

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.

February 2010

Selfbuild – Kings Hall, Belfast
19/02/2010 – 21/02/2010

April 2010

Hip Ex – Newbury Racecourse
21/04/2010 – 22/04/2010

PHEX – Wembley, London
28/04/2010 – 29/04/2010

March 2010

Ecobuild – Earls Court, London
02/03/2010 – 04/03/2010

PHEX – Aston Villa FC, Birmingham
10/03/2010 – 11/03/2010

**Homebuilding & Renovating
LG Arena, Birmingham**
18/03/2010 – 21/03/2010

May 2010

All Energy – Aberdeen Exhibition Centre
19/05/2010 – 20/05/2010

Greenbuild – Manchester Central
26/05/2010 – 27/05/2010

June 2010

Royal Cornwall Show
Royal Cornwall Showground,
Wadebridge
10/06/2010 – 12/06/2010

CIH – Harrogate
22/06/2010 – 24/06/2010

**The Southern Homebuilding &
Renovating Show**
Sandown Park, Surrey
26/06/2010 – 27/06/2010

Keep up-to-date with the daily goings on at Worcester, Bosch Group by following us on Twitter and Facebook



Twitter.com/heatingyourhome



Facebook.com and search for Worcester-Bosch-Group



40 years of the Combi Boiler

New Year, New Opportunities with Worcester

Installer's Voice
Your opinion, heard!





Choosing quality brings its rewards

Free shopping vouchers with selected Greenstar boilers*

Buy any selected Greenstar boiler during February and March 2010 and there's even more in store for you than the built-in quality and reliability you've come to expect from Worcester. That's because for every selected boiler you buy, we'll give you £25 worth of shopping vouchers absolutely free. You can choose from Marks and Spencer, John Lewis or Love2shop vouchers, which are valid in over 18,000 locations. How will you spend yours?

To find out more, call **08705 266241** or visit our website.

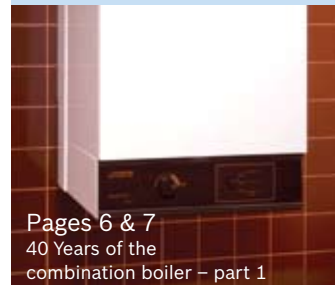


www.worcester-bosch.co.uk

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Welcome from Carl Arntzen

Happy New Year and welcome to the first issue of Installer's Choice for 2010. It's a bumper issue – with 24 pages on industry-related topics, in particular we've focused on making your job easier, and more successful.

We've got four-pages talking about new business opportunities with our versatile Greensource air to air heat pumps, including examples from installers who have taken the plunge and are already seeing the benefits. Turn to page 14 to find out more. On page 8, we hear from Calor's Laura Luty, who tells us how you could develop more business opportunities in non-mains gas areas.

What's more, our Engineering Services department has compiled a table to help guide you through replacing old Worcester combi boilers with our range of 'A' rated Greenstar models, (featured on pages 10 and 11). On pages 4 and 5

you can find out about the latest news and views from the industry, including information on our updated product print-outs – ideal to add to your customer's quotes.

Page 19 covers a recent installer focus group, where you can find out what other heating and hot water professionals are talking about, and how you can get involved yourself.

Plus, page 20 sees our technical services team covering your most frequently asked questions, focusing specifically on questions asked around the colder months to help you cope with chilly moments!

We hope you enjoy the magazine.

Carl Arntzen
Director
Bosch Thermotechnology Ltd

* Selected boilers: Greenstar Si, CDI, Highflow CDI, FS CDI and all Greenstar oil-fired boilers. Terms and conditions apply.

Double Delight for Worcester at Phoenix Awards

Worcester has become the first company to win the 'Boiler Manufacturer of the Year' Award twice in succession at the Gas Industry Awards Gala Ball, organised by Phoenix Natural Gas.

The awards, which recognise excellence in developing the natural gas infrastructure in Northern Ireland, are designed to acknowledge companies that have achieved substantial customer growth, innovation and high standards of customer service during the course of the year.

The judges paid particular credit to Worcester for consistently maintaining high standards in all areas of service and a strong emphasis towards training and supporting a range of industry initiatives locally. They also added that Worcester 'comes with an excellent pedigree of both quality and reliability and this is borne by their continuing success in the market place.'

Worcester's regional sales manager Ray McClay, who collected the coveted



award from category sponsor Sentinel Solutions, said: "This category is regarded as the big one on the night and to have won back to back titles is an excellent achievement. The investment we make to ensure that our products and services are of the highest standard has been well rewarded tonight."

Worcester is continuing to develop its extensive training network across Northern Ireland with dedicated facilities in Bangor, Belfast and Londonderry and plans to introduce a fourth facility in the South East of the province next year.

Worcester is also strengthening its customer support in the region with two full-time engineers, a full-time trainer and a technical sales manager working with customers in Northern Ireland and a team of three covering customer requirements in the Republic of Ireland. Worcester also has boiler and renewable training vehicles, which go out on the road to provide onsite training around Northern Ireland.

For more information about training from Worcester, visit www.worcester-bosch.co.uk

Boiler initiative given the green light

As we went to print the Government was about to announce its plans for a boiler scrappage scheme, entitled 'Greener Boiler Initiative'. The new scheme is expected to offer up to 125,000 homeowners a £400 incentive to replace their old Band 'G' gas-fired boiler with a new high-efficiency condensing boiler, on a first come first served basis.

Grants will be administered by the Energy Saving Trust (EST) and vouchers will be issued from 18th

January onwards, but homeowners are able to apply for a grant immediately and can arrange for their boiler to be replaced now by their chosen installer. All successful applicants will be entitled to the grant, providing the installer is Gas Safe Registered and they have a Band 'G' boiler.

The EST will have a dedicated number for customers to call via the Act on CO2 Helpline for more information about the scheme and there will be a simple self diagnosis section on

the EST website for homeowners to identify if they have a working Band 'G' boiler and are therefore eligible for the grant.

Worcester has heaped praise on the Government for making it easy to access for homeowners and will continue to support the initiative.

To keep up-to-date with all the latest news visit www.worcester-bosch.co.uk – let us know your thoughts by writing to us at marketing@uk.bosch.com

It's Oil about Worcester Boilers

Just months after reaching the one million Greenstar condensing boilers milestone, Worcester has seen its 500,000th oil-fired boiler produced since the heating manufacturer was acquired by Bosch in 1992.

At 11:17am on Wednesday 25th November the 500,000th Worcester oil appliance – a Heatslave model – rolled off the tracks at its factory in Clay Cross, Derbyshire.

Bob Murdoch, director of plant at Clay Cross, said: "We're thrilled to have reached this incredible target. It is a real reminder of the hard work and dedication of the Clay Cross team but also evidence that Worcester as a company is the leader in oil-fired boiler production in the UK. We can manufacture several hundred oil-fired boilers a day at our Clay Cross factory – which includes 100% checks on every boiler

throughout the manufacturing process.

"We now have 250 employees working here and are the largest private employer in Chesterfield. Although oil-fired boilers have a small market share compared to gas appliances, they remain a very important part of Worcester's product portfolio, for 'off mains gas' locations."



Guernsey joins the Condensing Revolution

The news that the State of Guernsey Building Regulations have been amended to make all future oil-fired boiler installations condensing models has been welcomed by Worcester.

OFTEC has been advised that an amendment to Approved Document L1 for the Conservation of Fuel and Power Dwellings has come into effect. It is now mandatory for all new and replacement boiler installations in Guernsey to be condensing boilers which achieve a minimal efficiency level of 86%, making

them either 'A' or 'B' rated on the SEDBUK scale.

Martyn Bridges, director of marketing and technical support at Worcester, said: "We are well aware that a number of installers who operate on the Channel Islands have been promoting condensing boilers for some time to ensure best practice. However, by making it a legal requirement it guarantees that homeowners in Guernsey are getting the best from their heating system and

it also makes it much easier for the heating industry as a whole because we can roll out the same level of service to all.

Where plans have been submitted in relation to work before 5th October 2009, or where a boiler has been ordered or purchased or the contract of work was entered into before 5th October 2009, standard efficiency oil boilers can still be installed providing works are completed by 1st January 2010.

New product summary sheets for your quotes

Worcester has updated the layout of its product summary pages on its website, following feedback from installers.

The 'Product Pages' now feature lifestyle and product images, as well as information on 'tabs' for clear navigation and have been tailored for

the 'homeowner' and 'trade' sections of the site. Each product page prints off as a handy summary sheet which can be included in a customer quote.

To see the new 'Product Pages' for yourself simply visit the website via the links on the right:

www.worcester-bosch.co.uk/installer/products

www.worcester-bosch.co.uk/homeowner/products



2010 marks the 40th Anniversary of the first combination boilers launched into the UK market. In this first of a four part celebration, which will run over the next four issues of Installer's Choice, we trace the story of the combi boiler, which involves entrepreneurialism, seemingly insurmountable barriers to entry, and even war.

The Rise Of The Combi – A Success Story In Four Parts

Nowadays, almost every home is equipped with a modern central heating system capable of, with just a flick of a switch, giving us immediate heat and hot water whenever we want it. It wasn't always this way of course. As late as the 1960s, coal fires and paraffin heaters were the order of the day. When the idea of central heating was introduced, oil was often the fuel of choice, which is where Worcester started in 1962.

Martyn Bridges, director of marketing and technical support at Worcester, takes us through the story. "Cecil Duckworth, the founder of Worcester, was a brilliant engineer who could have turned his hand to any number of innovative solutions and ideas for industry. He once told me that it was a toss-up whether he was going to design an oil-fired boiler or a self-service petrol pump."

Fortunately, Cecil turned his hand to domestic heat rather than forecourts, producing his first oil-fired boilers in the early 1960s. "That was really the start of the domestic central heating era with a number of players in the market, but the big changes, which dramatically altered the Worcester business, were still to come," says Martyn.

The first big change was the discovery of North Sea gas in the mid-1960s which led to the conversion of gas-fired heating systems from town gas to natural gas in the late sixties/early seventies. Gas and oil-fired systems existed alongside each other in the marketplace until, of all things, the Egyptian and Syrian armies invaded Israel.

"The Yom Kippur War in 1973 decimated the oil-fired heating market as oil prices quadrupled almost overnight," says Martyn. "The market dropped to almost nothing. I was told later that, at the time, Worcester sold as many boilers in eight months as they would normally sell in two weeks." It was clear that Worcester would need to find an alternative to oil if it was to continue in the heating sector with stability, and so the company looked to Europe for inspiration.

"The prospect of breaking into the gas-fired market was not an easy one as there were a lot of established players producing cast iron; gas-fired back boilers and floor-standing boilers. To get into the market Cecil had to do something different and he hit upon the idea of a combination boiler which was still embryonic in Europe, specifically Germany, but offered the benefit of being pressure-fed from the mains with heating and hot water together in one cabinet.

The result was the development of Worcester's first high-pressure mains-fed boiler which was equipped with a Heatslave tank offering 10 gallons of thermal storage capacity. However,

designing a combi was one thing, persuading the water companies to allow it to be connected to the mains water network was another thing entirely.

"In those days, the water authorities were very reluctant to allow combi boilers to be connected to the water mains and installers had to apply



on behalf of each householder for connection. Fortunately, areas such as the South West region were an early adopter and the local water authority down there was very confident with mains pressure boilers and relaxed about their connection."

The Heatslave 2 floor-standing combi boiler was launched in four outputs, 40, 50, 70 and 100,000 Btu's (as we used to calculate it as back then). This offered water flow rates from around 2.5 to 4 gallons per minute (depending on model) and was warmly received and commended by the installers who were persuaded to 'try one'.

This model was then superseded by the Heatslave 2+, in effect the

same product but with a time clock on the fascia. This was inspired by customers who were found to prefer the timer for combi's to be sited on the boiler.

After a few years this model was superseded again with the Heatslave Senior range. These models incorporated a three port diverter valve allowing the energy in the Heatbank to be 'locked' in position so hot water was available without delay.

By the early 1980s it was clear that the market was beginning to move towards wall-hung boilers. This presented a problem for combi's as the electronic boiler control systems weren't around to allow a

true 'instantaneous design' of a high output combi. Therefore, a thermal store was still needed which of course weighed a significant amount.

The resulting boiler, launched in 1983, was the Heatslave Junior, which was in Martyn's words a 'big old boiler' measuring 600 millimetres wide, 800 millimetres high and 75 kilograms in weight. "In hindsight, it was a bit of a challenge to mount on the wall," says Martyn.

In the continuing story of the combi boiler next month we go onto the Heatslave 9.24 and the wall-mounted boiler revolution.



For customers living in non-mains-gas areas, LPG is proving to be an increasingly attractive proposition as it offers many of the benefits of mains gas, has lower carbon content than other non-mains-gas fuels and is compatible with renewable heating and hot water solutions. Here Laura Luty, bulk market manager at Calor, looks at the benefits of LPG and how installers can turn it to their advantage and create a business opportunity.

GAINING THE COMPETITIVE ADVANTAGE – BUSINESS OPPORTUNITIES IN RURAL, OFF-MAINS GAS AREAS

It is estimated that there are 1.7 million domestic dwellings and 600,000 commercial premises in the UK located in non-mains-gas areas, which will require an alternative fuel source.

The benefits of LPG are becoming more widely understood as it is a very versatile fuel; not only can it be used for boilers and water heaters, but also other gas-run appliances such as fires and cookers.

In addition, LPG is becoming recognised as a more environmentally friendly solution for those looking to 'go green' as official figures state that it has the lowest carbon emissions out of all the fossil fuels available in rural locations, emitting 11.75 per cent less CO₂ per kWh than heating oil¹.

Most heating manufacturers offer LPG models or, at the very least LPG conversion kits enabling the conversion of a high-efficiency natural gas boiler to LPG. Leading manufacturers like Worcester offer all their appliances available in LPG versions removing the need for conversions.

The Government's focus on reducing carbon emissions is generally based around homes fuelled by mains

gas. Rural homes and businesses should not be overlooked though and it is likely that installers working in these areas will have noticed their customers are already asking them about energy-efficiency and renewable technologies.

In the current economic climate, the rural and non-mains-gas heating market provides an excellent opportunity for installers to gain a competitive edge by becoming LPG qualified. For a natural gas installer already holding a Domestic Core Natural Gas Safety certificate, it will only take two days to obtain the equivalent LPG CONGLP1 and this will remain valid for five years.

For those qualified to work with appliances such as boilers, water

heaters and cookers, by undertaking LPG training they will be able to work with LPG equivalents.

Linking up with manufacturers and fuel suppliers is a good way to keep ahead on the business front as many run good incentive schemes. Calor's recently updated programme gives the first 30 installers to refer eight or more successful leads between now and 31st March 2010 a place at the Palmer Sport Bedford Autodrome track day. Here they will drive a selection of the world's greatest high performance cars including Jaguars and Porsches, on a real racing circuit.

There is a general consensus that there aren't enough qualified, skilled gas engineers in the UK, especially in the LPG sector, so there are plenty of opportunities for proactive installers who are willing to learn new skills.

In addition, customer concern for the environment and interest in 'going greener' has resulted in installers needing to ensure they are equipped with the right skills to take advantage of this potential growth within the UK LPG market.

¹Source: SAP2005 – www.projects.bre.co.uk/SAP2005

Linking up with manufacturers and fuel suppliers is a good way to keep ahead on the business front as many run good incentive schemes.

Market Harborough based installer Darren King won one of Worcester's monthly Environment 2020 awards for his eco-friendly work.



Darren is an Eco King

Darren, a director of Lewington Heating and Gas Specialists, won the award for a project which saw the installation of an ambitious new environmentally-friendly heating system in a five-bedroom detached property in Islip, Kettering. Darren fitted a 6kW Greenstore ground source heat pump, which extracts thermal energy stored underground to heat the property and provide hot water from a renewable source.

Darren said: "The customer wanted their home to be as efficient as possible in terms of heating and hot water provision so we specified the best system for the job and they're over the moon. They have recently added a large extension to the already sizeable property so the demand for heating is high. Their new heating system can deliver more than the amount of energy than it needs to power it, and is extremely efficient and also cuts out the harmful carbon emissions that are created by a standard boiler."

Darren joined the company seven years ago and having started as a gas

heating engineer he is now leading the renewable heating arm of the business. Darren added: "Installing products like solar thermal panels, ground and air source heat pumps has increased dramatically in the last two years – these new products make a big impact on the reduction of harmful emissions and also represent a very good long term investment for the homeowner."

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

Worcester's E2020 awards also reward the artistic efforts of young people up to the age of 16 who have created an outstanding piece of artwork that highlights the need to be energy efficient and addresses the causes of climate change.

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

REPLACING OLD BOILERS



Martyn Bridges, director of technical support and marketing at Worcester, describes the handy combi boiler replacement matrix created to demonstrate the considerations when changing an existing Worcester boiler with a new Greenstar condensing boiler.

In With The New, Out With The Old

There are many questions for an installer and consumer when considering changing a combi boiler such as a 240RSF, existing model, with a new 'A' rated version, including:

- Have the hot water requirements for the house changed from when the original boiler was installed?
- Will the existing flue route and termination position comply with today's requirements?
- Will a new boiler fit into the footprint of the existing boiler footprint?
- How much of the existing pipe-work needs to be modified?

These are just a few of the considerations to which the replacement matrix may help.



Worcester's Replacement Matrix

BOILER	DATE PRODUCTION CEASED	FLUE TYPE	DIMENSIONS				PIPEWORK ORIENTATION – existing boiler	OUTPUT	GREENSTAR REPLACEMENT	PIPEWORK ORIENTATION – new boiler	PIPEWORK CROSS/OVER FROM OLD TO NEW	MAXIMUM POSSIBLE HORIZONTAL FLUE LENGTH		COMMENTS
			HEIGHT	WIDTH	DEPTH	WEIGHT						OLD	NEW	
Heatslave 9.24	1988	RSF,OF,BF	960	500	360	64kg	CH F COLD IN GAS DHW OUT CH R	9-24kw	24i Junior / 25Si	CH F DHW OUT GAS COLD IN CH R PRV	Yes, all pipework on old boiler different to new	2m	4.6m	Fits within footprint
9.24 Electronic	1993	RSF,OF,BF	900	500	360	64kg	GAS PRV CH R COLD IN DHW F	9-24kw	24i Junior / 25Si	CH F DHW OUT GAS COLD IN CH R PRV	Yes, all pipework on old boiler different to new	2m	4.6m	Fits within footprint
240	1997	RSF,OF,BF	900	450	320	46kg	CH F CH R COLD IN DHW F PRV GAS	9-24kw	24i Junior / 25Si	CH F DHW OUT GAS COLD IN CH R PRV	Yes, all pipework on old boiler different to new	2m	4.6m	Fits within footprint
280	1997	RSF	900	500	320	59kg	GAS COLD IN DHW F CH R CH R PRV	9-28kw	28i Junior / 30Si	CH F DHW OUT GAS COLD IN CH R PRV	Yes, all pipework on old boiler different to new	3m	4.6m	Fits within footprint
350	1998	RSF	900	500	310	67kg	GAS COLD IN HOT OUT CH F CH R PRV	9-35kw	37CDi	CH F DHW OUT GAS COLD IN CH R PRV	Yes, all pipework on old boiler different to new	2m	3m	Fits within footprint
24i	2004	RSF	800	450	360	39kg	PRV CH F DHW OUT GAS IN COLD IN CH R	8-24kw	24i Junior	CH F DHW OUT GAS COLD IN CH R PRV	All pipework in same order	2.5m	4.6m	Fits within footprint
28i	2005	RSF	800	450	360	39kg	PRV CH F DHW OUT GAS IN COLD IN CH R	8-27.5kw	28i Junior	CH F DHW OUT GAS COLD IN CH R PRV	All pipework in same order	2m	4.6m	Fits within footprint
25Si	2002	RSF	800	440	360	47kg	CH F DHW GAS COLD IN CH R PRV	8.5-25kw	25Si	CH F DHW OUT GAS COLD IN CH R PRV	All pipework in same order	3m	4.6m	Fits within footprint
28Si	2002	RSF	800	440	360	47kg	CH F DHW GAS COLD IN CH R PRV	8.5-28kw	28Si	CH F DHW OUT GAS COLD IN CH R PRV	All pipework in same order	3m	4.6m	Fits within footprint
24Si II	2007	RSF	740	400	360	36kg	CH F DHW GAS COLD IN CH R PRV	7-24kw	25Si	CH F DHW OUT GAS COLD IN CH R PRV	All pipework in same order	4m	4.6m	Fits within footprint
28Si II	2007	RSF	740	440	360	38kg	CH F DHW GAS COLD IN CH R PRV	8-28kw	28Si	CH F DHW OUT GAS COLD IN CH R PRV	All pipework in same order	4m	4.6m	Fits within footprint
24CDi	2007	RSF,OF,BF	850	450	360	40kg	CH F DHW COLD IN GAS CH R PRV	9-24kw	25Si	CH F DHW OUT GAS COLD IN CH R PRV	All pipework in same order except gas and cold insert need to be crossed	4m	4.6m	Fits within footprint
28CDi	2007	RSF	850	450	360	40kg	CH F DHW COLD IN GAS CH R PRV	9-28kw	28Si / 30CDi	CH F DHW OUT GAS COLD IN CH R PRV	All pipework in same order except gas and cold insert need to be crossed	3m	4.6m	Fits within footprint
35CDi II	2007	RSF	850	500	370	49kg	CH F DHW COLD IN GAS CH R PRV	9.5-35kw	37CDi	CH F DHW OUT GAS COLD IN CH R PRV	All pipework in same order except gas and cold insert need to be crossed	3m	3m	Fits within footprint
24i Junior	2007	RSF	600	400	325	22kg	CH F DHW GAS COLD IN CH R	7.5-23.5kw	24i Junior	CH F DHW OUT GAS COLD IN CH R PRV	All pipework in same order	3m	4.6m	Does not fit within footprint, 110mm higher
28i Junior	2007	RSF	600	440	325	23kg	CH F DHW GAS COLD IN CH R	8-27.5kw	28i Junior	CH F DHW OUT GAS COLD IN CH R PRV	All pipework in same order	3m	4.6m	Does not fit within footprint, 110mm higher

INSTALLER'S CHOICE

Spotlight

Roy McRae, Armac Plumbing & Heating Services



Roy McRae, of Armac Plumbing & Heating Services, is an installer that's well-ahead of the times, having been fitting solar panels for over 25 years. During that time he has never taken the plunge and installed them in his own home, until he came across Worcester's installer cash-back promotion. Roy picks up the tale:

"I have been in the trade for 35 years and have been specifying Worcester's products for most of that time. I find that not only are Worcester boilers easy to install, they are also installer-friendly, the literature is all-encompassing and the after-sales service is excellent. Also, I've found that because the boilers are checked at Worcester's factory, I very rarely have any problems. As with most installers, I need a boiler that isn't going to give me any problems. The marketplace is so competitive; you don't want to have to waste time and money going back to a boiler, as that's

time and money you could be making on another job.

"I have always been interested in renewable technology and have been installing solar panels for over 25 years, way before they became popular. The decision to put Worcester Greenskies solar panels on my own home was relatively easy as my experience with Worcester has always been positive. It was always something I was going to do, but like every plumber you always have a dripping tap in your own home because you're too busy out fixing

other peoples plumbing problems that you don't have time to sort your own.

"People always used to say to me 'you'll never get your money back', but I don't believe it's a question of getting your money back. What sells houses at the minute is energy-efficiency and with fuel, labour and material costs going up, the longer you wait, the more it's going to cost.

"Am I happy with the solar panels? I'm thrilled with my Greenskies solar system. I sell enough of them, so I must be pleased with it!"



Roy with his solar installation

CASE STUDY



It is expected that for the heating and hot water industry the recession recovery period will be slow in coming forward, with a return to normal economic levels of activity not forecast to be on the horizon until early 2011. Here Steve Lister, director of sales for Worcester, explores how installers can bridge the gap between domestic and light commercial installations, and whether the extra training required is actually commercially viable in today's testing times.



New Year, **New Opportunities**

“With data from the Office for National Statistics indicating a slow recovery in terms of consumer confidence and spending, it is likely that for the average UK domestic installer their line of business may see growth in repairs and improvements rather than complete ‘replace’ installations. So is now a good time for installers to cast their skills net even wider with light commercial opportunities? Well yes I believe it is, both in terms of light commercial boiler installations and renewable technologies.

“What constitutes ‘light commercial’ is open to debate, however it is typically considered to apply to boiler outputs from 70kW up to 100kW. These outputs are those often required to supply suitable heating and hot water for large bed and breakfast hotels, churches, nursing homes, smaller schools etc.

“I believe the light commercial market will appeal to many installers wishing to broaden their horizons as a profitable new business opportunity. It is a lucrative market and it's certainly worth investing the time it takes to complete the additional training courses needed to ensure you have the relevant qualifications to

work with light commercial installation sized boilers and renewables. It's simply a case of applying your existing knowledge to a wider skill scope of opportunities. So, with traditional domestic boiler replacements perhaps slowing down, as more homeowners look to ‘repair’ rather than ‘replace’, there's no doubt light commercial installations would open even more doors for your business, becoming a profitable investment in the long term.

“Gaining these additional qualifications couldn't be easier as both Worcester and our sister company Buderus, which is also part of the Bosch Group, offer a wide variety of training courses at

the Worcester, Bradford and West Thurrock training centres giving you all the required skills you need.

“Plus, it's not impossible that your competitors are most-likely starting to investigate other viable business markets too, so moving into light commercial and renewable installations will make you stand out from your competitors in these testing times.”

For more information on Worcester's products including renewable energies visit www.worcester-bosch.co.uk or contact the training team on 01905 752 526. To get in touch with the Buderus training team contact 01905 753 183.

Over the next couple of pages, **Installer's Choice** profiles two installers who have completed **Greensource** air to air heat pump installations on commercial properties.

Heating Is On The **MEND**

One of the first official Greensource air to air heat pump installations was carried out in 2008 for the social enterprise organisation – MEND – which promotes healthy lifestyles for children. The renewable product was fitted in the organisation's offices and has had rave reviews from staff.

The technology was fitted at MEND's head office in Tower Bridge, London by local installer Danny Morris and his team from MJC Plumbing and Heating. Danny's firm is based in the same building as the MEND office and after having worked in chilly conditions for the past two winters, the staff at MEND decided that enough was enough and consulted Danny to find out what would be the best heat source to meet their requirements.

First of Many

Nicola Kelly, office manager and HR support at MEND, explains: “MEND has excellent work ethics and we are completely driven by the change we can have on people and the effects doing good can have. We're also modestly placed in a warehouse unit and the temperature in our work space last year was unbearably cold, so we sought out a new heat source. Fortunately for us, MJC Plumbing was only downstairs and so we asked them to help us.

“I asked Danny about our heating problem and he had just received the brochure for the Greensource air-to-air heat pump. After various meetings with Worcester representatives, we decided that this system was the one for us, because it offered all the benefits that we needed and matched our company ethos.”

MEND, which stands for ‘Mind, Exercise, Nutrition...Do it’, is a lifestyle programme



Danny Morris demonstrates ASHP controller

for children (or families) who are dealing with weight and food behavioural issues around the obesity epidemic. Nicola added: “MEND is a Social Enterprise that researches, develops and delivers healthy lifestyle programmes for 2-4yr olds (mini-MEND), 7-13yr olds (MEND) and we are currently piloting MEND 5-7's. The programmes are tailored to the individual age groups to promote introducing and maintaining a healthy lifestyle in the home, encouraging the whole family to get involved and reap the benefits.”

Heat Recovery

Danny was more than happy to give up a weekend for a good cause. He

recalls: “The old heating arrangement was awful, with lots of old and inefficient energy draining electric heaters, plus it was also quite dangerous as well.

“The new air-to-air heat pump we installed works using an external fan unit which draws air from outside the building into the heat pump, converting energy stored in the air into useable heat to provide comfortable temperatures all year round. Even when the air is cold outside, Worcester's air source heat pumps will continue to work effectively in temperatures as low as -20°C.

“The installation was fairly straightforward, as a suitable external wall is all that is required for fitting the compact outdoor unit, which can be either wall or floor-mounted, depending upon the desired location. The outdoor unit is in turn connected with an indoor unit, which is designed to quietly circulate warm air around the room.”

On the MEND

One year on, the MEND team couldn't be happier with the installation. Executive assistant, Shani Souter said: “We have got on like a house on fire with our new heating system. Talk about a false sense of security when you step outside our office door into the stairwell, you almost have to catch your breath it's so cold after being in our lovely warm office.

“The Worcester products were chosen mainly for their ethical base, being renewable. The Greensource air source heat pump is in tune with our

environmentally friendly practices and the fact that there was no need for a gas supply was good news. On top of that, should we manage to make enough money to move to lovely large premises elsewhere, we can take the heat pump system with us and remain environmentally friendly in our new home. It was also exiting to be one of the first companies to have a Greensource air-to-air heat pump.

“Plus, I don't think the controls could be any easier to use. It is a small, sophisticated and tidy piece of efficiency. I'm just surprised it has taken so long for something this effective to hit the UK market. We are all environmentally conscious here and being a Social Enterprise it's very important to do everything we can to try and reduce our carbon footprint. It is something we promote in our programme, our office, and our lives, so having a renewable technology for our heating makes perfect sense. We're all here to do good and it is an important sentiment.”



Shani Souter (left), Installer Danny Morris with his co-workers Matt Goodrich (behind left), James Perry (behind right) and Nicola Kelly

Airs and Graces

When Kent-based installer Esas Ali was invited to Winchmore Hill United Reformed Church, in North London, the thought of the congregation having to sit through the next service in the cold was of growing concern as the winter months drew ever closer.

So once the quote was agreed, Esas and his team from EA Services Ltd. got to work as quickly as possible to install six Greensource air-to-air heat pump units. Esas explains: “The old heating system used an inefficient floor-standing gas boiler, which fed both radiators and a number of two inch thick iron barrel pipes. Although the system was capable of keeping the church nice and warm, it needed to be switched on several hours before any church services or events, to ensure it had enough time to heat the building properly. This meant that it was expensive to run and as the years went on more and more maintenance was required.



Greensource air-to-air heat pump church installation



Esas Ali with his Greensource air-to-air heat pump installation

“However, up until the last couple of years the old system had been fairly reliable since it was first installed in 1913, so it was difficult to complain about it too much after nearly 100 years in operation.”

But several months ago it finally broke down and the immediate view from the Church was to replace it like-for-like with a new boiler system. However, once they started looking into it they soon realised that other options needed to be considered.

Choosing the Right Option Sally Woolley, who looks after the management and maintenance of the church, recalls: “The boiler surrendered to old age earlier this year and it therefore became essential to decide what form of heating was to be used before the winter arrived. Initially the plan was to simply replace the boiler system and our Church Secretary, Gillian Foyle, obtained a number of quotes. But it was clear that it would be hard to justify the cost, especially considering the church isn't utilised every day.

“The contractor suggested we look at alternatives, including low-level and wall-mounted gas heating as well as

air-to-air heat pump systems. Further quotes were obtained and ultimately the gas heating options were ruled out on grounds of cost and noise, as well as the inconvenience of having to remove some of the pews.

“We were then given the opportunity to view one of Worcester's Greensource air-to-air units in situ at a newly built multipurpose village hall. We liked the look of it and also the fact that it seemed fairly quiet in operation, which had been a concern. We were also assured that it was cost effective to run, energy efficient and therefore better for the environment, all important considerations for us.

“The facts were presented to the Elders and a decision was made to go ahead with the Greensource air-to-air heat pump. Installation was quick and efficient and included a new electrical circuit as well as the de-commissioning of the old boiler. Esas and his team arrived early on the Monday morning and the job was finished by Wednesday, with very little disruption.”

Keeping Cool

Although it is too early to know how much the church will save in heating

costs the cost reduction is expected to be significant over the next 12 months. And, whilst heating was the core objective, with the Greensource units they had the added benefit of being able to cool the church on hot days too.

Esas added: “We were told that the church would get very cold in the winter months but during the summer it could also get very warm and sticky, so having the bonus of cooling was a valuable asset.”

Sally concluded: “The units have proved easy to use – the air cooling has been tested and was very effective. The heating has also been used and has provided a good ambient temperature although we are looking forward to seeing how well it works under severe winter conditions! Few of the congregation have passed comment and we can only conclude that the units have blended in very well with the church interior décor especially because the electrical ducting is on the exterior of the building and the neutral colour of the indoor unit almost camouflages its appearance against our cream walls.”

The present church building was constructed around 1874, although it is known that worship had taken place in the area since the 18th Century and possibly earlier, when the separatist movement was formed and the wooded areas locally provided shelter for its followers. This building has survived bomb damage during the war, subsidence and even a fire in the church hall, not to mention having a heating system that lasted almost a century. The church now hopes that with the introduction of the new air source heat pumps the congregation will be kept warm every Sunday for many more years to come.

For more information about Worcester's Greensource heat pumps or any other products and services visit www.worcester-bosch.co.uk.



Carl Arntzen, Director Bosch Thermotechnology Ltd, has indicated that he believes the UK's heating industry will return to stable levels of activity in 2010. He comments:

2009 has been difficult, but **2010 will bring stabilisation followed by growth**

“In my opinion 2009 was, for the manufacturing sector as a whole, an extremely difficult year. From a heating industry perspective, whilst we did indeed experience a market downturn, the level of downturn was not as severe as it was for many other sectors of the economy.

“Worcester as a company fared well. During the first quarter we experienced a downturn in market volume and initial forecasts predicted we were in for a tough year, but in reality the second half of 2009 wasn't so alarming and Worcester grew its market share.”

Despite the industry never having seen a downturn as considerable as the one it experienced over the past 18 months, Carl believes that Worcester ended the year in a positive position for a number of reasons. He adds:

“In previous years Worcester invested heavily in new product development and technical support including the reliability and quality of our Greenstar product range. That combined with our investment in consumer marketing, enabled us to ‘ride the storm’ better than most.

“Furthermore, in the height of the biggest recession since the first world war, we invested in two crucial areas. The first being research and development. Towards the tail end of 2009 we opened our new R&D laboratory facilities, ensuring our investment into future products continued unabated. The second was to retain a high level of investment within our customer facing elements of the business, particularly

our front line sales organisation and our technical support team.”

But how has the past year affected Worcester's installers? Carl summarizes their feedback: “If you go back to the start of the year when the downturn was at its worst, a lot of our key installers found themselves facing the stark reality of an unforeseeable future. Gone was the comfortable position where work was pre-booked ahead, sometimes six weeks in advance. Instead work slowed considerably to the point where no more than a week to 10 days work was booked in advance; clearly causing a lot of concern for installers.

“However, the tables are now starting to turn and reasonable work levels are now coming through, so there is a feeling of ‘optimism’. These levels are not back up to what they were pre-recession, but the mere fact that order books have now started to pick up has made installers start to feel more optimistic.”

So what does Carl predict the industry will be like in 2010 and beyond for Worcester? “The industry may see a further downturn of around two or three percent. However in my opinion the rate of decline is starting to slow and so I believe 2010 will be a time for

stabilisation. In my opinion, the first half of the year is still going to be tough, but I expect the second half to start to show some signs of recovery, and, as we move towards 2011 things can only start looking a little bit more optimistic.

“In terms of product development, throughout 2010 we will continue to strive to extend our product capability and our product portfolio, but predominantly we will be taking a much more ‘system’ approach rather than an ‘individual’ product approach to home heating solutions. We also expect to see continued growth with renewable technologies.

“Overall, our key message for installers in 2010 is the same as the one we intend to employ ourselves. Don't panic, yes we've been through a really tough 2009, but in my opinion our overall expectations is that 2010 is still going to be tight but a little easier than 2009. Keep focused on what you know, work hard and remain focused on delivering that quality of service and quality of product that our installers and Worcester are known for.”

We would be interested in hearing your thoughts on how you think you fared in 2009 and your expectations for 2010. Get in touch by emailing: marketing@uk.bosch.com



Katie Stuart conducts the installer forum

Focus On The **Future**

Worcester holds regular focus groups across the country, whereby installers are invited to answer a series of questions and are given the opportunity to voice their opinion on brands, what features would help make their job easier and what they want to see from Worcester's products in the future. Katie Stuart, product manager at Worcester, held a focus group in West Thurrock in September 2009, here we find out what the group of nine installers had to say about Worcester's Greenstar CDi boilers;

CDi Feedback

When asked which features the installers felt were most important on Worcester's Greenstar CDi boilers, ‘ease of installation’ was the top priority, followed by ‘physical size of appliance’, then ‘ease of use for the customer’.

The installers raised the following points;

- Make the burner easier to remove
- Bring out a higher output system boiler
- What are the chances of designing a filling link, with no need for a filling key

- Can you design a boiler that can be operated remotely from a mobile phone
- Design a system filter and magnetic cleanser to clean the primary water

Looking to the Future

Talking about the future of the CDi range the group felt they would like to see an inhibitor detection device, a heat cell cleaning indicator, zone controls and a fault data logger with a removable memory card added to the models. Touch screen controls, with the household energy use displayed, was also something the group felt would add to the product. Other suggestions include; retro-fit colour front fascia, multiple zones in touch

screen and a rear flue within the casing height.

Martyn Bridges, director of marketing and technical support comments: “Getting the opinion of the people who work with our products and see the end result is important to Worcester and something we pride ourselves on. Following the meet, the product management team write up all the feedback which is used when working with the ‘research and development’ team to devise new products and improve existing models.”

If you want to help shape the future of Worcester's products and voice your opinion, please email marketing@uk.bosch.com to find out more.

YOUR QUESTIONS ANSWERED



To help prepare you for the cold weather, Brian Murphy, engineering services manager, and his team of technical advisors answer some of the most common questions they receive from installers this time of year:

Your questions answered



Why might the condensate trap/discharge pipe freeze?

Despite the syphonic trap flushing method, when the outside temperature is below freezing for a prolonged period of time, externally run discharge pipes, or discharge pipes that are run through a cold area of your property (e.g. garage or loft), can freeze, particularly if they are not insulated (lagged), or sized appropriately or even fail to have the correct incline angle.



If I run my condensate pipe externally do I have to insulate it?

Firstly, condensate pipe runs routed externally should really be a last resort. However, if no suitable internal route is possible then external condensate runs must be kept to a maximum of three metres and must be insulated.

It may also be advisable to increase the pipe diameter larger than the diameter stated within the installation manual. It is also advisable to run the pipe route as vertically as possible with a minimum of bends.

If pipework is not sufficiently sized and insulated, freezing of the condensate may occur. If this happens, your boiler will display a fault code which could be any of the following, depending on your gas-fired Greenstar boiler: 'EA', 'D5', a blue slow flashing light, a blue slow flashing light that remains off longer than it flashes on.

We also now have our very own information channel on YouTube, showing your customers how to set up programmers and all sorts of information on our products.

Visit, www.youtube.com/worcesterboschgroup



Why would I need a twin-channel programmer for a combination boiler?

For Worcester's wall-hung gas-fired combination boilers, the first channel controls the timing for operation for central heating. The second channel controls the timing for the pre-heat function for DHW.

The hot water pre-heat function gives a much improved response to a hot water demand. The timed DHW channel of the programmer prevents the boiler firing up out of hours to pre-heat the boiler's domestic hot water heat exchanger, ensuring the perfect balance of hot water performance and economy. Hot water is always available, even if pre-heat is timed to be off, the response may just be a few seconds longer.



How do I set up my Worcester programmer?

Full instructions are provided with all Worcester plug-in programmers and controllers. Copies of these are also available as a download from our website www.worcesterbosch.co.uk. The controllers have been designed to be as self-explanatory as possible with built in programmes for central heating operation as well as automatic summer winter one hour time changes.

PROMOTION



Argos John Lewis



COMET

DEBENHAMS YOUR M&S RIVER ISLAND

hmv

halfords

Virgin



Quality brings rewards

Worcester is kicking off the New Year with a fantastic new promotion. To get your hands on £25 worth of free shopping vouchers, simply purchase one of Worcester's quality-renowned Greenstar boilers listed below, between 1st February and 31st March 2010, and you will be rewarded with a £25 worth of shopping vouchers.

As well as the built-in quality and reliability you can always expect from Worcester, now you can get even more from the UK's leading boiler manufacturer by choosing shopping vouchers which are valid in over 18,000 popular highstreet chains including Marks & Spencer, John Lewis, HMV, Debenhams, Thomas Cook and Boots. Plus, as an extra bonus, the more boilers you buy, the more sets of £25 shopping vouchers you can claim*.

Claim your free shopping vouchers when you purchase any of the following Worcester boilers:

- Greenstar Si
- Greenstar CDi
- Greenstar Highflow CDi
- Greenstar FS CDi
- Any Greenstar oil-fired boiler

For more information contact 0845 313 0058 or for full terms and conditions visit www.worcesterbosch.co.uk/shoppingvoucher

*Terms and conditions apply and all claims must be in by the 30th April 2010.

Win with Worcester!

Leading LPG supplier Calor refreshed their business incentive scheme in 2009 and will be continuing with the popular programme throughout 2010. Under the new scheme, installers are not only given financial rewards for successful referrals, but a quarterly bonus will be offered based on the total number of new accounts provided by a participant.



Under the current programme, the first 30 installers to refer eight or more successful leads between now and 31st March 2010 receive a place at the Palmer Sport Bedford Autodrome track day. Here they will drive a selection of the world's greatest high performance cars including Jaguars and Porsches, on a real racing circuit.

The vouchers are in addition to a £100 payment to installers every time a new customer opens an account with Calor. Participants simply need to refer a potential new customer's details to Calor and submit an invoice**.

For installers who have spent money on LPG training, they can quickly earn this money back in bonuses. A Gas Safe™ registered installer only needs to give Calor five successful referrals to earn back the cost of their LPG training and for an oil installer becoming gas registered and taking an LPG course, 10 conversions would cover the initial outlay.

Calor is giving one lucky reader £100 worth of Love2Shop vouchers as a great way to start the New Year.

For further information on Calor's Business Incentive Scheme call 0800 181 4529 or visit www.calor.co.uk/installers.

* Full terms and conditions apply. Please visit www.calor.co.uk/ incentive or call 0800 181 4529 for full details.

** Potential customer's permission must be obtained.

To win, answer the simple question and return the form to The Installer's Choice, January/February 2010, 43 Calthorpe Road, Edgbaston, Birmingham, B15 1TS.

We heard from Calor's bulk market manager on page 8 of Installer's Choice, now we'll find out if you were paying attention:

Q. How many domestic dwellings in the UK are located in a non-main-gas area?

- A) 1.6 million
- B) 1.7 million
- C) 1.8 million

ANSWER: _____

Name: _____

Business Name: _____

Business Address: _____

Daytime Telephone Number: _____

Email: _____

Tick box as appropriate:

- I would like to receive further information from Worcester and Calor
- 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 March 2010

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.

This issue we spoke to Alex Thomas, regional sales manager for the Southern Region – London, to get details of his team:



Alex Thomas
 Regional Sales Manager for Southern Region – London
 Contact Alex on: 07790 489 966

Steve Robinson
 Technical Sales Manager, Renewables
 Contact Steve on: 07790 489 811
 Area covered: South East

John Fry
 Technical Sales Manager, Gas, Oil and Solar
 Contact John on: 07790 489 525
 Areas covered: E, EC, EN, IG, RM, SS

Bill Soakell
 Technical Sales Manager, Gas, Oil and Solar
 Contact Bill on: 07767 432 556
 Areas covered: BR, CR, DA, SE

David Wade-Smith
 Technical Sales Manager, Gas, Oil and Solar
 Contact David on: 07790 489 503
 Areas covered: KT, SM, SW, TW

TBA
 Technical Sales Manger
 Contact: 07790 489508
 Areas covered: AL, HA, N, NW, UB, W, WC, WD

Vic Turner
 Technical Specification Manager
 Contact Vic on: 07767 432 510
 Areas covered: BR, CR, DA, KT, SE, SM, SW, TW

Cole Greenwood
 Technical Specification Manager
 Contact Cole on: 07790 488 600
 Areas covered: AL, HA, N, NW, UB, W, WC, WD

TBA
 Technical Specification Manager
 Areas covered: E, EC, EN, IG, RM, SS