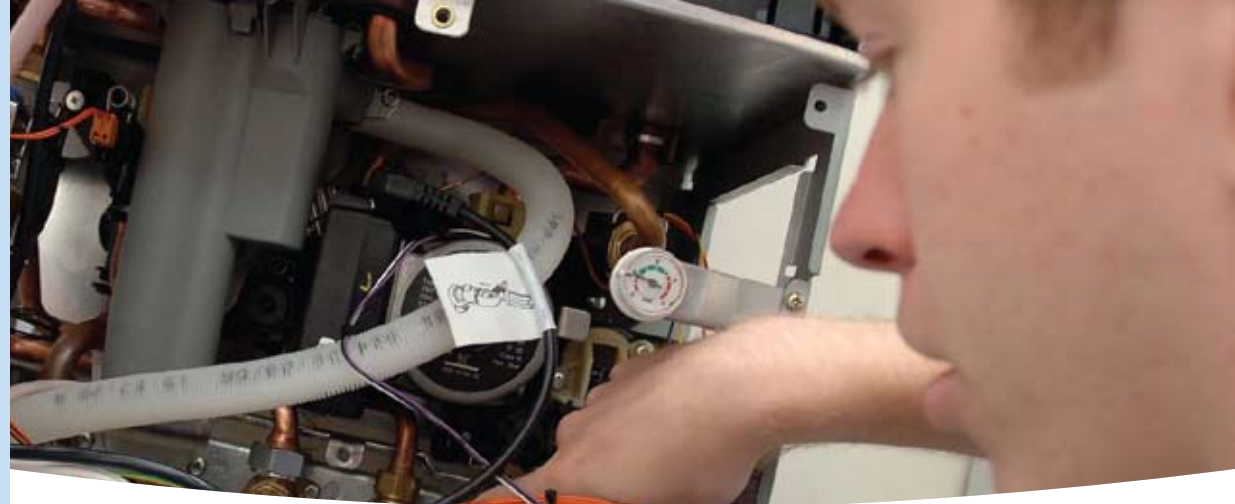
out in pounds the excess cost of an inefficient boiler. It will not be long before those renting or buying realise they can negotiate over rent or price if the boiler is anything less than A-rated. In the rental sector this is going to be an important bargaining tool, G-rated boilers, according to the EPC's, can cost £200-£400. If the average salary is £25,000, that is 1-2% of take-home pay, almost all those renting will soon realise that they could cut costs by either negotiating their rent down, or by negotiating the replacement of the boiler with an A-rated condensing model to cut the cost of utilities bills.

Once this concept is embedded in the mind of the public, which will be easily done through press and TV programmes in a bid to beat the recession, boilers will become central to every negotiation rather than a side issue. The reason landlords, even if they are cash strapped, will have to make a decision about updating a property's boiler or reducing the rent is the spectre of void periods that could cost more than the replacement boiler. The imminent inclusion of boilers into CERT, which will hopefully be matched by offers from boiler manufacturers, which

could well give the financial impetus for people to invest in boilers.

The industry has a role to play in changing people's attitude towards boilers. Household boilers are one of the biggest emitters of carbon dioxide into the atmosphere and changing from a G-rated boiler to an A-rated boiler could save 40% of gas, which at the moment is wasted by an estimated 4 million G-rated boilers out there. The industry should start advising customers of how much their old boiler is costing them, rather than praising old boilers that are easy to service. It is worth noting 99% of carbon emitted in the lifecycle of a boiler is through its fuel. Although the cost of replacement is high the way gas bills are increasing and likely to further increase this year, despite a temporary fall in the price of oil, means the payback period on replacing a boiler is relatively short.

At the moment the Government is stressing the value of insulation because it is cheap and effective but in carbon saving terms boilers is where the big savings are to be made, as carbon rises up the political agenda the spotlight will very soon be squarely on domestic and commercial boilers.



Gas safety in Northern Ireland



With changes for gas safety in full swing Installer's Choice spoke to Jim King, principle gas inspector, from the Health and Safety Executive for Northern Ireland about the effect on Irish installers.

In September 2008 the Health and Safety Executive in Great Britain (HSEGB) announced that it had awarded Capita a contract to provide a gas installer registration scheme for Great Britain only. This will replace the current scheme which has been operated since 1991 by the Council for the Registration of Gas Installers, better known as CORGI, which covered all of the UK.

On foot of this development the Health and Safety Executive for Northern Ireland (HSENI) is now considering the options for the continuation of a gas installer registration scheme in NI.

To take this forward the HSENI has launched a public consultation exercise which will seek the views of all key stakeholders on what appears to be the two main options; (i) go for parity with GB or (ii) establish a stand alone Northern Ireland scheme. This consultation exercise, which has had ministerial backing, commenced on 20th January 2009 and will run for 12 weeks.

In the meantime it has been decided that CORGI will continue to administer the scheme in Northern

Ireland until 31 March 2010, so there will be no local change until all the interested parties have had an opportunity to express their views.

Gas installer representative bodies, gas installer businesses, consumer groups, gas suppliers, elected representatives and trades unions will therefore all have an opportunity to comment on the way forward for a gas installer registration scheme for Northern Ireland.

Why not tell us what you think?

Write to us at 'Editor, Installer's Choice, 43 Calthorpe Road, Edgbaston, Birmingham, B15 1TS'.

HSENI has stressed that all installers wishing to work on gas fittings in Northern Ireland should register with CORGI in the normal way.

Installer's Choice asked the top questions you've been emailing us

Q1. Are there enough resources to police the scheme now that CORGI has relinquished the scheme throughout the rest of the UK?

A. HSENI has been assured that CORGI has sufficient resources,

working along side HSENI's new Gas Safety Unity, to operate an effective registration scheme in Northern Ireland.

Q2. How will HSENI combat confusion in the market with effectively two gas schemes in the UK – Gas Safe from Capita and the current CORGI scheme?

A. What we are talking about are two very distinct and separate markets with very little cross over. Gas consumers in Northern Ireland will see an unchanged situation as we move into 2009/10. Beyond that there will be sufficient time to raise awareness of any changes in the scheme once the outcome of the consultation exercise has been determined.

Q3. What will the fees be in Northern Ireland?

A. HSENI intends that fees will remain at the same level as previous years, namely £175 per business and on a par with Great Britain. Online registration with Gas Safe Register attracts a reduce fee.

Brothers Geraint and Gwynn Williams, installers from North Wales, scooped the monthly Environment 2020 award for their super-efficient heating system in Tudweiliog, Pwllheli.



Brothers go beyond for **Eco Award**

Geraint and Gwynn picked up the installer's prize for installing Worcester's Greenstore 11kW system ground source heat pump and two FKC Greenskies solar panels in a new build traditionally constructed Dormer bungalow.

Geraint set up his company, Fflam Eryri CYF in 1991 and was soon joined in business by Gwynn. The brothers operate mainly in the northern Snowdonia area of North Wales and expanded their business to cater for renewable technologies around four years ago.

Geraint said: "We saw the renewables market as a new challenge for us and, as far as the installation process is concerned, it keeps the mind active. By diversifying into this area it takes the company forward in line with product development and also means we're helping to promote energy efficiency. This installation was our first combining solar and ground source heat pumps making it incredibly efficient."

The award-winning work has won them a £500 voucher for a National Trust cottage holiday and a year's family membership to the National Trust.

The Environment 2020 Awards is an initiative created by Worcester, Bosch Group, that recognises installers who take an environmentally responsible approach to their work. Geraint and Gwynn will now be put forward, along with 11 other installers selected throughout 2008, for the title of 'Overall Winner' which will be announced in spring 2009. The winner will collect leisure vouchers to the value of £1,000.

Homeowners, Mr and Mrs Jones said: "We're delighted with the system. We

have already seen a huge difference in our heating bills. We regard this as a long term investment, but more important than the eventual payback is the fact we have vastly reduced the harmful emissions our home puts into the atmosphere."

Originally launched in 2000, the Environment 2010 awards initiative has now been extended and renamed as the Environment 2020 awards to recognise the energy-efficient installation of heating and hot water products across the UK for a further ten years.

For further information and to download entry forms, please visit www.worcester-bosch.co.uk



Cash-back for you

Worcester is giving you even more reason to choose its products in 2009 with a fantastic new 'cash-back for you' promotion.

Worcester is offering installers up to £2,000 cash-back when you install one of its renewable heating solutions, in your own home, from now until 31st July 2009.*

The Greenskies solar panels, Greenstore ground source heat pumps and Greensource air-to-water heat pumps all deliver heating and hot water comfort using sustainable sources of energy and bring significant benefits to you and your business.

When you install selected Worcester renewable products in your own home you could receive up to £2,000

cash-back.** And with daily hands-on use of your own renewable heating and hot water system, you will also have the opportunity to demonstrate its cost saving efficiency to potential customers – something many installers have found to be a strong source of new business.

Simply install your chosen Worcester products then complete and return the claim form – it couldn't be easier.

*All claims need to be registered by 31st August 2009

**Terms and conditions apply



Win a cruise across the **Norwegian Fjords**

What's more, by installing Worcester's renewable products into your own home you are also eligible to enter the Installer's Choice Calendar competition.

Worcester is searching for the next group of eco-minded installers to feature in its 2010 calendar. As well as being featured in the calendar, the winners will also join Worcester on a five-night cruise around the Norwegian Fjords, later in the year. To qualify for the competition you will need to have installed either Worcester's Greenstar gas, oil-fired or LPG condensing boilers, Greenskies solar panels, Greenstore ground source or Greensource air source heat pumps in your own home.

To enter, simply provide a detailed outline of how the installation has helped benefit the environment. The closing date for the competition is 30th June 2009.

For more details on the competition and how to enter, including a full list of terms and conditions, visit www.worcester-bosch.co.uk and click on the 'events and promotions' page, or call Worcester on 01905 754 624.

INSTALLER'S CHOICE

Spotlight

Maurice Mudd, Maurice Mudd Plumbing and Heating

Maurice Mudd, owner of Maurice Mudd Plumbing and Heating in Lancaster, moved into his detached 1990's, four-bedroom, one bathroom, one en-suite, property a couple of years ago.

Around the same time, Worcester had launched its Greenskies solar water heating system. With the property's cylinder leaking; Maurice decided to replace it with a mains pressure cylinder, a Greenstar 24Ri boiler and Worcester's new solar panels.

He comments: "I only install Worcester products because I know they are reliable, having worked for Worcester for seven years before setting up my own company nine years ago.

"My motivation to install the solar panels was two-fold. Firstly they are

a fantastic way to save money and secondly I was hoping to start selling the product to my customers. Having installed them in my own property, I knew I could give customers honest feedback based upon my own personal experience when talking about the benefits. In fact, I've invited a couple of customers around to my house to show them how the product actually works.

"In terms of benefits, we've found that we're now using 35-40% less gas and my monthly gas bill has gone down since the installation of the boiler and solar panels.

"I think renewable products can only be a good thing in helping us protect the environment. Whilst I know the repayment term is quite long, the vast majority of my customers are asking more and more about renewable products as they are more worried about the environment than they are about saving money."

Don't forget! If you install one of Worcester's energy efficient products into your own home, you could be in with the chance of winning a trip to the Norwegian Fjords. Find out more on page 11 of the magazine.



BIG CHANGE
FOR THE safe REGISTER

CORGI gas register is being replaced.

From April 1st 2009, Gas Safe Register™ will be the new watchdog for gas safety in Great Britain. Always ask to see the Gas Safe card.

GasSafeRegister.co.uk

A big change is here, Gas Safe Register is making sure everyone knows

Gas Safe Register, now the official gas safety body in Great Britain and the Isle of Man, is making the public aware that the big change for gas safety has arrived and the CORGI gas register has disappeared.



A publicity campaign featuring TV, radio, national press, online and outdoor advertising, and public relations is being used to get the message across about the change of gas register into all homes.

Have you seen it?

National TV advertising has covered all ITV networks, GMTV, FIVE, Gold and Dave, reaching an estimated 22 million adults.

The message to always use a Gas Safe registered engineer has also been broadcast on prime-time TV programmes such as BBC One's The One Show and BBC Breakfast.

You may also have seen the newspaper adverts that have appeared in the Sun, Daily Mirror, Daily Star, Daily Express, Daily Mail, Daily Telegraph, Guardian, Independent and the Times. Or maybe you've walked past the large outdoor posters displayed at more than 450 sites across the country, such as busy national rail stations. These will have been seen by an estimated 13 million adults.

Watch out for more adverts showing around the perimeter at rugby and cricket matches, televised on Sky TV until October.

Have you heard it?

Radio adverts have reached an estimated 11 million listeners, covering every station from Plymouth to Glasgow and Cardiff to Kent. We'll also be talking to the public face-to-face at Saturday roadshows, planned throughout the year at major shopping centres across Great Britain. These will include entertainment and demos on how to find a local Gas Safe registered engineer.

Through every letterbox

Gas Safe Register has welcomed the support of energy suppliers large and small, who are helping us to get the message about the change of register to their customers, reaching around 20 million homes. Information about Gas Safe Register will not only be included on energy suppliers websites, but on energy bills too.

Directories

Gas Safe Register listings and information has been included in printed and online directories such as Thomson and Yellow Pages.

Request some leaflets from Gas Safe Register

Leaflets will continue to be distributed to thousands of consumers via hundreds of organisations. Gas Safe

is also making sure vulnerable groups are reached through organisations such as Citizens Advice and Age Concern.

If you want leaflets to provide your customers with more information about the change to Gas Safe Register, you can download the Gas Safe Register consumer leaflet FREE from www.GasSafeRegister.co.uk or email marketing@GasSafeRegister.co.uk

Keep going until everyone knows

It's important to remember that this is not a one off campaign. Gas Safe will continue to raise awareness of using Gas Safe registered engineers to make sure the public know to always ask for the Gas Safe Register ID card. So if you haven't registered yet, please do it now. You will be asked for your card.

Are you registered?

It remains a legal requirement for you to be a Gas Safe registered engineer if you undertake gas work within the scope of the Gas Safety (Installation and Use) Regulations 1998. You can still register at www.GasSafeRegister.co.uk or call them on 0800 408 5577.

Worcester's new Super Team

In January 2009, Worcester introduced a new technical support team to its customers. The engineering services team. We talked to Brian Murphy, engineering services manager, to find out what it's all about and how it will benefit you, the installer.

"The new engineering services team has been set up in line with advancements in technology within the industry. The skill and knowledge required by installers is changing dramatically, it's no longer just about supporting a product, it's about the whole system. Worcester understands this need and has set up a team to offer the in-depth support required. Ensuring, as a company, we can offer whole system solutions as we move into the future.

"The team is here to answer enquiries, offer advice on system design and provide installation support both on and off-site. We offer support for professionals, such as installers, merchants, specifiers, local authorities and architects, as well as the end-user. Comprising 48 experts amalgamated from within Worcester's current team of industry specialists including; technical liaison officers, a technical support manager, heating design

engineers, a technical documentation team (responsible for all installation and technical guides), renewable project and technical liaison managers and our award winning technical support team.

"It's early days but the aim is to be able to offer our customers complete project management for new technology systems including renewable heating and hot water technologies, SAP and EPC ratings, as well as the design of whole house technical support.

"Not only are the team available on the phone and email, but industry professionals will also benefit from individual appointments where our project manager for renewable technologies will be able to visit for a one-on-one meeting. Appointments will be tailored to meet the individual needs of the particular enquiry."

How to contact the team:

technical.enquiries@uk.bosch.com
renewable.energy@uk.bosch.com

Technical Pre and Post

Tel: 08705 266241
 Fax: 01905 752741

Renewables Helpline

Tel: 01905 752780

Operating hours:

The technical support team are available Monday to Friday from 7am-8pm and Saturday's from 8.30am-4pm (including bank holidays, excluding Christmas day). The team can take appointment details to arrange a renewable on-site visit either by phone or email.

MEET CARL ARNTZEN

Commercial Director

Q. How did your career in the industry start and how long have you worked for Worcester?

A: My career at Worcester began after Worcester Engineering (as the company was known back then) partially sponsored me through my mechanical engineering degree. I then joined the company on a full time basis in 1986 working within the product development team.

Over the next ten years, I worked in a number of different departments including; training, product management and marketing. I also spent two years working in Germany on the international product management side. In 1997 I returned to the UK and took up the role of customer services director, a position I held until I left Worcester in 2003. In April 2007 I rejoined the company as sales and marketing director. Now I head up the commercial operations, including sales, marketing and after sales, as well as training in the UK.

Q. How do you feel this range of different experiences has helped you in your current role at Worcester?

A: Within my role now, I work with our entire customer base from installers, merchants and large contractors, to our internal sales and marketing teams and Government officials. Working with so many different departments for Worcester over the years has certainly helped me develop a greater understanding of the needs and issues facing our different customer groups.

Q. What new products are you most excited about?

A: The big challenge for the industry is moving products forward to meet challenges set by the Government to reduce our carbon emissions. Our traditional core business, our 'bread and butter' if

you like, is obviously boilers and this will, I'm sure, continue to be the case over the coming years. However, the challenge is to create a collection of products for the future needs of our customers and deciding what our core business will be in ten years time and beyond.

Renewable technologies and energy saving products are certainly going to play a huge role in home heating and hot water however, we also need to consider the need for products that not only reduce the carbon footprint of a home, but also generate energy in more sustainable ways. Something that Worcester's research and development team are already working on with the new-build sector in mind.

Q. What about the future of the company?

A: Worcester is in a very fortunate position to have such a fantastic sales force in the company and with the main sector of our business being domestic properties we've not been hit as hard as other companies that have predominantly focused on the new-build sector – which has been significantly affected by the recession.

As I mentioned in the last answer, renewable technologies are high on the agenda for Worcester, Bosch Group and as the years go by more and more emphasis will be put on this area. Worcester is committed to growing the business and its sustainable product portfolio and continues to invest in the future of the industry. It is a struggling market and there's no doubt everyone is feeling the pinch, but we're in a very strong position and with the backing of such a successful brand and team to move things forward I have no doubt that we'll be able to ride out any storm.



Win with Worcester!

For your chance to win one of Worcester's fleece-lined jackets with front fastening zip, internal mobile phone pocket and 8000wp water proofing, simply answer the following questions:

- Q1. What tool did John Milner use to 'alter' his Greenstar boiler?
- Q2. How many years has the Greenstar boiler been available?
- Q3. What did brothers Geraint and Gwynn install in a Dormer bungalow to secure them a monthly Environment 2020 award?
- Q4. Tell us one of the benefits of the new engineering services team?
- Q5. Name one of the Regional Sales Directors?



Next, simply fill in the form below and send it back to the editorial office: Installer's Choice, May 2009, 43 Calthorpe Road, Edgbaston, Birmingham, B15 1TS.

Good Luck!

Write answers below

ANSWER 1: _____

ANSWER 2: _____

ANSWER 3: _____

ANSWER 4: _____

ANSWER 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 19th June 2009

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.

Over the years we've covered Worcester's sales teams across the country, providing the names and numbers of the key contacts who are there to help make your job easier. Here we give you details of the regional sales directors and their teams:



Paul Soper
 Regional Sales Director for Northern Region
 Contact Paul on: 07790 489 563
 Areas Covered: **Northern**

Terry Jones
 Regional Sales Manager for Northern Region 1
 Contact Terry on: 07790 489 970
 Areas Covered: **CA, DH, DL, LA, NE, SR, TS**

Paul Jones
 Regional Sales Manager for Northern Region 2
 Contact Paul on: 07790 489 969
 Areas Covered: **BB, BD, BL, FY, HG, HX, LS, M, OL, PR, SK, WF**

Andy Yeomans
 Regional Sales Manager for Northern Region 3
 Contact Andy on: 07790 489 971
 Areas Covered: **DE, DN, HD, HU, LN, NG, PE(10, 11 20-25), S, YO**



Barry Wilson
 Regional Sales Director for Central Region
 Contact Barry on: 07767 432 569
 Areas Covered: **Central**

Mervyn Thomas
 Regional Sales Manager for Central Region 1
 Contact Mervyn on: 07790 488 499
 Areas Covered: **B, CH, CV, CW, DY, IM, L, LL, ST, SY, TF, WA, WN, WS, WV**

Rob Leonard
 Regional Sales Manager for Central Region 2
 Contact Rob on: 07790 489 968
 Areas Covered: **CF, GL, HR, LD, NP, OX, SA, WR**

Neil Carter
 Regional Sales Manager for Central Region 3
 Contact Neil on: 07774 994 490
 Areas Covered: **CB, CM, CO, HP, IP, LE, LU, MK, NN, NR, PE(excl. 10, 11, 20-25), SG**



Mark Martin
 Regional Sales Director for Southern Region
 Contact Mark on: 07767 432 563
 Areas Covered: **Southern**

Darren Milkins
 Regional Sales Manager for South West
 Contact Darren on: 07767 432 540
 Areas Covered: **BA, BH, BS, DT, EX, GY, JE, PL, SO, SP, SN, TA, TQ, TR**

Steve Drummond
 Regional Sales Manager for London
 Contact Steve on: 07790 489 966
 Areas: **AL, BR, CR, DA, E, EC, EN, HA, IG, KT, N, NW, RM, SE, SM, SS, SW, TW, UB, W, WC, WD**

Jon Wheeler
 Regional Sales Manager for South East
 Contact Jon on: 07790 489 967
 Areas covered: **RG, SL, GU, PO, BN, RH, TN, CT, ME**



Henry McNicol
 Divisional Sales Manager for Scotland and Ireland
 Contact Henry on: 07774 994 470