

DIARY DATES

Exhibitions

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

For further information visit www.worcester-bosch.co.uk and click on the events page.

October 2010

Plumbing and Heating Trade Show

Ramada Hotel, Belfast
6/10/2010 – 7/10/2010

PHEX

Old Trafford, Manchester
13/10/2010 – 14/10/2010

Oil and Renewable Heating Show

Ricoh Arena, Coventry
28/10/2010 – 29/10/2010

November 2010

Scottish Building Exhibition 2010

SECC, Glasgow
2/11/10 – 3/11/10

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

You can also read our new regular blogs, which offer opinions on the latest industry issues.



[Twitter.com/heatingyourhome](https://twitter.com/heatingyourhome)



[Facebook.com](https://www.facebook.com/Worcester-Bosch-Group) and search for Worcester-Bosch-Group



www.youtube.com/worcesterboschgroup



worcesterboschgroup.wordpress.com

OCTOBER 2010

THE INSTALLER'S CHOICE



New £1.5m Consumer Advertising Campaign Revealed

Spoon Bending Customer Service for Uri Geller

Win an iPad!



We're pouring £1.5million into our new TV campaign to create more business for you.

We're turning up the heat for the heating season. To watch our TV commercial visit www.worcester-bosch.co.uk/tv



**WORCESTER**
Bosch Group

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Welcome from Steve Lister

Welcome to the October 2010 edition of Installer's Choice. We are now officially in the autumn/winter season, summer has finished, and as always, it was over far too quickly. However, we have something very exciting to cheer you up – the chance to win an Apple iPad – in our latest competition (see page 18 for details of how to win).

Our big cover story this month focuses on our new £1.5m consumer advertising campaign, which is designed to further improve brand awareness amongst consumers and help you maximise business through the winter. Read more about the campaign on pages 6 and 7.

This month's guest contributor is Mark Kirby from Omega Flex, who talks about the very important issue of sizing gas lines safely. Read his article on page 8.

With more of a technical focus, on page 11, Martyn Bridges, explains

why you should be looking at fitting compensation controls for more installations in future and the benefits of doing so. While pages 14-15 give you a step by step guide to the manufacturing process of a Greenstar oil-fired boiler.

Also in this issue you'll find a postcard from Friends of the Earth, which asks for your support to encourage the Government to deliver a renewable heat tariff as promised by all parties before the general election. We would very much like your support for this campaign and all you need to do is fill out the postcard and send it to your local MP at the House of Commons. If you're unsure of who your MP is, you can find them on www.parliament.uk.

We hope you enjoy the magazine. All the best,

Steve Lister
Director of Sales

Worcester salute Cub Scouts with latest ECO badge

We're hoping to get ambitious young adventurers to think 'green' and protect the environment by working with the Cub Scouts to create the latest challenge badge all about the environment.

By backing the 'Global Challenge' badge we can help to show children and parents that by taking small steps they can make a big impact on improving energy efficiency and protecting the world we live in. An information pack to accompany the badge features experiments, word searches, internet tasks and plenty more to put Cub Scouts through their paces and teach them everything they need to know about being environmentally friendly.

After launching at the Scouts Big Reunion event, keen youngsters can



now put their skills to the test with the Worcester 'Global Challenge' badge, learning all about how to be more energy efficient in their own home.

Appendix Q listing for Worcester heat pumps

We are pleased to announce that our Greenstore and Greensource heat pumps are now listed in Appendix Q of the Standard Assessment Procedure (SAP).

Our ground and air source heat pumps are both MCS approved and offer sustainable levels of performance by utilising renewable energy to provide heating for the home. These aspects have led to the products' inclusion within the Government recommendation system for energy rating of dwellings.

Appendix Q of the SAP is the path

through which additional information that was not available when the original procedure was published can be accessed by energy performance assessors.

Director of marketing and technical support, Martyn Bridges, said, "Our heat pumps offer a highly efficient heating solution for the home and it is pleasing to see them recognised as part of the Government's recognition system. SAP underlines the Government's commitment to sustainability, which is something we are in full support of."

Mark Martin (left) presents Phil Lear with his prize



Swing when you're winning

Winners from our Regional Golf Days met for the Grand Final at The Vale Golf & Country Club, Pershore on Thursday, 2nd September.

The competition winner was Phil Lear from Bristol who scored 38 points, narrowly beating Shaun Finnegan from Emsworth, Hampshire, on the count back. Ian McCormack from Liverpool took 3rd place, scoring 37 points.

The Longest Drive was won by Paul Gereaux from Rayleigh, Essex and Nearest the Pin was won by our very own Mark Martin.

At the evening dinner a raffle was held and thanks to the generosity of the finalists, £300 was raised for Cancer Research.

Further information on future golf days will be announced at a later date.



Tony Fothergill puts the female engineers through their paces on a Greenstar training course

Girl power on Worcester training course

We recently joint hosted an all female training course at Burnley College, to help encourage more woman into the industry and support those who are already training.

We already have excellent working relationships with over 120 training providers throughout the UK as part of our College Linked Learning initiative and came up with the idea of an all female training course after a discussion with Burnley College representatives.

Seven female engineers from social housing and contractor firms attended

the Greenstar Si course, to improve their installation skills and fault finding ability. Technical sales manager, Steve Girdlestone, said: "It is incredibly important for us to encourage more women into more technical roles. There is a definite need to shift the balance in a male-dominated industry, so that women are able to explore what would otherwise be very restricted occupations. I feel that our collaboration with Burnley College and similar future ventures will certainly encourage this to happen."

"We wanted to see how an all female training course would be received,

and found that the amount of positive feedback we had was overwhelming." Tony Fothergill, external training engineer, who lead the course, added: "It was refreshing to see how many women were interested in the course, they were all very enthusiastic and I hope that by showing this kind of support to new female engineers, we can further encourage more women to pursue a career as a heating engineer."

As a result of the success of the initial all female training course, Worcester is aiming to run similar courses at locations around the country, where they receive a demand.

Green deal shifts focus to insulation not generation

We have welcomed the Coalition Government's Green Deal, but there is concern that the new Government's overall energy strategy will focus too much on insulation at the expense of generation.

The Green Deal is the central part of the Coalition Government's green strategy and aims to encourage mass adoption of energy efficiency measures across UK homes. It will introduce a 'pay as you save' scheme that means efficiency measures, such as loft and cavity wall insulation, will be repaid through a charge on

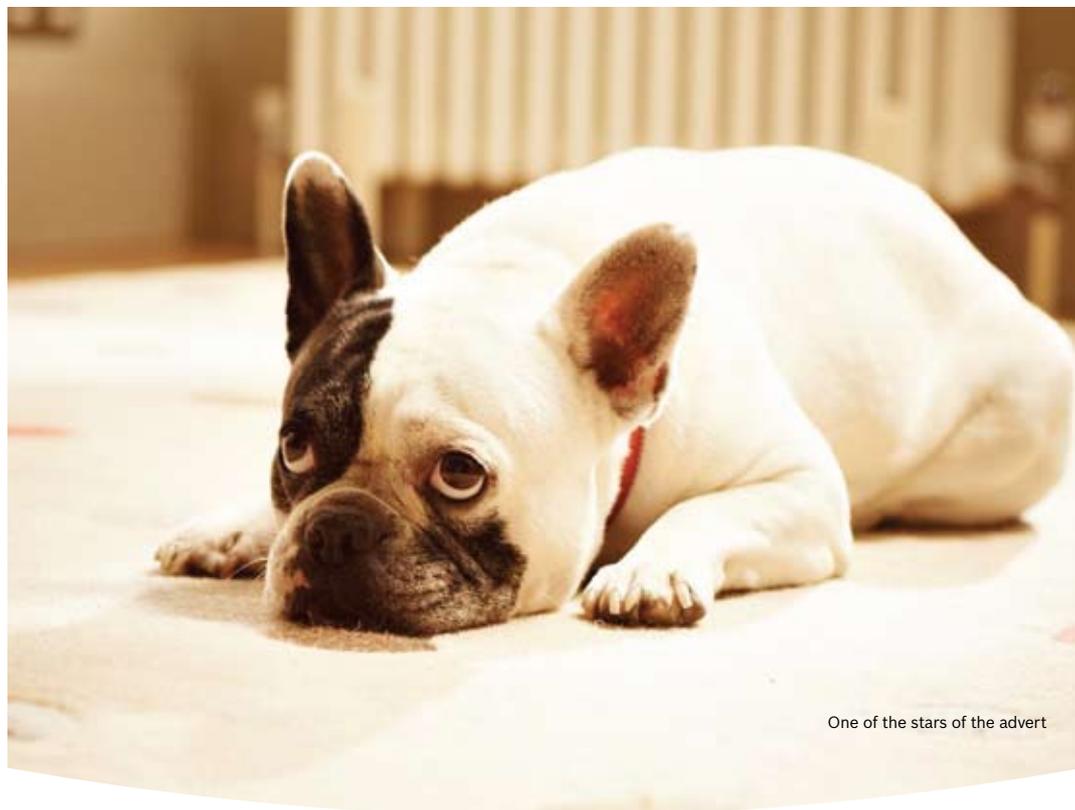
a home's energy meter offset by the savings made on fuel bills.

As part of the programme, home insulation will be bought through high street retailers and supermarkets and will require energy audits. Banks are also expected to get involved, providing financing packages to homeowners.

Neil Schofield, our head of sustainable development, commented: "I think everyone in the heating industry will welcome the new Coalition Government's commitment to energy efficiency, but my concern is that, as it

stands, the Green Deal is something of a one-trick pony.

"Ideally any domestic energy strategy should combine plans to deal with both heat insulation and generation. Unfortunately, the Green Deal only implements half a solution. If the UK is to achieve its climate change targets and, crucially, ensure that its energy bills are lowered, particularly for the most vulnerable, we badly need to implement the other half of this equation and encourage the decommission of the four million Band 'G' boilers which are still in operation."



One of the stars of the advert

New consumer advertising campaign revealed

Many of the installers we speak to week in, week out at discussion forums, training courses, exhibitions and events, have re-iterated the same observations recently. The message we keep hearing is that today's consumers are far savvier about their heating system. Thanks to the internet, homeowners can learn so much about their boiler, how it operates, and what they should replace it with. So with this in mind, the value of us reaching the consumer becomes even more important.

We are now pleased to announce a quarter 4 consumer campaign that will run from October until the end of December and represents a £1.5million investment in the Worcester brand.

Sue Pennington, consumer brand manager, said: "Our core aim is to

raise Worcester's brand awareness amongst consumers and assure them that our products and services are the 'Rolls Royce' of heating and hot water brands. However, another key objective of the campaign is also to support our loyal installers and re-iterate the important part that the installer has to play in the

specification and ultimately the installation of our products.

"The campaign theme has been created to show the consumer just how important reliable home heating and hot water is to them. Across all of our campaign media, each advert conveys a feeling of home comfort,

which makes people thankful that their heating system is working efficiently. In each advert, we use the line 'Thank Worcester for that', showing the consumer recognises that their home is so cosy because they have Worcester products installed."

The campaign is split into three broad sections: television, radio and print media.

TV Campaign

We will be running a series of 30 second adverts, across a range of different channels. The first of our TV adverts aired on Friday 1st October. If you'd like to take a look at the advert please visit our website.

TV is the most effective way to raise brand awareness and we feel that the way the message is being delivered helps us to stand out and leave a lasting impression on the consumer.

As well as the 30 second TV ads, we will also be sponsoring the new series

of Ray Mears' Wild Britain on ITV1, which is due to start on Monday 11th October. These short sponsorship adverts are known as idents and they will appear at the start, either side of the advert break and at the end of each episode. These idents will show real installers talking to camera offering tips to help homeowners survive a British winter.

Radio Campaign

Radio is also a key focus for our audience so we shall also be running 30 second radio adverts across a number of different stations over the 3 month period.

Once again, our radio ad is available for you to listen to on our website.

Press Campaign

We will also be running full page adverts in a variety of national press titles over the next 3 months.

The entire campaign has been fully researched with lots of positive feedback, which suggests it will

resonate well with consumers and makes it easy for them to make the link between Worcester and the value of a good heating system.

You can find out when and where our adverts will be appearing on the schedule below. We'd love to know what you think about the campaign, so if you see any of our adverts over the next 3 months, let us know your thoughts by emailing;

sue.pennington@uk.bosch.com.



MEDIA	OCTOBER	NOVEMBER	DECEMBER
Press	National press		
Radio	National coverage		
TV Advertising	30 second spots		
TV Sponsorship	Monday nights from 11 Oct to 15 Nov		
Video on Demand	Virgin Homes and C4.com		



Mark Kirby, Managing Director at Omega Flex, discusses the importance of correctly sizing gas lines.



SIZING GAS LINES: IT'S BETTER TO BE GAS SAFE THAN SORRY

Worcester places a lot of emphasis on properly sizing the gas supply pipe during its installer training programmes as this is one of the most common installation errors that they come across.

An undersized gas supply pipe is very noticeable on combination boilers as the hot water temperature is dramatically affected, particularly in the winter time when the cold water mains is at its coldest. With regular or system boilers the effects are less as the hot water system is a storage cylinder and the main effect of an undersized gas supply would be that the re-heat time of the cylinder is lengthened.

This happens mainly when an existing wall hung regular boiler is removed which had a 15mm supply pipe (sometimes embedded in the wall) and a high output combi boiler is positioned in the same place using the same supply pipe. Moving it further away from the gas meter may also cause a drop in the operating pressure.

Just because the inlet size on the boiler is the same size as your gas line, don't assume the gas line is the

correct size. Generally speaking it is a safe bet that almost all combi boilers will require a 22mm supply pipe from the meter and high output combis (say 35-45kW) will require a 28mm supply either all or some of the way. As a Gas Safe registered installer, it is your responsibility to ensure the gas line is properly sized. Failure to do so could cause the boiler to underperform.

So what should you do? The operating pressure at the gas meter should be checked and compared to the operating pressure at the appliance inlet test point; the difference should be no greater than 1mbar. Some appliance manufacturers also allow an

“As a Gas Safe registered installer, it is your responsibility to ensure the gas line is properly sized. Failure to do so could cause the boiler to underperform.”

extra pressure drop to be acceptable as the gas isolation valve on the boiler has a pressure drop through it. Worcester are one such manufacturer that list an acceptable pressure drop from the meter to the inlet test point, (which is downstream of the isolation valve) of 2.5mbar.

If it is confirmed that the operating pressure loss is greater than 1mbar with the appliance operating at maximum heat input rate, this may indicate either undersized or restricted gas supply pipework. In both cases, the necessary remedial work should be carried out to ensure that the installation meets relevant standards.

Replacing a gas line can be an expensive and time consuming task due to the complexity of the existing gas line, not to mention the issues with hot work. As a professional gas installer, don't allow this to be an excuse as to why you didn't replace the gas line. There are great products on the market today that allow you to replace existing gas lines faster and in some circumstances, easier than the traditional soldered copper. So check the size of that gas line, it's better to be gas safe than sorry.

Bodmin based construction firm, T&D Carter Ltd, won a monthly Environment 2020 award for work at the Castle Hill House Nursing and Care Home.



Local firm wins award for work at Castle Hill house

Plumbing and heating manager, Andy Reed, received the prize for the installation of a new energy efficient heating system in a 27 bedroom extension at the property, which was also built by T&D Carter Ltd.

Castle Hill House is a private family run care home with nursing, situated in mature gardens overlooking Bodmin town in Cornwall. They have recently benefited from major investment to provide extensive new and refurbished facilities and have now finished building an extension to the home. This extension gives Castle Hill House 27 additional en-suite rooms as well as new dining rooms, state of the art bathrooms and many other modern facilities.

Talking about the installation, Andy said: “Our customer wanted a high quality heating solution that was very reliable. We chose to join two Worcester Greenstar CDi gas-fired boilers together to cope with the hot water demand for the new en-suites and provide heating to all the new rooms. These boilers are the most efficient and reliable on the market and the customer is very pleased with the installation. Our installers, Paul Harrington and Darri Simms did a great job.”

Andy added: “We are delighted to have won this award. It was a great project to work on and I am very pleased that we have been able to provide affordable warmth for the residents.”

Our Environment 2020 Awards initiative is an annual competition which recognises installers who take an environmentally responsible approach to their work.

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

Spoon bending customer service: The Uri Geller Story

When one of our technical services advisors, Pat O'Mahony, got to work one Tuesday expecting an average day at work, he couldn't have been more wrong...



Pat O'Mahony shows off his signed book and spoon from Uri Geller

After spending 15 minutes describing in detail how you could use a Worcester boiler on an unvented hot water cylinder system, Pat thought he was dealing with an average homeowner, who was just very thorough about getting the details of his query right prior to engaging an installer for a survey.

But after delighting the customer with his patience, competency and politeness, it soon became clear, that it wasn't an average caller.

The customer explained: 'I'm so grateful for your help, I want to do something for you in return.'



Uri Geller (born 20 December 1946) is an Israeli paranormalist living in England; he is well known for his trademark television performances of

spoon bending and other supposed physical and telepathic effects. Geller's career as an entertainer has spanned almost four decades, at the peak of his career in the 1970s, he worked full-time, performing for television audiences worldwide. He also received attention from the scientific community, whose members were interested in examining his reported psychic abilities.

This left Pat a bit confused. The customer then followed up with the question, 'have you heard of Uri Geller?'.

'Of course' Pat replied. To which the customer responded. 'You're talking to him'. Pat was unsure whether to believe it at first, but Uri said he'd prove it. He gave Pat his mobile number and email address. Once assured, Pat then forwarded his address and by Saturday a signed copy of Uri Geller's book, 'The Geller Effect' and a bent spoon, autographed by Uri arrived.

Pat was chuffed to bits, but the surreal story doesn't end there. Pat opened the book and on the inside cover was a note from Uri, asking Pat to send his mobile number to him. Pat happened to be discussing the situation with his sister, when she said you must call our cousin about this. Pat obliged and his cousin explained that her son, Matt had been a bodyguard for Michael Jackson in America and during that time, he got to know Michael's friend, Uri Geller, very well and Uri Geller was actually the Godfather to Matt's first child!

Uri has even emailed Pat again to remind him not to forget his cousin's birthday!

Compensation for bigger heating bills

Weather compensation controls have never really taken off in the UK domestic heating market. Martyn Bridges, director of marketing and technical support, argues that it's a technology whose time has come.



The reason for this is that there is no real requirement or 'carrot' in the UK's building regulations to use a weather compensation control, which is perhaps a missed opportunity as this sort of unit enables the boiler to feed lower flow temperatures to the heating system in relation to external temperatures. In turn, this can result in significant energy savings for the householder.

A weather compensation control can come in many different designs and packages, a typical boiler manufacturer's product usually comprises of a programmable indoor unit to control the boiler and an external sensor located on a north facing wall. The indoor unit can usually be mounted on the fascia of the boiler using a simple plug-in connection, or it could be wall-mounted remotely.

When operating, the external sensor feeds the temperature reading through to the indoor or boiler unit and will set the flow temperature of the boiler to the required level to achieve the desired room temperature, effectively taking over the control of the boiler thermostat. This enables the boiler to condense significantly more than if the flow temperature was set and left set at the boiler thermostat setting.

With further increases in domestic heating costs being signalled by our new coalition Government (approx £300 per household) my own view is that weather compensation units could finally take hold in the UK, offering householders a quick payback on a relatively small investment.

The irony is that this sort of product has, for many years, been a very popular form of technology in Europe. Holland is a good case in point and can provide concrete examples of the sort of savings UK households could generate.

The Dutch have a history of fitting condensing boilers in their homes which stretches back to the early 1980s and have a mandatory requirement for a minimum level of efficiency. Their housing is also similar to the UK's, but with two key differences. Firstly, unlike the UK, where we generally fit boilers in the kitchen, the Dutch fit their boilers in the roof space or loft due to a desire to get rid of flue plume vertically through the roof.

Obviously, the roof space is fairly inaccessible on a day to day basis, which necessitates the use of a control system located somewhere in the living area of the house, in order to ascertain the operational status of the boiler when it is working.

The second difference is that, again unlike the UK, there is very little secondary heating in Holland from electric or gas fires in the living room. This means that a room temperature controller can be located in the living room, unlike the UK where we generally locate controls in the reception area.

Most importantly, research suggests that weather or load compensation controls can make a significant contribution to lowering heating bills. Research carried

out by a Dutch University demonstrates that it is possible to generate an eight per cent gain with the use of a compensation control with a condensing boiler. This could give the average household a payback period of one year on their initial investment.

However, it is not only potential efficiencies and the popularity of compensation controls which lead me to believe that this technology will be seen more and more in the UK market. The European Commission's EUP Directive is steadily raising the bar in terms of what it expects from energy-using products and I fully expect that at some point in the future we will not be allowed to fit a boiler without the use of a compensation control.

Currently, there is no requirement in UK regulations to use compensation controls, in fact a significant number of households still have no controls whatsoever. What's more, compensation controls are not on the installer's radar as many continue to fit controls that householders find very easy to use. This accounts for the continued wide use of mechanical-style time clocks, rather than a more sophisticated technology.

Compensation controls are an excellent addition to a heating system which will benefit a significant majority of UK homes. Now is the perfect time to raise their profile and for all installers to give them a try.

INSTALLER'S CHOICE

Spotlight

Philip Southworth, S&P Southworth



Philip Southworth, proprietor of S&P Southworth in Bolton, Lancashire, decided to use his own three-bedroom bungalow as a test project to 'trial' install renewable products.

"As an installer, it is becoming increasingly important to be able to talk accurately to customers about renewable technology, so I decided to take advantage of the Worcester installer cash-back scheme and fit some of its renewable energy products in my own home."

Philip installed a Worcester Greenstar 24i System boiler linked to a Greenskies solar cylinder with

two Greenskies FKC solar panels on the roof. "I have been on some of Worcester's training courses but I took the view that the best way to learn is to install the equipment yourself. The technology was easy to install and I can now talk much more knowledgeably to customers."

Philip and his wife are now benefiting from free hot water for a good chunk of the year.

"Last year was fabulous, we did not pay anywhere near our normal hot water costs and our gas bills have tumbled. Most importantly, we have been able to use our own installation as a showcase for customers who want to see a working Worcester Greenskies solar thermal heating system. We can bring them around to the house and show them our own installation so that they can see the end result."



7 Steps to quality - oil-fired boiler manufacturing process

Step 1:



Press Shop

This is where our raw materials come in. The correct shapes are pounded out from the sheet metal by power presses to create our boiler panels.

The Trumatic 500 power press produces the bulk of our panels. This machine is fully automated and can be loaded up with a number of sheets and it will punch the correct shape in each over a continuous stream of unmanned activity.

Step 2:



Folding

The punched out panels are then indented and folded using another piece of heavy machinery. These indents allow the outer body of the panels to be fixed to the inner body, this creates the water jacket which allows water to flow through the boiler.

Step 3:



Welding

The outer and inner body are then welded together to create the boiler's heat exchanger.



Step 4: Baffles

Once the welding is completed, baffles and extra fittings are fitted to the heat exchanger.



Step 5: Painting

Once the heat exchanger is built and checked, it is brought through to the paint plant on a monorail track. Grey spray paint is applied to the metal to give it a good finish.



Step 6: Assembly line

The heat exchanger is then taken to the assembly line. Here 8 people in a line are at their stations building up the boiler and testing it. The boiler is fitted with insulation, Heatslave tank (if a combi), pipework, burner, expansion vessel and electronics. Thorough electrical testing and pipework soundness testing is carried out as well as audited checks on every stage of the production line.



Step 7: Testing

Each finished boiler is then hooked up to a new state of the art test rig which runs full diagnostics on all the boiler's operations. Once the boilers have passed the test, they are packaged up ready for distribution around the country.

To take quality checks a stage further we also take 2 boilers from our production line each day at random to put them through more rigorous testing in our lab. These boilers are put through their paces, being extensively tested for efficiency, combustion and build quality over a 3 – 4 hour period.

Clay Cross, in Derbyshire is home to Worcester's Oil-fired Centre of Excellence, which manufactures approximately 25,000 boilers every year. To give you an insight into the number of quality checks and tests, we take you on a journey of the manufacturing process of a Greenstar oil-fired boiler.

At every single stage of a Greenstar boiler's production there is an audited quality check, going above and beyond any UK standards or requirements.

Every single Greenstar oil-fired boiler is made to order, with many of our merchant partners' arrangements being that when they sell one, we replace the same or next day. We work on a 24 hour lead time, so if an order comes in, the newly produced product will be delivered to them the following day. Five years ago, there was a 21 day order to manufacture period which shows just how far technology has come in such a short space of time.

Oil and Renewables

the future of energy on show



Ricoh Arena, Coventry Thursday 28 - Friday 29 October 2010

the UK's leading exhibition for **heating installers** and **technicians**

Visit this spectacular event to experience the very latest technologies in oil and renewable heating - **together under one roof for the first time**



the must-see exhibition for anyone interested in **the future of energy**



The Oil and Renewable Heating Show 2010 is a brand new national exhibition for heating installers and technicians. Bringing together the most prominent and influential developers, manufacturers and suppliers of energy technologies, this unique event is designed to showcase the most groundbreaking and innovative energy technologies to the largest market of customers and specifiers in one location.

With an impressive pool of industry knowledge and information on-site, **The Oil and Renewable Heating Show 2010** provides the perfect opportunity to really get up to speed with the products and technology driving the future of energy. The show also provides a platform for discussion and network opportunities with both industry peers and customers alike.

If you provide products, services or solutions to the oil and renewable heating market, this is the event for you and your company.



What's on offer?

Ideas and innovations shaping the heating market

The very latest products and technologies

Talk to major oil equipment manufacturers

Explore compatible renewable energy solutions

Free seminars delivered by industry experts

Knowledge base - tools, transport, legislation

**Register now
It's free
01565 626764**

YOUR QUESTIONS ANSWERED



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:

Your questions answered

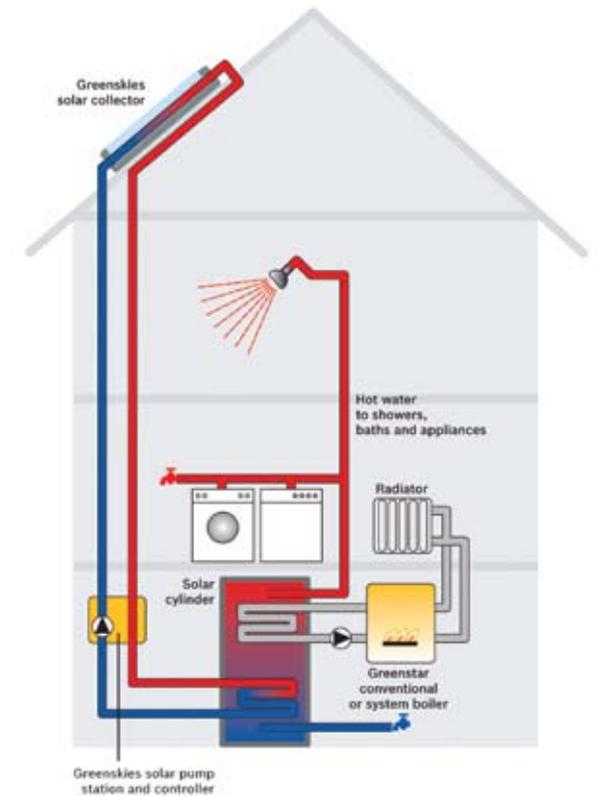


What fluid do I use to fill my Worcester solar system?

With the increase in solar thermal installations in the UK, the demand for solar fluid has become far greater. With many companies already offering heating system inhibitors and cleansers, some have decided to increase their product range to offer solar thermal fluid.

As Worcester offer an extensive solar product range, we only recommend the use of a TYFOCOR - L solar fluid. This fluid is required for all of our solar installations and can be easily purchased through any heating and plumbing merchants and suppliers selling our solar equipment.

TYFOCOR - L fluid must not be mixed with other fluids available on the market, as this could affect the solar system components, warranties and the overall efficiency.



A typical solar system layout



Is there any other method of obtaining part numbers other than phoning Worcester?

Yes. Major merchants will have access to Worcester's part numbers. You can also obtain a spares catalogue on a CD, free of charge via our website at www.worcester-bosch.co.uk/sparecd



My customer asked me to install the new FW100 weather compensating controller. Now they are saying that the property never seems to get up to temperature. Any idea why?

Check the minimum outside temperature setting on the unit. This is factory set to -15°C. Try adjusting it to between -3° and -1° depending on your location.



visit our website www.oilandrenewableheatingshow.co.uk

Win a new iPad worth £450!

To celebrate the start of the new heating season, we have lined up our greatest prize to date in Installer's Choice. We are going to be giving away a brand new Apple iPad to one lucky installer.



To be in with a chance of winning, you'll need to answer the following three questions correctly and send them to the below address with your details.

To enter, simply complete the entry form below and send it back to our editorial office: Installer's Choice, October 2010 Competition, Willoughby PR, 43 Calthorpe Road, Edgbaston, Birmingham, B15 1TS.

Good Luck!

My Answers:

1. Complete the theme of our new consumer advertising campaign

Name: _____

Business Name: _____

Business Address: _____

Thank _____

2. When does the new ad campaign finish?

Daytime Telephone Number: _____

3. What is the name of the ITV programme we are sponsoring?

Email: _____

We would very much appreciate it if you could also fill out the below table with your entry:

	Gas	Oil	Solar*	GSHP	Air to water	Air to air
How many of the following products do you fit in total per annum?						
How many Worcester products do you fit of the following per annum?						
Where Worcester is not used please state your preferred manufacturer						

*1 unit = 1 panel

Tick box as appropriate:

I would like to receive further information from Worcester, Bosch Group.

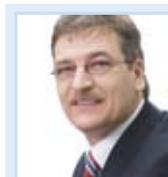
Please do not contact me with further information.

Terms and Conditions
Closing date 6th November 2010. 1.No cash alternative 2.The decision of Worcester, Bosch Group is final 3.One winner will be notified by the 5th December 2010

Keep in touch

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

In this issue we focus on the Northern and Scotland Team, headed up by Henry McNicol. Here are the details of the team:



Henry McNicol
Regional Sales Director
Contact Henry on: 07774 994 470
Areas covered: All Postcodes



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



Stewart Cochran
Technical Sales Manager, High Efficiency products, Scotland South
Contact Stewart on: 07790 489 681
Areas covered: DG, KA, ML, TD



Stephen Barkas
Technical Sales Manager,
Gas and Solar products
Contact Stephen on: 07971 645 979
Areas covered: DH, NE, SR



Paul Maxwell
Technical Specification Manager,
Contact Paul on: 07971 645 995
Areas covered: AB, DD DG, EH, FK, G, HS, IV, KA, KW, KY, ML, PA, PH, TD, ZE



Melvin McAleer
Technical Specification Manager,
Oil, LPG, Solar products
Contact Melvin on: 07767 253 717
Areas covered: BD, CA, DH, DL, HG, LA, NE, SR, TS



Bruce Mitchell
Technical Sales Manager, High Efficiency products, Scotland East
Contact Bruce on: 07790 489 975
Areas covered: DD, FK, KY, PH



Eric Short
Technical Specification Manager,
Gas and Solar products
Contact Eric on: 07790 488 584
Areas covered: CA, DL, LA, TS



Kevin Torrance
Technical Sales Manager, High Efficiency products, Scotland West
Contact Kevin on: 07790 488 611
Areas covered: EH, G, PA



Julie Wade
Specification Manager
Contact Julie on: 07767 432 573
Areas covered: CA, DH, DL, LA, NE, SR, TS



Kevin Scott
Technical Sales Manager, High Efficiency products, Scotland North
Contact Kevin on: 07790 488 592
Areas covered: AB, HS, IV, KW, ZE