

KEEP IN TOUCH

We have recently changed the contact numbers for our key departments, which should now be noted as follows. Simply tear off this page and keep it as a convenient reminder of our key contact details.

Appointments	0330 123 9339
Commercial	0330 123 3004
Enquiries	0330 123 9559
Helpline	0330 123 0164
Literature	0330 123 9119
Renewables Technical Support	0330 123 9229
Sales	0330 123 9669
Spares	0330 123 9779
Technical Support	0330 123 3366
Training Department	0330 123 0166
Reception	0330 123 2552

THE INSTALLER'S CHOICE

The official magazine for Worcester installers

DECEMBER 2013

The
revolution
continues...

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Which?

**Worcester looks
back at 2013**



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Welcome

from Steve Lister



Welcome to the December edition of Installer's Choice – our final issue in what has been a truly monumental year for our business and for the industry as a whole.

Our cover story gives us a chance to reflect on a year which has seen a record number of new heating and

hot water technologies added to our product portfolio. As ever, our main priority is you, the installer, and we hope that our investment in so many new products this year will result in enhanced business prospects for your business. Turn to pages 6 and 7 to read more.

With recent months having seen us focus our attentions on revolutionising our Greenstar range of gas-fired boilers, we are pleased to be able to bring this exciting chapter to a close with the extension to the Greenstar I System and Ri regular boiler series with the introduction of the two new high output models. To find out what these products bring to our improved range of gas-fired boilers, turn to page 9.

Whilst 2013 may have been a huge year for Worcester, we mustn't forget just how big a year it has been for the industry as a whole. As we begin

to turn our attentions to next year, our Managing Director, Carl Arntzen, offers his take on 2013, and gives an insight into what we can expect to see in 2014. Turn to pages 10 and 11 to read Carl's assessment.

Finally, with the market as competitive as ever, and many of you facing different challenges on a daily basis, the power of your business's brand can make a huge impact on your ability to capitalise on the opportunities available in the market. Turn to pages 16 and 17 to read our Trade Brand Manager, Nicola Fisher's tips for enhancing your brand identity.

We hope you enjoy the magazine, and wish you a merry Christmas and a happy New Year.

Steve Lister
Sales and Marketing Director

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Keep in Touch: our new contact numbers

Worcester named as Graham Supplier of the Year

We are delighted to have been named Supplier of the Year by the plumbers merchant Graham, a major supplier of plumbing, heating and bathroom materials and renewable solutions.

Having been assessed by Graham, we landed the accolade based on our performance across four key categories - product availability, speed of response, staff knowledge, and engagement working with a structured key account plan.

This accolade adds to what has been a hugely successful period for our business, having also been placed at the top of the Which? boiler report for the third year running.



Martin Lake, Commercial Director at Graham, Steve Lister, Worcester's Sales and Marketing Director, and Dan Williams, Procurement Director at Graham

Steve Lister, our Sales and Marketing Director commented: "We are delighted to have been named Supplier of the Year by one of the industry's leading merchants. We invest a great deal in ensuring we

can provide our key customers with the extensive product range and support they need to enhance their businesses, so to be singled out to receive this award is a huge achievement."

RHI training launch

Our Head of External and Governmental Affairs, Neil Schofield, was present as Energy Secretary Edward Davey set up a £500,000 fund aimed at raising the skill set of domestic heating engineers to enable them to install and maintain renewable heating systems.

GTEC Training Ltd has been appointed by the Department of Energy and Climate Change (DECC) to administer the major national grant funding programme, which will fund installers wanting to be trained on renewable technologies ahead of the launch of the domestic renewable heat incentive (RHI) scheme next spring.



The voucher scheme will be backed up by an apprenticeship initiative that will encourage people coming into the industry to develop the necessary expertise to work on these systems and gain relevant qualification credits. Based on the results of this initiative the department will look to increase

funding and support for the supply chain.

We will also be looking to support those of you who are keen to take advantage of the opportunities on offer through the RHI, and look forward to updating you on our training initiatives.

Act now on analyser calibration

Ahead of next April's introduction of mandatory flue gas analysis of boilers when commissioning, we are urging as many of you as possible to act now in ensuring your Electronic Combustion Gas Analysers (ECGA) are correctly calibrated.

The use of an ECGA is key to ensuring levels of carbon monoxide (CO), oxygen (O₂) and the carbon monoxide-carbon dioxide ratio (CO / CO₂) are accurately monitored to ensure the appliance is working as efficiently and as safely as possible.

Martyn Bridges, Director of Marketing and Technical Support commented: "Annual recalibration of any Electronic Combustion Gas Analyser is vital to ensure its accuracy and



consequently, the safe installation and commissioning of a gas-fired appliance. While the requirements may not come into force until 1st April 2014, we strongly urge installers to ensure they are not only CPA1 certified, but also have correctly-calibrated equipment well in advance of this date.

"As an industry, we need to take responsibility for the safe installation and maintenance of domestic heating systems. As part of this, installers now have a greater duty to ensure their Electronic Combustion Gas Analysers are calibrated correctly on an annual basis."

Worcester installers cross the Silverstone finishing line

To celebrate the launch of our new series of our Greenstore single coil (SC) mains pressure unvented hot water storage cylinders we rewarded five lucky installers with a place on the Ultimate Driving Challenge course at Silverstone - Britain's most famous race track.

The five winners were randomly selected from those of you who purchased and installed our Greenstore SC or twin coil (TC) cylinder.

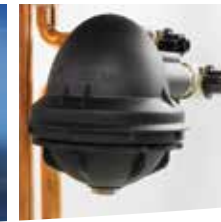
During the experience the heating engineers had the opportunity to experience life in the fast lane, spending the day driving Aston Martins, Ferraris and Audi TT's on the famous track graced by the likes of Jenson Button, Michael Schumacher and Fernando Alonso.

Speaking of the experience, Richard Smiths from Richard Smith Heating Services in High Wycombe said: "The day was amazing. It was great to get the chance to drive some of the world's fastest cars at a venue which has such a prolific racing heritage. I was made aware of the competition by my local Worcester Technical Sales

Manager as we regularly fit Greenstore cylinders for our customers.

"In my opinion, the Greenstore range is the best range of cylinders out there, and has been strengthened even further by the latest single coil (SC) mains pressure unvented models."





2013: A record-breaking year

This year has been a big one for the industry as a whole and in order to continue our pledge to support you with some of the best products on the market, we have introduced more new products in a single year than ever before.

The Greenstar revolution continues

We are constantly trying to enhance our product range to ensure we offer you the best boilers on the market. To put this ethos into action we followed the introduction of our revolutionary Greenstar CDi Compact with the introduction of the Si Compact Combi series. The Si Compact also features some of the CDi components, principally the WB7 friction stir welded* heatcell and the Heatronic 4 control system.

The new Greenstar Si Compact, which is now available in 25kW and 30kW outputs, follows the principle of our flagship Greenstar CDi Compact. To cater for the needs of the market for stored hot water systems, both our new Greenstar i System and Ri gas-fired boiler high output additions also benefit from the WB7 heat exchanger.

The new additions all include a wall mounting frame allowing pre-piping of the system to take place and even pipework routed behind the appliance without the need for extra wall spacing frames. The decision to include these product characteristics was made after engaging in constant conversations with installers to determine what we can do to make your job easier.

Meanwhile we have also made changes to the Greenstar i Junior which now offers vastly improved hot water control thanks to the addition of a hot water temperature controller, which allows the end-user to benefit from increased functionality.

The quality and reliability of our Greenstar range of gas-fired boilers has also been recognised in the latest Which? consumer report, where it came out on top in the boiler category for the third year running.

Oil-fired innovation, inspired by you

As one of the UK's leading suppliers of oil-fired boilers, this year has also seen the results of our investment in the replacement of our entire Greenstar oil-fired boiler series. Each of our new products has been developed as a direct result of the feedback we've been given by those of you who install our products on a regular basis.

The new combination oil-fired boiler, the Greenstar Heatslave II, builds on our established heritage as the biggest supplier within the oil-fired boiler market, but also with it a "future proofing" with the forthcoming ErP Directive in mind. We have also strived to ensure the boiler series is as installer-friendly as possible with the replacement of a down-firing burner with a cross-firing burner, which reverts back to the more traditional method of orientation to improve serviceability.

The newly-designed Greenstar Danesmoor meanwhile has also experienced a makeover this year and includes a brand new primary heat exchanger, single piece baffle and upgraded heat exchanger, for improved efficiency levels and better access for servicing. Heat distribution is further enhanced by an upgraded secondary heat exchanger, which is individually designed to fit each particular model from the 12/18, 18/25 and 25/32kW variants.

Going green

This year has also seen us embrace the potential of the Green Deal and Renewable Heat Incentive and make steps to include products which qualify for the anticipated financial incentives within our portfolio.

Our newly enhanced Greenskies range of solar thermal collectors, Greensource air to air heat pump and Greenstore LECP ground source heat pump series have all been developed to bring you the next generation of renewable heating and hot water technologies.

To complement the solar pre-heat option included in many of our new generation of gas-fired boilers, this year also saw us launch a Greenstar Plus Hybrid System and Greensource split air to water heat pump series, to make the connection of a boiler with a renewable heating source more seamless than ever before. These technologies will help reduce household energy usage whilst creating new business opportunities for you over the long term.

Solar pre-heat accessory

We have also continued our commitment to innovative and flexible solar heating solutions, with the launch of a new domestic solar Greenstar CDi Compact pre-heat accessory.

The easy to install attachment is compatible with Worcester's Greenstar CDi Compact and enables it to accept pre-heated cold mains water of up to 60°C. The accessory allows pre-heated mains from a secondary water source, such as a Greenskies solar thermal installation, to be fed directly into the boiler.

The pre-heat accessory ensures the highest level of quality and hot water comfort by monitoring the incoming mains water temperature and modulating the boiler output accordingly to ensure the stability of temperature.

Keyless filling link

The innovative Keyless Filling Link has been designed for you to make the maintenance of a home heating system easier for your customers by reducing one of the most common enquiries or call-outs from those who have perhaps removed a radiator and need to top up the system with water. This removes the need for the customer to temporarily join the water mains and heating circuit together with a key or the more traditional braided hose pipe arrangement.

For more information on our full range of heating and hot water technologies, visit www.worcester-bosch.co.uk.

*provided by the Cambridge welding institute

Wiltshire-based installer, Daniel Swift was named winner of the Greenstar oil-fired boiler installation category at this year's annual Environment 2020 Awards, which aim to promote the use of sustainable heating and hot water solutions as we work towards the Government's 2020 emission targets.



Daniel Swift is oil-fired up for efficiency

Daniel won the installer award at this year's ceremony after he was challenged by his customer to replace a conventionally flued boiler, which was located under the stairs at the large residential property in Wiltshire. The ageing boiler had become expensive to run and was creating disruptive noise levels, which the homeowner was keen to change.

Daniel's decision was to provide a solution that would take the heating system away from the house altogether, which resulted in the installation of two Greenstar Camray boilers, fitted in an outbuilding in the grounds of the property. By splitting the system into six zones and utilising a lead/lag arrangement, he was able to significantly improve the heating efficiency of his customer's home, whilst making the noise disruption a distant memory.

On claiming his award, Daniel commented: "Given the size of the property, this was an exciting project to work on and meant that I could completely change the way the house

was heated – for the benefit of my customer.

"The real challenge was finding a suitable location to site new boilers without compromising their efficiency levels. Installing the boilers inside one of the out buildings proved a great way to solve the family's noise concerns and reduce their energy bills at the same time."

The Environment 2020 Awards initiative is an annual competition which recognises the installers and specifiers who take an environmentally responsible approach to their work. With a total of eight award categories in place, there is plenty of opportunity

for you to enter an installation which demonstrates excellent use of our wide range of technologies to enhance efficiency levels.

The scheme also rewards 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 more information on our Environment 2020 Awards, and to download an entry form, visit www.worcester-bosch.co.uk.

The next chapter of our **Greenstar revolution**

To continue the revolution of our Greenstar range we have now enhanced both our Greenstar i System and Greenstar Ri gas-fired boilers, to allow you to benefit from a full series of products which have been significantly improved this year.



Like the Greenstar CDi Compact and Greenstar Si Compact, both of these new models have been designed around the WB7 heat exchanger – Worcester's industry-exclusive friction stir-welded heat cell.* This allows us to bring better efficiencies and lower emissions to these boilers than ever before.

The new high output Greenstar i System boiler features a wall mounting frame, allowing both pre-piping of the system and routing of the pipework behind the appliance to take place without the need for extra wall spacing frames.

Greater control

The Greenstar i System's compatibility with our range of intelligent controls allows a complete system solution created with the inclusion of a Greenskies solar thermal installation; taking advantage of the boiler's solar optimisation capability.

Additionally, we have been able to bring our compact design principles to our range of regular boilers. The new Greenstar Ri high output additions of 27kW and 30kW, now feature the new WB7 heat exchanger, enabling high

output requirements to be met from a model with compact dimensions. Our new Greenstar wiring centre accessory also enables a typical S or Y plan system to be connected to the new boiler in an "intelligent" way enabling the system to have weather compensation control. Another major benefit in some instances is the pump can be wired to the wiring centre rather than the boiler for pump over-run issues.

Enhanced flexibility

With the new high output system models, like their counterparts, both models feature the well-established Heatronic series of electronic controls and a compact hydraulic block housing the primary water components. The ability to connect the optional in-built three way diverting valve additionally eliminates the need for externally sited zone valves.

Speaking of the new additions to our Greenstar range of gas-fired boilers, Martyn Bridges said: "Without question this year has been a landmark year for the development of our Greenstar range of gas-fired boilers. Worcester continually invests heavily in Research & Development to ensure installers can offer their

customers products of the highest quality, and our new boilers are the latest result of that.

The introduction of our high output additions to the i System and Ri Regular boiler ranges provides a brand new range of benefits including increased efficiencies and even easier installation.

"Many of the new design features of our latest gas-fired boilers have been inspired by the feedback we receive from our installers. Each feature has been designed to enhance both the installation and performance of the boiler which brings with it assurances to both the installer and their customers, that the technology is there to meet their requirements. We hope that with the addition of these new boilers to our Greenstar range, installers will be able to better tailor each installation to meet the end-user's needs."

For more information on our latest generation of Greenstar gas-fired boilers, visit www.worcester-bosch.co.uk.

*provided by the Cambridge welding institute



Focusing on growth and recovery

Without question, 2013 has been a year of transition for the heating and hot water industry. Whilst a degree of uncertainty may have continued to surround the Government's green initiatives, boiler sales figures have shown signs that the sector is well on its way to recovery. Here, Carl Arntzen, our Managing Director, offers his review of 2013, and explains what to anticipate next year.

How has the industry fared in 2013?

"Having seen signs of small-scale growth towards the end of 2012, this year has followed suit. Outside of the usual slow start in January, every month has been positive in terms of boiler sales compared to last year. Now, after 9 months of successive growth for the market, it is important that we collectively hold the belief that these are real signs of some full-scale recovery. When the most recent industry figures were released in September, the boiler market was up 16% on the same period of 2012, which is hugely encouraging. In terms of figures, the first 9 months of 2012 saw 990,000 boilers sold, compared with 1,150,000 in the same period this year – which is a huge increase of some 160,000 boilers.

"Without question, one of the main drivers of this growth has been the

Energy Company Obligation (ECO) scheme, which accounted for some 61,000 new boiler registrations between January and August. Whilst this may be considered a success, we mustn't lose sight of the need to maintain high standards of installation to ensure corners aren't being cut with installation work.

"Another factor to have prompted increased sales is the recovering property market. The Government "help to buy" schemes have definitely stimulated some activity around the new build sector, and houses are starting to sell. Consequently, there has been an uplift in demand for heating and hot water systems, which is great news for our industry. What we need to ensure now is that we don't see a boom and bust scenario, as we've arguably seen with Feed-in Tariffs and the boiler scrappage scheme – both of which created an

initial surge in sales, only to generate a shortfall over the longer term. We need to ensure that the growth we have begun to see this year – both in terms of boiler sales and consumer confidence - continues on a long term, sustainable basis.

"At Worcester specifically, 2013 has been a record year for our business. The market has recovered strongly and we have managed to increase our market share slightly, which means greater manufacturing volumes and increased turnover. In the midst of this activity, we've replaced our entire Greenstar oil-fired boiler range, and the vast majority of our gas-fired boiler range, which is a huge achievement, and a sign of our relentless commitment to installer support. We've had a busy year to say the very least, which is thanks to the huge efforts of every division of our business, to not only

Recession

Recovery

manage the increasing demand, but also to manage the transition of an incredible number of our product range.

What can be anticipated for 2014?

"A combination of Government departments forecasting economic growth, and the likelihood that there will be numerous areas in which it will try to stimulate positivity ahead of the 2015 election, should allow the market's recovery to continue. We must remember that nobody was expecting the market growth we've seen over the last 12-18 months, so to an extent, our market is ahead of schedule in terms of where we expected it to be. I would be extremely surprised if we see double digit percentage growth for a second consecutive year, but there is huge potential for sustainable market progression.

"Business comes much easier when you are competing in a growing market, as opposed to a declining one."

"What we want to see is growth which is sustainable over a longer period of time. Business comes much easier when you are competing in a growing market, as opposed to a declining one. After five years or so of decline, it is an extremely welcome change to be competing in a growing market, and we're not alone in predicting that housing markets will continue to recover and the construction sector will continue to show some recovery out of recession.

"Of course, the Green Deal will be another talking point next year, and

there remains 100 per cent alignment with the ambition behind the initiative. The challenges relate to how you go about implementing it, and we must continue to engage with the Government to try to convince them that they need to simplify the process. We want this to become a significant scheme that encourages energy efficiency, and the more opportunities we get to put Government officials in front of the installer, who is on the industry's front line, and key to the Green Deal's success, the better.

"From a Worcester point of view, we're looking to use next year to allow our plethora of new products to really settle in, whilst continuing to work hard on installer and consumer satisfaction. As ever, the installers who still focus on excellent service and ultimately giving the consumer a high quality installation will come out on top every time.

Thawing out the problem of frozen condensate pipes



The harsh winter temperatures of recent winters have led to many of you being called out to deal with customers' external condensate pipes freezing. In response to this challenge, we invested heavily in the research and development of our new CondenseSure accessory, which will help you and your customers to overcome these difficulties.

Here Martyn Bridges offers a reminder of the considerations which should be made at the point of installation to avoid frozen condensate pipes and explains how our new accessory operates:

"We all remember the disruption caused by the harsh spells of extreme weather a couple of years ago, which saw thousands of homeowners experience problems with their condensing boiler. In virtually all cases it wasn't the condensing boiler at fault, instead the freezing temperatures mean that the drainage pipe from the condensing boiler had frozen, temporarily causing the boiler to shut down. This typically occurred where part, or all, of the condensate drainage pipe was located externally.

"Previously all regulations and standards were written on historical winters which achieved average

temperatures of 7°C, hardly freezing. Thankfully the industry has now changed for the better as the cold temperatures of 2010-2011 made us re-evaluate the condensate discharge pipe advice and guidance.

"To reduce the risk of freezing during cold spells, the below methods should now be observed, in order of priority:

1. Wherever possible, the condensate drainage pipe should be routed and terminated to allow the condensate to drain away from the boiler under gravity to an internal foul water discharge point, such as an internal soil and vent stack, internal kitchen, bathroom or washing machine waste pipe. A suitable permanent connection to the foul waste pipe should be used and all other relevant guidance in British Standards and/or the boiler manufacturer's instructions should be followed.

2. Where "gravity discharge" to an internal termination is not possible, or where there are very long internal runs of drainage pipe required to reach a suitable discharge point, condensate should be removed using a proprietary condensate pump, of a specification recommended by the boiler or condensate pump manufacturer. As above, the pump outlet pipe should discharge to a suitable internal foul water discharge point and all relevant guidance followed.

3. If no other discharge method is possible then the use of an externally run condensate drainage pipe terminating at a suitable foul water discharge point, may be considered. If this method is chosen then the following measures should be taken:

- The pipe should be run internally as far as possible before going externally and the internal pipe diameter should be increased to 30mm before it passes through

the wall to the exterior. The pipe should be insulated using suitable waterproof and weather resistant insulation.

- The external pipe should take the shortest exposed route to the discharge point and should "fall" as steeply as possible away from the boiler, with no horizontal runs in which condensate might stand.
- The use of fittings, elbows etc. should be kept to a minimum and any internal "burrs" on cut pipework should be removed so that the internal pipe section is as smooth as possible.
- Where the pipe terminates over an open drain, the pipe should terminate below the grating level but above water level. The use of an additional drain cover may offer further protection.
- In situations where there is likely to be extreme temperature exposure, the use of a proprietary trace-heating system for external pipework, incorporating an external frost thermostat, should be considered. If such a system is used, the requirement to use a pipe with an internal diameter of 30mm does not apply.

- Internal pipe runs in unheated areas such as lofts, basements and garages should be treated as external runs.

CondenseSure

In addition to the above regulations and in the instances where an external condensate pipe is the only option, our brand new CondenseSure device helps to prevent external condensate pipes freezing, and in some cases significantly reduces the requirement set out above to externally run the pipework.

CondenseSure is a product which is entirely flexible, allowing it to be fitted with any condensing boiler, either at the time of installation or in retrofit scenarios. It consists of a syphonic trap and insulation, which connects to the condensate outlet pipe of the boiler and can then be attached to the heating flow pipe of the boiler. As the condensate discharge pipework leaves the boiler, the condensate is collected in the CondenseSure syphon. The condensate subsequently, discharges

automatically in 500ml quantities through the externally run discharge pipework to drain outside. The volume of the condensate discharged, together with the additional free 'parasitic' heat from the boiler flow-pipe produces the anti-freezing effect.

"After the coldest winter on record for 100 years, a plethora of anti-freeze type gadgets were introduced. These included a variety of fans and electrical-based products. However, unlike some of the other devices on the market, no electricity is required to power Worcester's CondenseSure device to prevent the condensate from freezing. Combining the three significant benefits of;

- 1.** No moving parts to go wrong
- 2.** No electricity running costs incurred
- 3.** No insulation needed for pipework runs below 3 metres in length

For more information on our CondenseSure accessory, visit www.worcester-bosch.co.uk.



By Daniel Cheung, UK Trade Marketing Manager,
Sentinel Performance Solutions

WATER TREATMENT – WHY IT’S ESSENTIAL...



Water treatment has grown in importance as a vital component of any traditional wet heating system installation or replacement boiler project – and it’s recognised as such by Building Regulations. Here at Sentinel, we adopt a four pronged water treatment approach – Clean, Protect, Maintain and Test - which if followed will ensure the best possible protection and enduring efficiency of any boiler.

Water treatment is recognised by all the leading boiler and heating system component manufacturers - led by Worcester, Bosch Group - which specifies the requirement for quality water treatment in its installation instructions for every unit the company sells.

Clean

A clean heating system is almost by definition an efficient one and whether you’re fitting a new boiler on a brand new system or an existing system, making sure the circulating water is clean and debris free is key to getting the best out of that boiler. Not all chemical cleaners are the same so choose the right one for the job, one that will achieve a robust clean whether it’s a manual or a powerflush. Sentinel recommends that any system that is having a new boiler

fitted to an existing system should be powerflushed to remove stubborn limescale or magnetite debris. Water treatment shouldn’t be a ‘one size fits all’ solution. Look for the right product for the job in hand – there are specific products to clean a brand new heating system that will address the debris issues associated with new installations and those up to six months old, and other products to use on older systems which typically contain settled sludge or scales which are difficult to remove.

Protect

Having cleaned your customers heating system, so that it’s delivering maximum energy efficiency, it’s important to protect it and keep it clean. This is where a quality inhibitor chemical product comes in. Choose one that offers total protection against scale and corrosion in all types of indirect central heating systems, including those containing aluminium.

Maintain

Having cleaned and protected a heating system it’s essential to maintain its level of protection. The system should be tested every time it is serviced and if necessary the level of inhibitor should be topped up to maintain its protection level. In addition these days, most new installations benefit

from the addition of a system filter. It makes sense to install one to protect the boiler and other components by ensuring that any remaining circulating debris is trapped and removed from the system. We strongly recommend that a filter that removes both magnetic and non-magnetic debris is installed, not just the magnetic debris.

Test

It makes a lot of sense to test the system treatment levels during any routine service or after component repair or replacement to ensure optimum protection. If you find it is deficient, it provides an opportunity for you to top up the chemical protection or to add a system filter. There is a wide range of test equipment available, both to help you diagnose the problems but also to help you illustrate the issues you find to your customer, and to justify remedial work you recommend.

For more information on Sentinel water treatment, the products and services it offers, simply visit www.sentinel-solutions.net or you can follow Sentinel on Twitter @SentinelPerform and on Facebook at www.facebook.com/SentinelPerformance. Finally, see our videos on YouTube at www.youtube.com/sentinelperform.

THROUGH THE KEYHOLE



Our energy home revisited

As we pride ourselves on the quality and reliability of our high-efficiency heating and hot water technologies, one of the key elements of our ongoing product development is to monitor their performance in real life environments. One such environment is our five bedroom Worcestershire-based energy home, which showcases an impressive line-up of our technologies under the same roof.

Designed to show the key features and benefits of a complete system solution, the arrangement installed at our energy home comprises of the following technologies:

- 1 x 9kW Greenstore LECP ground source heat pump
- 1 x 280L Greenstore hot water cylinder
- 1 x Greenstar Danesmoor oil-fired boiler
- 2 x Greenskies solar lifestyle collectors, connected to the cylinder
- 1 x Greensource air to air heat pump, in the conservatory

Our energy home has been in operation for a number of years and has continually been updated to accommodate our new product ranges as and when we have brought them to market. This has enabled us to give those of you who attend a training course at our Worcester Training and Assessment Academy the

chance to see these products in action before you recommend them to your customers.

Visits to our energy home can be arranged at a convenient time, either to coincide with your attendance at one of our training or assessment programmes, or should you wish to visit at another convenient time. Simply speak to our training department or your local Technical Sales Manager to find out more.

Our energy home is the perfect example of how showing your customers the technologies you use in your own home can give customers that all important peace of mind that they can be relied upon. For those of you who are keen to show your own customers the features and benefits of our wide range of technologies, our installer cash-back initiative rewards those of you who install our products in your own home.

Cash-back offers available:

- £150 for Greenstar gas- or oil-fired boilers
- £400 for Greenstore ground source heat pumps
- £300 for Greensource air to water heat pumps
- £300 for Greenskies Solar-Lux 12 solar thermal systems
- £200 for Greenskies Lifestyle and Solar-Lux 6 solar thermal systems
- £100 for Greenskies Lito solar thermal systems
- £100 for Greensource air to air heat pumps
- £50 for Greenskies Lito mini (1m²) solar thermal systems
- £50 for a Greenstore TC cylinder (when installed at the same time as a solar thermal system)
- £50 for a Greenstore SC cylinder

For more information on our installer cashback initiative, visit www.worcester-bosch.co.uk/cashback.



Maximising the power of your brand

With the industry's peak period now well underway, business opportunities are likely to be as competitive as ever. As a result, those who can make their businesses stand out from the competition are the most likely to prosper. Here, Nicola Fisher, our Trade Brand Manager, explains the importance of strengthening your own brand:

"It goes without saying that the heating and hot water industry has evolved over time. What was once an industry heavily founded upon independent local installers is now an extremely professional and dynamic industry, which demands that the installer works extremely hard to stay ahead of their competition.

"As with any element of the industry's supply chain, branding, and the way a company presents itself to its customers, is absolutely key. At Worcester we invest heavily in maintaining and growing brand awareness and ensuring each of our strengths as a business, is showcased

in our effective marketing material through a detailed and comprehensive marketing strategy.

An effective marketing strategy can really make a difference to your business. Helping to build a customer base and increase brand awareness, it's important to keep telling people about your business. When things are going well and you're busy, it's easy to overlook advertising or marketing in favour of getting on with the job in hand. If things are slow, keeping the business going takes priority over developing a business/ marketing plan. It's easy to place an advert in a newspaper, but to make

your advertising effective you need to make sure it's the right choice for your company. Where possible, we also look to help as many of you as possible with the marketing of your company, which is where having a strong brand identity really comes into its own.

"Although many of the biggest global brands have taken much of their activity online, through the development of websites and integration with a social media presence and Search Engine Optimisation (SEO), traditional forms of advertising still have a huge role to play in raising the profile of your business.

Before



After



Before



After



"With many of you operating on a local level, advertisements in your local press provide the opportunity to make potential new customers aware of the products and services you offer, not to mention any industry accreditations or alignments with manufacturers. At Worcester, we encourage you to use elements of our branding to emphasise your close alignment with an industry-leading manufacturer. From Worcester logos, to professional images of our full range of products, we have a significant amount of material to

help you to give your own branding a professional look and feel.

"Additionally the launch of our new £1.8 million consumer advertising campaign is a tool which is waiting to be used as further proof of your companies associations with a reputable company, which is a ultimately a mark of reassurance for customers.

"We're currently finding that those of you who are closely aligning

yourselves with Worcester in terms of branding, are seeing a number of benefits. Our Which? best buy awards success of the past three years has resonated very well with homeowners, and this is a message you are encouraged to put across to your customers.

"It goes without saying that there is much more to a company's brand than its advertising, however. Your brand is essentially everything that identifies your business to your customers, so everything ranging from the appearance of your van, to your invoicing documents and uniform can make a difference to the perception of your company.

In a competitive market, it is your brand identity that makes you stand out from your competitors. Many of you will be only too familiar with just how competitive the heating industry is, so building a strong identity remains as important as ever.

"At Worcester, we are extremely committed to ensuring you can reap the rewards of what is a competitive but profitable industry. Although much of this means developing products and training programmes to enhance your customer offering, it is important to consider the support we can offer your business in terms of marketing and branding support. Those of you who take good care of all aspects of your business are sure to be the ones who are most successful as the market for heating and hot water technologies continues to grow.

For more information on the ways in which we can support your company's branding, speak to your local Technical Sales Manager. To support you we also run a Sales and Marketing course which is designed help ensure your business runs as efficiently as possible." For more information, contact our training department on 0330 123 0166



Open for business: our new Northern Training and Assessment Academy

We are delighted to unveil our brand new training facility in Normanton, near Wakefield, which will enhance our commitment to supporting you with a range of opportunities to enhance your professional development.

The new facility will enable us to provide better support and an improved training experience for you, as well as our specifier and merchant customers based in the North of England.

The new state-of-the-art training centre is part of a £1.2 million investment by Bosch UK, which sees Worcester sharing a 3.6 acre site (the equivalent of two football pitches) with Bosch Rexroth, an industrial drives and controls company.

The new facility will offer an entire suite of our training courses for heating engineers and service technicians across all of our core product ranges – from Greenstar gas and oil-fired boilers through to solar thermal panels and a wide variety of heat pump technologies.

As well as focusing on product training, the centre will also deliver a number of regulatory courses that we have added to our portfolio in recent years. These include the unvented hot water storage cylinder installation qualification and the delivery of OFTEC training and assessments for oil-fired boiler installations. We will also offer a number of additional training packages for those of you who are keen to comply with Government schemes, such as MCS and the Green Deal.

Featuring five brand new, fully equipped workshops, the new facility includes a large Greenstar gas training room, incorporating light commercial gas equipment alongside domestic gas-fired boilers. Within the gas training room, we have installed a large number of boilers so that everyone who attends a training

course will have their own boiler to work on, as opposed to sharing appliances, in order to gain valuable hands on experience using live appliances.

The centre also has a dedicated Greenstar oil-fired boiler workshop and a Greenskies solar thermal workshop with a large pitched roof and scaffolding in place to offer trainees realistic experience of working with solar panels at height.

The new facility also includes a heat pump room, which features our full range of heat pumps - including ground source heat pumps, split air to water heat pumps, hybrid units and air to air heat pumps - all fully operational. The training centre is home to a commercial training room as well, which is designed to



showcase the larger industrial boilers offered by Bosch Commercial & Industrial Heating.

On the first floor of the facility, we have two lecture rooms that will be used for desk-based training and theory which can be opened out to create a spacious conference facility. An additional four rooms are due to open in early 2014, and will be used for domestic and commercial ACS assessments once completed. One of these rooms will feature old gas appliances that are no longer available in our product portfolio but you may find yourselves servicing in people's homes.

Phil Bunce, our Training Manager said: "As well as the continual development

and manufacture of high-efficiency heating technologies, Worcester is dedicated to training installers to help keep them up to date with the latest product developments and legislative change.

"The centre concentrates on our core product offerings however, we also have an eye on the future with the facility purposely being larger than what we presently need. This means that as our portfolio increases and renewables start to prosper, we have the room for expansion.

"With the opening of our new Wakefield centre, we aim to train double the number of installers we train in the north of the country in

2014. Last year alone, we trained around 18,500 installers at our various training facilities around the UK."

In addition to continually improving our training centres around the country, we also have a fleet of six mobile gas and oil training vehicles available to deliver training at local merchant branches or direct to those of you with local businesses that may require training to be conducted at your own premises.

For more information about our training and assessment programmes, visit www.worcester-bosch.co.uk.



Brian Murphy and his team of technical advisors answer some of the most common questions they receive from installers at this time of the year

Technical Q&A

Q. I was installing a Worcester CDi Classic combination boiler the other day. During commissioning the boiler wouldn't fire on hot water. After talking to your technical team we identified that I had crossed the hot and cold pipes. Your technical advisor started to tell me about how the boiler menu could have told me this but I was running late and terminated the call?

A. Yes our advisor was correct; if you cross the hot and cold pipes the menu in the boiler programme can help you diagnose this. Use the 6d function in the boiler's menu (CDi Classic and CDi Highflow combination models). This will show you the amount of flow through that turbine in litres per minute. If it displays "0" there is no flow or the flow is reversed. This function is also useful for completing your Benchmark logbook on installation by providing an accurate flow rate.

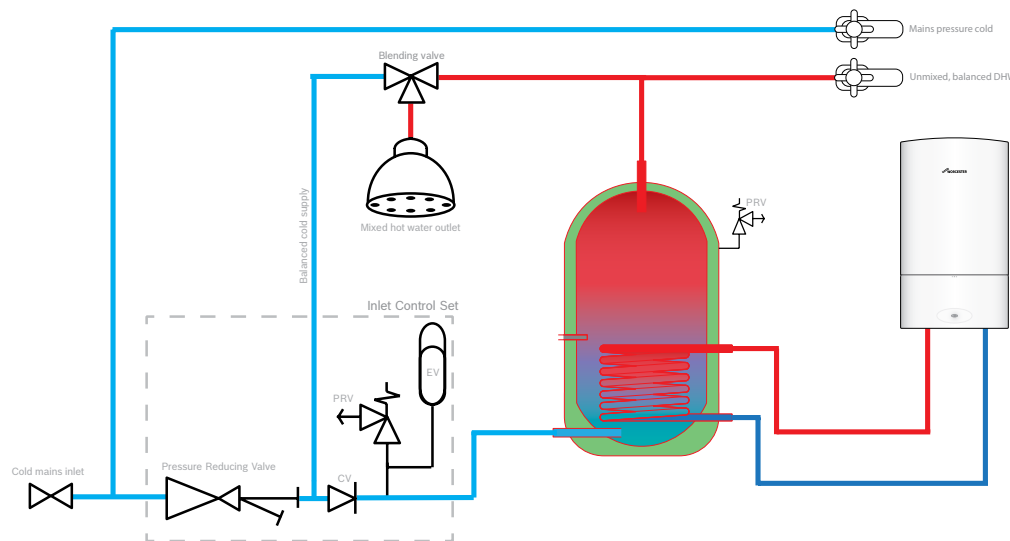
Q. I note that the inlet control set on your Greenstore range of cylinders has a "balanced cold connection". When should I use it?

A. The balanced cold connection is there to ensure that the cold water supply to any mixer-type outlets is at the

same pressure as the hot water supply. It's used normally to supply mixer showers and taps – there is little point in supplying a balanced cold connection to a WC for example. However you can fit the inlet control set away from the cylinder, sometimes it's simpler to balance the incoming cold supply where it enters the property then pipe everything as normal.

Q. A customer of mine is finding it very difficult to use Worcester's keyed filling link due to her disability, and an external filling loop is proving to be also unsuitable. I have heard from one of your sales team you are releasing a keyless version?

A. We understand that for some customers the keyed filling link can be difficult to use, so we have recently introduced a keyless filling link. This fits in the same position as the keyed filling link and works with the same range of boilers. Installation is simple; it can even replace the existing version on your customer's boiler. Go to the installer section of our website for more technical information.



WIN ONE OF 20 CONDENSESURE ACCESSORIES

With the winter now upon us, this month we're giving away a CondenseSure accessory to 20 lucky Installer's Choice readers.

To be in with a chance of winning, simply answer the below question correctly.

Good luck!



Our CondenseSure accessory has been developed to safeguard against which common winter problem?

Send your entry back to our editorial office: **Installer's Choice, December Competition**, Willoughby PR, 43 Calthorpe Road, Edgbaston, Birmingham, B15 1TS.

Closing date: Friday 17th January 2014. Terms and Conditions apply.

Name:

Business Name:

Business Address:

Daytime Telephone Number:

Email:

The 2013 Greenstar revolution is complete



Most reliable boiler brand and most satisfied customers across our entire gas boiler range.

With 11 new models introduced in 2013, the NEW Greenstar gas-fired boiler range now offers you – and your customers – more choice than ever before. Combi, system and regular boilers are available in a comprehensive range of outputs, featuring installer-led product design, innovative heat exchanger technology, and as you'd expect from Worcester, Bosch Group, all designed and built to the highest possible quality.

Visit www.worcester-bosch.co.uk to find out more.



Now extended
on Greenstar gas-fired boilers* until
31st December 2013

*Terms & conditions apply. Does not apply to Greenstar i Junior.

