

# DIARYDATES

## Exhibitions

Over the next few months, you can visit the Worcester stand at any one of the following exhibitions, where a selection of our latest 'A' rated gas and oil-fired boilers and renewable technologies will be on display.

For further information, visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk) and click on the events page.

### February

#### Self Build

Kings Hall  
Lisburn Road, Belfast  
15/02/08 - 17/02/08

#### Ecobuild

Earls Court,  
Warwick Road, London  
26/02/08 - 28/02/08

### March

#### Heating and Plumbing Event 2008 (KBB)

Stand PH28,  
NEC, Birmingham  
02/03/07 - 05/03/07

### April

#### National Homebuilding and Renovating Show

Stand G105,  
NEC, Birmingham  
10/04/08 - 13/04/08

#### National Homebuilding and Renovating Show - Green Village

Stand J141 & K140,  
NEC, Birmingham  
10/04/08 - 13/04/08

### And also....

Don't forget, you can also come and see Worcester anytime at its two permanent exhibitions at Buildstore, the National Self Build and Renovation Centre and at the Building Centre, London. At all these exhibitions, you'll be able to find all of the information you need to ensure you find the right product to meet your requirements.

#### Buildstore

National Self-Build and Renovation Centre,  
Lydiard Fields, Great Western Way,  
Swindon,  
SN5 8UB

#### The Building Centre

26, Store Street,  
London, WC1E 7BT



Worcester's permanent stand at the Building Centre, London

JANUARY 2008

THE

# INSTALLER'S CHOICE

Renewables: What do  
your customers think?

Your reward for our Award -  
Claim your free Installer's Choice jacket

## New Training Centre opens in Bradford

OFTEC AWARDS FOR  
**Excellence**  
Training Centre  
of the Year  
National Winner 2007

 **WORCESTER**  
Bosch Group



# Worcester. The installers' choice for the third year running.

Worcester Greenstar series – CORGI Boiler of the Year 2005, 2006 and now 2007.

Worcester Greenskies solar water series – CORGI Energy Efficient Product of the Year 2007.



High level performance is just one of the reasons the Worcester Greenstar series has been voted by CORGI registered installers as their 2007 Boiler of the Year – as it was in 2005 and 2006.

Also in the 2007 CORGI Awards, the spotlight is on the Worcester Greenskies solar water heating system, voted Energy Efficient Product of the Year.

Every Greenstar condensing boiler and Greenskies solar water heating system comes with the additional Worcester customer benefits of proven quality and reliability – not to mention a comprehensive pre- and post-sales support package.

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

**WORCESTER**  
Bosch Group

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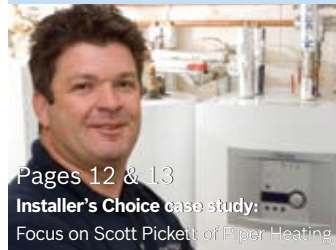
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## Welcome from Richard Soper

Happy New Year and welcome to the first issue for Worcester's Installer's Choice magazine for 2008.

We would like to thank everyone for supporting the magazine over its first twelve months, and hope you've enjoyed and kept hold of each issue. Your comments and feedback are always appreciated.

As we enter 2008, I'm pleased to say that Worcester's commitment to producing the highest quality products is stronger than ever. Our range of Greenstar 'A' rated condensing boilers, Greenskies solar thermal systems and Greenstore ground source heat pumps continue to offer the best possible value for money for customers and homeowners alike.

In fact, our Greenstar CDi series was voted 'Boiler of the Year' for the third year running and our Greenskies solar thermal series was voted 'Energy Efficient Product of the Year' at the 2007 CORGI Awards. Thank you to everyone who voted our products as their first choice, we really appreciate it. Over the next twelve months, I can assure you that we will continue to strive to deliver products, services and training to help make your lives easier.

Talking of training, this continues to be a main priority for the year ahead.

Our cover story this month focuses on some of the training highlights in 2007 and new initiatives planned for the year ahead. Last year, we trained around 14,000 installers at our training facilities across the country and this year our target is over 15,500. It's an ambitious figure but one I'm sure we'll achieve with a busy training schedule planned for the next twelve months.

New regular features for the magazine include a dedicated page for industry experts to share their views - for this month's issue we talk to Blane Judd, chief executive of the IPHE, about all the new developments on the training front. There is also a new dedicated question and answer page, where Martyn Bridges, director of marketing and technical support for Worcester will be answering some of your most frequently asked questions.

As usual, there will be plenty of opportunities to win with Worcester throughout the year, including within our regular competition page. For this month's competition, we test your knowledge of our sponsorship of the Channel 4 weather, with £250 worth of Bosch power tools up for grabs.

Here's to a prosperous 2008.

**Richard Soper**  
Managing Director



# What an event – Worcester's pub quiz final

All smiles - the  
winning team -  
Worcester Story  
Morning Glory



'Worcester Story Morning Glory' beat off fierce competition to be crowned Worcester's pub quiz champions.

The high-tech pub quiz grand final was held at the Greenstar Bar at Worcester's factory HQ on December 4th and saw the top ten teams from the regional heats battle it out to win a £5,000 cash prize.

In the first round each team faced a series of general knowledge questions, with a number of Worcester product and industry-related questions thrown into the mix to sort the men from the boys. In a 'University Challenge' style head to head final the two teams with the highest scores were given 10 seconds to answer each of the 30 questions.

Anthony Keen, one member of the winning team 'Worcester Story Morning Glory' said: "We're still in shock we actually won. In the first round our team was neck and neck with Fat Boy and 4 slim and we both qualified together for the final on equal points. It was so nerve wracking in the final round with all the other teams watching your every move. In

the end, luck was on our side and we came out victorious and picked up the £5,000 cash prize.

"All of the team members are now planning holidays for January, which is not normally something you can do after winning a pub quiz. It was such a fantastic night and we can't wait to go back next year to defend our title. Everything was first class - from the champagne reception, to the hotel all the teams were put up in, to the good spirit the quiz was held in."

Worcester's 2007 pub quizzes were open to all heating trade professionals and all the teams received goody bags for taking part, which included lots of Worcester merchandise and a Worcester rugby shirt. The events were hosted by Worcester's very own director of sales, Steve Lister and Barry Wilson, regional sales director for Central England.

Steve Lister, director of sales for Worcester said: "We are delighted at how well the pub quizzes have been received by all the teams involved and everyone at Worcester. They have been so much fun to be a part of over the

last few months and I think we have even enjoyed wearing our silver jackets and bow ties!

"The quizzes have been such a success we're already looking to organise next year's events to find the 'Pub Quiz Champions' for 2008."

If you're keen to get involved next year all you need to do get together in teams of 3 - 5 people and look out on Worcester's website - [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk) for details on how to register.

## The ten finalists were:

### Winner -

Worcester Story Morning Glory

### Second -

Fat Boy and 4 slim

### Third -

International Men of Mystery

Three Amigos

Fat Boys

Boiler Babes

Ross's Solar Rollers

Feeling Hot

Wilson's Warriors

3 Cowboys and 2 Indians



## Free of charge post installation check from Worcester

Worcester is offering FREE post-installation operational and efficiency checks on all its Greenstar condensing oil-fired products until 30th June 2008.

What makes this promotion even better is that Worcester now offers one of the biggest ranges of oil-fired boilers available with its Greenstar Camray, Greenstar Danesmoor and Greenstar Heatslave models providing a solution for every installation.

To get in touch with the team for an appointment call 01905 752790.

For more information about Worcester's range of SEDBUK 'A' rated oil-fired product range visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk)

## Tell us your thoughts...

At Worcester, we really value your opinions, so please do get in touch and tell us what you think of the magazine. If there is anything you would like to see included or changed within the magazine, or if you have a question you would like answered, we would love

to hear from you. Please send your comments to the Installer's Choice Magazine, WPR, 43 Calthorpe Road, Edgbaston, Birmingham, B15 1TS. Why not send us your feedback with your competition entry - and save on the postage.

## International Expertise

Worcester's installers enjoy a visit to  
Florida Heat Pump Manufacturing

As part of the 2008 Installer's Choice calendar competition, Worcester took the nine winning installers to Florida. During the trip, the winning installers took time out to visit a factory that has over thirty-five years experience in manufacturing heat pumps.

Together with the Worcester team, the winning installers, Scott Pickett, Kevin McDonald, David Salmon, Peter Manley, Richard Perrins, David Allen, Terry Walder, Trevor Carter and Arthur Coates all visited Florida Heat Pump manufacturing, one of the International arms of the Bosch Group, to see heat pumps being manufactured first hand.

Richard Soper said: "One of the main advantages of being part of a global organisation like Bosch is that we are able to share knowledge and expertise with our international partners and vice versa. All the Installer's Choice calendar winners commented on how useful it was to see the very latest heat pump technology being manufactured - knowledge I'm sure they will pass on to their teams back in England."

For more information about Worcester's 2009 Installer's Choice calendar competition visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk)



Phil Bunce training manager for Worcester takes a look back at some of the training highlights of the year and looks forward to the exciting opening of Worcester's new state-of-the-art training centre in Bradford later this month.

# First class training from worcester

**This month:  
NEW Training  
Centre opens  
in Bradford**

**"One of the highlights of 2007 for Worcester was undoubtedly winning two coveted OFTEC awards for our training facilities here at Worcester's headquarters. Winning awards is always really satisfying for everyone involved in the organisation, but what's perhaps even more rewarding is when we receive positive feedback from the people who take our training courses everyday – you. We recently heard from one installer and I would like to share his comments with you:**

Dear Sir,

Having recently attended your accredited solar product course at Worcester HQ, I feel compelled to write and congratulate you, your staff and company.

The training package, training staff and facilities are excellent. A well thought out and presented training package on an excellent easy to install high quality product.

The field trip to your own home, seeing all the products installed in a real life situation was a winner, convincing any doubters on our course the products work.

I must also say a very reasonably priced training course at £200.

Earlier this year I swapped to Worcester boilers from other manufacturers and have never regretted that move. Mains gas, LPG and oil, no matter what the fuel type the range and products are top notch. I will now add your solar and ground source products to the list.

This morning I ordered Worcester FKT solar panels for my own home, so impressed am I by the product and company! A ground source heat pump will be my next personal investment next year.

Once again the highest of praise to all concerned.

Yours sincerely

Wayne Armstrong  
Technical gas services

"At Worcester, we really appreciate any feedback you can give us on our training facilities and services, so please do get in touch.

"Looking forward, Worcester is set to open a first class training facility in Bradford later this month, an opening which we're sure will receive lots of positive feedback of its own.

"The new Bradford based centre (which represents an investment of £600,000) is being opened to cater for the training needs of installers based in the North East of the country and will feature the latest high-efficiency gas and oil-fired boilers from Worcester, as well as offering installation and commissioning courses for Greenskies solar and Greenstore ground source heat pump systems.

"The building will contain interactive smart boards and high specification audio visual equipment, plus a lecture room that can be divided into two separate teaching rooms to accommodate more installers on training courses. A reception room, dining area and three extensively equipped practical training rooms for oil-fired, gas-fired and renewable products will be built into the new facility.

"The renewables training room will contain Greenstore ground source heat pumps, including the latest combination models, as well as a mock roof to practise the installation of Greenskies solar panels. There are also plans to include a purpose built bungalow in the gas-fired boiler training room to help simulate real life

situations, particularly where flueing is concerned.

"Increasing the number of training facilities around the country is really important to ensure we continue to reach as many installers as we possibly can with relevant courses delivered by professionals. Having established West Thurrock, which is proving a popular location with installers, we are looking forward to opening in Bradford and then beyond this to focusing on the South West and Scotland with a view to setting up two more training centres by 2010."

**For more information about courses and other Worcester training facilities centre call 01905 752 526, or visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk)**



College and Student of the Year awards



The Worcester team celebrates winning two OFTEC awards for training



Phil Bunce and Steve Lister, Worcester, are all smiles as they open Worcester's training centre in West Thurrock with Blaise Judd, chief executive for IPHE

## Training Highlights

**Worcester wins two OFTEC Awards for its training centre at Worcester HQ**

**Opening of West Thurrock**

**Opening of Bangor renewables training section**

**New training facility in Bradford set to open January 2008**

**Worcester extends its training facilities at its HQ to create a 'training village'**

**Wrexham College named 'College of the Year'**

**Warren Whitaker named 'Student of the Year'**





Last year, Worcester invited a different editor from one of the industry's top trade titles to discuss a topic of their choice here each month. This year we'll be inviting the big decision makers and industry heads to share their views.

## IPHE THE PLACE TO BE

**To kick off the year in style, Blane Judd, chief executive of the IPHE, comments on the importance of the Institute and some of its new initiatives for the New Year.**

"For those that don't already know, the Institute of Plumbing and Heating Engineering is the professional body for the UK plumbing and heating industry. Our primary objective is to advance for the benefit and education of the public, the science, practice and principles of Plumbing and Heating Engineering. Our public focus makes us distinct from the Trade Associations in the sector and our ability to provide professional qualifications in the form of letters after your name and registration with the Engineering Council makes us unique.

"We provide a professional home for individuals who are: qualified owner managers, sole proprietors, journeymen, designers, lecturers, inspectors and consultants. All corporate members (Fellows, Members and Associates) agree to abide by a six point Code of Professional Standards, which requires them to act professionally, competently and responsibly.

"The IPHE has a total current membership of over 12,000 including 260 manufacturers and distributors, which support its work as 'Industrial Associates'. Whilst the majority of members live in the UK, some 750 are resident in Hong Kong and a further 300 are resident in over 30 other countries. In Britain there are over 50 active local branches grouped within six areas.

"Although we are delighted to have such a strong membership base, we know that there are at least 120,000 people practicing plumbing and heating engineering in the UK and not all of them are eligible for membership. Therefore we need to be reaching as many of these as possible, who have the professional qualifications necessary to set them aside from the unprofessional, to ensure the standard of design, installation, maintainance and repair meet the high standards that the customer has the right to demand.

"That is why the Institute will be running two new campaigns in 2008. The first is called 'Proud to be IPHE', which will be aimed at getting those who are already in membership to start to increase exposure of the Institute as the first place people should look when seeking to confirm whether a plumbing and heating engineer is professionally qualified. So if you're already a member, your help with this initiative will be invaluable.

"Last year, IPHE members had over 15 million face to face contact hours with clients; approximately 40 complaints were received and resolved with only six people being removed from membership. This is a fantastic record, which should certainly give the public confidence in using our members. Therefore, it makes sense for our members to promote that fact when they quote on a job.

### WORCESTER MOTIVATES IPHE MEMBERSHIP DRIVE

Worcester enjoys a very close relationship with the IPHE and thanks to this the two have come together to offer free membership for over 300 Worcester service engineers, and free associate membership for 42 technical advisors and 60 sales staff.

"The second campaign, called 'Expect to see IPHE', will come from the other end of the market and will be driven by two groups. The first will be the customer who has already had good experiences of Institute members and is keen to share that knowledge with friends and family. The second will be from manufacturers, service providers and merchants who wish their organisations to be differentiated by their declared commitment to working with qualified professionals. This is where the added benefit to our installers is achieved. Our members will gain recommendations from customers and the industry, which should have a very positive impact on their business.

"If you're not already a member of the IPHE and would like to join or find out more, visit [www.iphe.org.uk](http://www.iphe.org.uk).

**"Happy New Year everyone!"**

## What's next for the heating industry?

**The heating industry is facing a fresh challenge in the form of new legislation being developed by the European Commission – the Eco-Design of Energy Using Products (EuP) Directive. Martyn Bridges, director of marketing and technical support for Worcester explains:**

The Eco-Design of Energy Using Products Directive, or EuP Directive as it is becoming more widely known, signals the next phase in the drive toward a more energy efficient future throughout Europe, as well as here at home in the UK.

Originally established by the European Commission in July 2005, the thinking behind the framework was essentially based on the need to continually update products and push forward the boundaries of energy efficiency. In the case of the heating industry, the massive drive toward condensing technology ahead of the deadlines of April 2005 for gas-fired boilers and April 2007 for oil-fired boilers (in England and Wales) saw manufacturers take some of the most significant steps forward ever with the arrival of SEDBUK 'A' and 'B' rated condensing appliances.

From an environmental point of view, the industry at large achieved what was required of it at this point and many manufacturers, Worcester included, have continued to strive for ever greater efficiency through the development of renewable technologies. However, whilst there are many proactive manufacturers out there striving to produce the highest efficiency products, it is understandable why the European Commission has set out to put a structure in place dedicated to making sure that progress made to date doesn't come to a grinding halt.

Since establishing the framework, the Commission has already completed

preparatory studies covering the life cycle of boilers and water heaters. These studies consider everything from manufacturing right through to usage and eventual disposal of the products but in the case of boilers and water heaters, the prime concern was to study energy and emissions during use. These studies now look set to form the basis of new legislation that is set to be introduced in January 2009.

Whilst Worcester is wholly supportive of any measures designed to safeguard the environment, we are also realistic about the timescales required for new product development. One of the main concerns we have about recommendations made under the EuP Directive is that change will be required very quickly, which could result in any new measures falling at the first hurdle if the technology simply isn't available to achieve targets.

For example, we know for a fact that within the EuP Directive's studies there are already plans to set maximum acceptable levels of NoX emissions for oil-fired boilers at 20mg per kW hour (40mg per kWh if a renewable product is used in conjunction) and to around 35mg per kW hour for gas appliances. (delete and around...) start again with - NoX emissions have little or no bearing on a boiler's CO2 levels, but nevertheless are still seen as harmful to the environment.

At present, the technology to achieve these kinds of levels sometimes doesn't exist, particularly where oil-fired boilers are concerned, and even



The heating industry faces tougher testing in the future

the most efficient SEDBUK 'A' rated gas-fired condensing boilers, like those in our Greenstar CDI range, are only capable of delivering NoX emissions just below 40mg per kWh when levels of 35mg per kW hour and below look set to be required. Since this proposal we have subsequently learnt that the European Commission may be prepared to listen to the advice of the European Heating Industry providing the proposals are challenging. The EHI proposal is for 70mg per kWh for gas and 120mg per kWh for oil.

Lowering NoX emissions is not beyond the industry's capability, but when faced with the possibility of having just six months to perfect the technology needed to further reduce NoX levels in some of the most operationally efficient products ever produced, the order is at risk of being too tall. We hope therefore the European Commission take on board the EHI proposals.

In summary then, it is encouraging to see the European Commission is prepared to debate with the EHI taking note of how advance warning, preparation and planning helped contribute to the successful changeover to condensing technology in England and Wales in 2005 and 2007. Rather than set tight deadlines, it would be far more effective to work in partnership with industry to set realistic targets that can be met."

The situation with the EuP is changing almost daily so we will be regularly updating you on the situation on a monthly basis until the contents of the directive are confirmed.

# Renewables - what your customers think

**Over the past five years, there has undoubtedly been an increase in both media and Government attention to sustainable living, but what impact has this had on consumer attitudes to renewable technologies? Are consumers more likely to consider renewables technologies now? If not, why not?**

These questions were exactly what Worcester set out to find answers to when it surveyed over 300 consumers about their views about renewable technologies..

Firstly, the research showed that consumers are aware of renewable technologies, with 98% of those surveyed being familiar with the phrase 'renewable energy'. The research also revealed that consumers generally turn to manufacturers first for information on renewables. This is followed closely by the internet, which shows the growing trend for consumers carrying out their own independent research online.

Encouragingly, Worcester's consumer research also suggests that both solar thermal products and ground source heat pumps are increasing in popularity. This is particularly the case with solar thermal, where 64% of the respondents said that they were considering solar for their homes.

When questioned about the main driving factors to invest in renewables, the study showed that saving money, saving energy and saving the planet were the top priorities for consumers - see the bar chart opposite for the full results. In terms of what consumers are looking for from products and services, proven technology, a reputable supplier and cost were all identified as important by over 80% of those questioned. by over 70% of those questioned.

Cost was also identified as one of the main factors working against renewables. Of those questioned, the majority said cheaper products and increased grants would encourage them to invest. The grant system was also identified as an issue, with 74% of those questioned saying accessing grants was difficult and many commenting that Government grants are too small.

Neil Schofield, head of sustainable development at Worcester said: "Renewables certainly have the potential to take off in the UK, especially now that consumer interest is so high. The challenge for us now is to turn this interest into increased take-up of renewable technologies, by looking at ways of making domestic installations more achievable for the average homeowner. This could be anything from offering cash-back with purchases, as Worcester did recently by offering £1,700 towards the

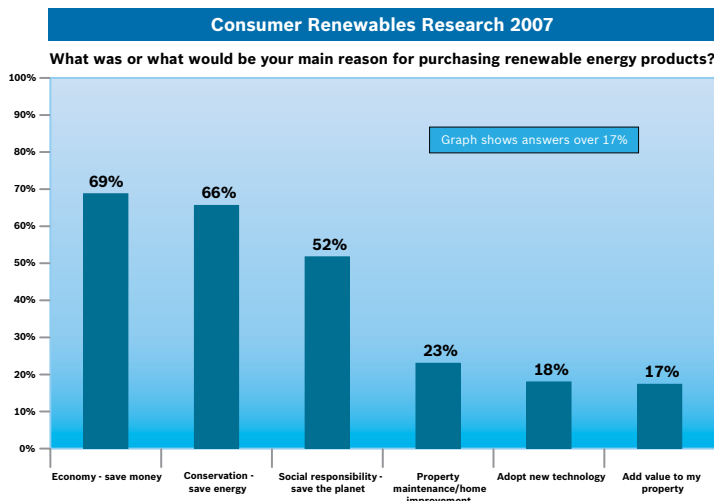


The Cochrane family are very happy with their Greenskies solar water heat system

installation of its Greenstore ground source heat pumps, to increasing training for installers or providing more information for homeowners.

"A small study like the one Worcester has carried out with its customers provides a useful snapshot of public opinion and the message is clear - consumers are willing to embrace renewable technologies, but they want support.

This support needs to come from the Government in terms of grants and incentives, from manufacturers in terms of quality, cost and the information available on products, but in the end the support needs to come from installers as well. A positive outlook from an installer who encourages their customers to invest in renewables combined with a fair price and a quality installation is often what makes the difference between a sale or not."



## YOUR REWARD FOR OUR AWARD



To celebrate securing a hat-trick of CORGI awards for the Greenstar series, Worcester is offering a **FREE Installer's Choice jacket** with every Greenstar gas and oil-fired boiler purchased during January and February 2008.\*

Voted for by CORGI registered installers, Worcester was awarded 'Boiler of the Year' for the Greenstar CDi series in the 2007 CORGI Awards, which followed two previous CORGI award wins in 2005 and 2006.



To claim a free Installer's Choice jacket you simply need to send in a claim form with a copy of your merchant invoice to Worcester Promotions. c/o Carousel Marketing Ltd, FREEPOST MID17930, Birmingham B30 1BR. Alternatively, it's easy to call **0845 313 0058** or contact one of Worcester's technical sales managers.

\* The offer will not apply to contracts, only single purchases. Terms and conditions do apply.



# INSTALLER'S CHOICE

## Spotlight

### Installer's Choice 2008 Calendar Winner: Scott Pickett of Piper Heating

**"How can you truly promote renewables to your customers if you haven't experienced the technologies for yourself," says Scott Pickett from Piper Heating. We talk to Scott about the Greenstore ground source heat pump he installed in his own home, which won him a spot in Worcester's 2008 Installer's Choice calendar.**

Scott commented: "As a company we have been actively promoting ground source heat pumps to our customers for some time, so we were pleased when Worcester launched its Greenstore range and began offering training and advice to installers.

"This corresponded with my wife and I renovating our own home, which we had only recently purchased. The property had previously been a small B&B so we were keen to change the layout and décor to create a modern family home.

"During the initial building work we already had the idea of installing a heat pump in our minds, which is why we fitted an underfloor heating system right at the start of the project. Several months later, when we took a closer look at the remainder of the existing central heating system we could see that it

needed replacing, so we decided that this was the perfect opportunity to fit a heat pump and we contacted Worcester.

"We've got a busy home with two teenage children running up the heating and hot water usage, so it was decided a 9kW Greenstore ground source heat pump and a 280litre unvented cylinder would be required to meet our needs.

"The main installation of the heat pump and collectors took about five days, but our decision to build a plant room for the heat pump to act as a showroom for customers added to this time a little. That was all almost a year ago now and we've been amazed by the results we've already seen.

"To monitor the heat pump's electrical consumption we installed a separate electric meter and despite some

particularly cold spells we've been pleased by the amount of electricity needed to power the heat pump. We've also been monitoring our fuel bills and although our electricity bill has increased slightly our gas bill has fallen dramatically, which means we can expect to make significant savings on our fuel bills for many years to come.

"Now the installation is complete and the lawn is taking shape, (the collectors were buried under the lawn) the project looks to be a great success. The heat pump now efficiently meets our heating and hot water needs, our fuel bills have been significantly reduced and we feel happy that we're not only doing our bit to help the environment, but we're also encouraging our customers to do the same.

"We've been using our home as an example of how heat pump technology works, which has sparked off lots of interest from our customers. Undoubtedly fitting the technology in my own home has made me better able to explain what's involved in installing a heat pump. I also feel so much more credible when I'm talking about the benefits of the technology to customers."



### Could your installation be an Installer's Choice calendar winner?

Scott's installation was one of the excellent entries chosen to feature in Worcester's new 2008 Installer's Choice calendar.

The 2009 calendar competition is set to reward another group of installers who've carried out energy saving projects in their own home, with a trip for two to Boston.\*

Worcester is looking for installers, who have each specified Worcester

Greenstar, Greenskies or Greenstore products, and fitted them as environmentally friendly installations in their own home.

As well as demonstrating best practice at work, all you have to do to be in with a chance of winning is submit a summary of how your particular installation benefits the environment. Entries can range from boiler upgrades, to projects featuring Worcester's renewable technologies, but they must

be fitted in your own home to qualify.

To enter, simply visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk) and download an entry form. The closing date for entries is the 30th July 2008. Go on why not enter, as well as, featuring in the calendar - you could win a 4\* trip for two to Boston!

**\*Worcester offsets the carbon emissions generated by any of its competition prizes.**



## Step inside Worcester's own energy house

To enable installers to step inside the various stages of a building project, which features the very latest sustainable technologies, Worcester is launching its own energy house DVD.

Step by step, the DVD guides you through the renovation of a typical semi-detached, domestic property into a modern 'eco' home. The DVD will illustrate the possibilities and benefits of installing Worcester's 'A' rated appliances, including a Greenstore 6kW combi heat pump (with a bore hole in the back garden), a Greenstar 12i system boiler, a Greenskies FKT-1S solar system (2 panels) and a Greenskies 250 litre cylinder, as well as other features such as underfloor heating.

In addition to these high efficiency renewable technologies, the property has been renovated to incorporate other energy saving features including; thermafleece (lambs wool) loft insulation, triple glazed timber windows sourced from managed forests and a rainwater harvesting system for toilet flushing.

Worcester's energy house demonstrates how you can make a property totally energy efficient using a range of different energy saving products together. Worcester will continue to monitor and record the energy statistics of the property over the next year to show the benefits of these technologies, in terms of a reduction in carbon emissions and reduced fuel bills for the property.

Martyn Bridges, director of marketing and technical support for Worcester commented:

"This has been an exciting project for Worcester as its not often you can work on your own property to make it as energy efficient as possible. We are expecting the DVD to be a useful resource for installers. Not only will it help them increase their

own knowledge of these sustainable technologies, but they could also use it as a tool to demonstrate the installation process and benefits of renewable technologies for interested customers."

### Follow the progress online

From next month two of Worcester's trainees will move in to the property and we'll be following their progress on Worcester's website. Find out their thoughts on what it's like to live in an eco-home, whether they have noticed a difference and whether it has made them more environmentally conscious.

**We will be publishing details on how to get your free copy of this DVD in February's edition.**



Martyn Bridges, director of technical support at Worcester, will be answering some of the most common installation queries asked by installers attending Worcester's range of training courses for gas, oil, LPG boilers and renewable technologies.

## Your questions answered...

**Q:** I recently installed a boiler that was supposed to be slim-line, but it ended up requiring more space than expected and I needed to purchase a separate spacing frame, which added to the overall cost. Are there any tips you can offer to help me avoid this problem in the future?

**Martyn says:** "As well as adding to the overall bill, having to buy a separate spacing frame can also add to the dimensions of the boiler. Therefore, whilst some boilers may claim to be slim-line on the box, they can quickly become anything but when an additional spacing frame is required."

"A useful solution to this is to specify a boiler with a flexible wall mounting jig, such as any of Worcester's Greenstar range. The jigs supplied with Worcester Greenstar boilers are designed to allow pipe work to pass up behind the boiler, which will help you keep space usage to a minimum."



Wall mounting jig

**Q:** I've specified a Greenstar oil-fired boiler for a job I'm working on, but after looking at the chimney where I was planning to install a conventional flue, I'm now concerned it won't fit. Can you offer any advice on how I can overcome this issue?

**Martyn says:** "It can be difficult to fit a conventional flue in a confined space, such as a chimney that doesn't rise in a straight, vertical line, but there are ways to overcome this. Worcester's new flexible conventional flue system is compatible with all Greenstar condensing oil appliances and is designed to allow an existing chimney to be used as a flue outlet."

"The complete system includes a flexible liner tube and a range of easy to install rigid flue pipe components that are designed to connect and couple together ensuring a gas tight seal is maintained."

"The Greenstar Oilfit Flexible Conventional Flue system is available in a choice of lengths, from 8 metres up to 15 metres, and two diameters – 100mm and 130mm (to suit boiler output selected) and contains everything required to complete a standard chimney lining from the boiler to chimney cap. It is also the ideal solution for brick chimneys in need of lining and renovation."



Flexible fluing kit

**If you have a question for Martyn please do get in touch. You can email your question to [marketing@uk.bosch.com](mailto:marketing@uk.bosch.com) or alternatively write to the Installer's Choice Magazine, WPR, 43 Calthorpe Road, Edgbaston, Birmingham, B15 1TS.**



# MEET CARL ARNTZEN

SALES AND MARKETING DIRECTOR FOR BOSCH  
THERMOTECHNOLOGY

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

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

Over the next ten years, I worked in a number of different departments including; training, product management and marketing. I also spent two years working in Germany on the international product management side. In 1997 I returned to the UK and took up the role of customer services director, a position I held until I left Worcester in 2003. In April last year I rejoined Worcester as sales and marketing director, which is my current role within the company.

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

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

**Q. What new products are you most excited about?**

**A:** The big challenge for us now is certainly around new technologies. Our traditional core business, our 'bread and butter' if you like, is obviously boilers and this will I'm sure continue to be the case over the next 5-10 years.

But the challenge at the moment is deciding

what our core business will be in ten years time and beyond. Will it still be boilers or will the Government legislate and if so will we start to see a rapid increase in the sales of renewable products? It is an exciting yet daunting time for everyone in the industry, but you can certainly expect to see some exciting new product launches on the renewables front from Worcester over the next twelve months.

**Q. What challenges do you see facing the industry over the next twelve months?**

**A:** There are at least two or three key challenges we see coming up over the next year. One of these challenges is mounting pressure growing from the European Commission for further energy saving and carbon reducing measures to be introduced in 2008 and early 2009.

The proposed 'Energy Usage of Products' (EuP) Directive could have a massive influence on the heating industry over the next few years and at Worcester, we are working hard to place ourselves at the forefront of this debate to ensure we're prepared for any further changes likely to affect our business. By doing so, we can also help prepare our installer, merchant, specifier and consumer customers should new legislation be introduced that could affect them.

**Q. Thanks for talking to us. Finally, it's a New Year – any resolutions you want to share?**

**A:** I'm guilt free. Saying that, I'm sure I will spout the usual ones I do every year like work less, drink less and exercise more. Ask me again in 2009!



# Win<sup>with</sup> Worcester

To celebrate our continued sponsorship of the Channel 4 weather, for this month's competition we're testing your knowledge of Worcester's latest TV advertising campaign.

All you need to do to be in with a chance of winning £250 worth of Bosch professional power tools is complete the five sentences below taken from our sponsorship of the Channel 4 weather – its that easy!

If you do need a bit of help, Worcester's sponsorship of the Channel 4 weather is on 7 days a week at the end of each lunchtime and evening news - all the answers are there for

you. You can also visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk) where you can see the sponsorship online.

DIY will be made so much easier with £250 worth of Bosch power tools you could win. Pick from power drills to hammer drills to dust collectors – you'll be spoilt for choice from Bosch's top of the range selection.

To enter, simply answer the questions on the entry form below and send it back to our editorial office: *The Installer's Choice Competition*, WPR, 43 Calthorpe Road, Edgbaston, Birmingham, B15 1TS.

## Complete the sentences below to win....

**Q1:** Channel 4 weather is sponsored by Worcester, heating and hot water comfort from \_\_\_\_\_ (7) energy.

**Q2:** Our Greenstar boilers will sweep across the country, that's the \_\_\_\_\_ (7).

**Q3:** Greenstar boilers from Worcester if only the \_\_\_\_\_ (7) was so reliable.

**Q4:** Our Greenskies solar water heating system works come rain or \_\_\_\_\_ (5).

**Q5:** Greenstar boilers from Worcester, because most of us don't have the \_\_\_\_\_ (6) to waste.

Name \_\_\_\_\_

Business Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Daytime Telephone Number: \_\_\_\_\_

### Tick box as appropriate:

- ☐ I would like to receive further information from Worcester, Bosch Group.  
☐ Please do not contact me with further information.

### Terms and Conditions

1. No cash alternative
2. The decision of Worcester, Bosch Group is final
3. One winner will be notified by the 19th February 2008

## November's Winner

Congratulations to Mr Parkin from Nottingham for winning November's mini Pub Quiz. Look out in next month's issue for December's winner!

## Keep in touch

No matter where you are based around the country, Worcester has a team of local representatives available to help with your specific requirements.

Over the last year, we've been covering a different Worcester team, providing the names and numbers of the key contacts who are there to help make your job a lot easier. In this issue, we're focusing on Worcester's restructured sales team.

### Regional Sales Director for Northern England



**Paul Soper**  
**Contact Paul on:** 07790 489563  
**Areas Covered:** **Northern**

### Regional Sales Managers for the North

**Terry Jones**  
**Contact Terry on:** 07971 645 979  
**Areas Covered:**  
**NE, SR, DH, CA, LA, DL, TS**

**Paul Jones**  
**Contact Paul on:** 07767 432 572  
**Areas Covered:**  
**FY, PR, BB, BL, OL, M, SK, BD, HG, LS, HX, WF, S, HD**

**Andy Yeomans**  
**Contact Andy on:** 07790 489 682  
**Areas Covered:**  
**HD, S, DE, NG, LN, YO, HU, DN**



**Divisional Sales Manager for  
Scotland and Ireland**  
**Henry McNicol**  
**Contact Henry on:** 07774 994470

### Regional Sales Director for Central England



**Barry Wilson**  
**Contact Barry on:** 07767 432569  
**Areas Covered:** **Central**

### Regional Sales Managers for Central England

**Mervyn Thomas**  
**Contact Mervyn on:** 07790 488 499  
**Areas Covered:**  
**DY, WS, W, V, TF, ST, SY, SY, LL, CH, CW, ST, TF, WR, WV, DY, WS, ST, CH (part), L, WA, WN, I of M, B, CV**

**Rob Leonard**  
**Contact Rob on –** 07767 432 558  
**Areas Covered:** **HR, LD, SA, CF, NP, WR, GL, OX, SA**

**Neil Carter**  
**Contact Neil on –** 07790 489 574  
**Areas Covered:** **LE, NN, MK, HP, LU, CB, CO, CM, SG, NR, IP, PE, PE**

### Regional Sales Director for Southern England



**Mark Martin**  
**Contact Mark on:** 07767 432 563  
**Areas Covered:** **Southern**

### Regional Sales Managers for Southern England

**Darren Milkins**  
**Contact Darren on:** 07767 432 540  
**Areas Covered:** **TR, PL, TQ, EX, SO, BH, DT, SP, TA, BA, BS, SN,**

**Steve Drummond**  
**Contact Steve on:** 07790 488 600  
**Areas covered:** **N, NW, W, UB, HA, AL, WD, E, SS, RM, IG, EC, EN, BR, SE, CR, DA, SW, TW, KT, SM**

**John Wheeler**  
**Contact John on:** 07767 432 577  
**Areas covered:** **RG, SL, GU, PO, BN, RH, TN, CT, ME**