

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.

February 2011

SelfBuild Belfast
King's Hall, Belfast
18/02/11 – 20/02/11

March 2011

Ecobuild
Excel, London
01/03/11 – 03/03/11

Home Building & Renovating Show
NEC, Birmingham
24/03/11 – 27/03/11

Energy Show
RDS, Dublin
30/03/11 – 31/03/11



April 2011

PHEX
Wembley, London
06/04/11 – 07/04/11



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



Twitter.com/heatingyourhome



www.youtube.com/worcesterboschgroup



worcesterboschgroup.wordpress.com

JANUARY/FEBRUARY 2011

THE INSTALLER'S CHOICE



Continued After Sales Support For You

Technical bulletin updates

New cash-back promotion



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Ecobuild Installer is all you'll need to take advantage of the growing demand for micro-renewables. 100s of suppliers, new product launches, 50+ free installer seminars, training sessions and demonstrations.

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Tuesday 01–Thursday 03 March 2011
ExCeL, London www.ecobuild.co.uk

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CONTENTS

Pages 4 & 5

Latest news and views from Worcester



Pages 6 & 7

Continued after sales support for you

Page 8

Be Our Guest: Installer Steve Smith talks controls

Page 9

E2020 Award winner Simon Lockwood

Page 10

Improvements to gas and oil flueing options

Page 11

Technical Bulletin: Mounting boilers on a combustible surface

Pages 12 & 13

Installer's Choice case study: Martin Balchin

Page 14

All you need to know about low NOx boilers

Page 15

New cash-back promotion

Pages 16 & 17

Let's talk gas safety

Page 18

Win with Worcester

Page 19

Keep in Touch

Page 20

Diary Dates

Welcome from Steve Lister

Happy New Year and welcome to the January / February edition of Installer's Choice.

In this month's edition, we focus on our after-sales support commitments and the services we offer to all our customers nationwide. Having experienced one of the coldest winters in decades and with calls and emails to our contact centre on the increase, we want to ensure that we are delivering the best service possible to you and your customers. Find out how more on pages 6 & 7.

2011 sees a double celebration for Worcester as we commemorate not only the Bosch Group's 125th anniversary but also the 150th birthday of the Bosch Group's founder, Robert Bosch, who set up his own mechanics and engineering company in Stuttgart back in 1886. Find out more on the news pages.

On page 10 find out about the latest improvements to our flue accessories, all of which have been made following requests from you to increase the flueing options for our Greenstar gas- and oil-fired boilers.

Plus with Ecobuild just around the corner, please find enclosed a leaflet giving you all the information you need on the three day event from the 1st – 3rd March 2011 at London's ExCeL.

We have also included our latest installer cash-back promotion leaflet, for more details see page 15.

We hope you enjoy the magazine.

All the best,

Steve Lister
Sales Director

Record boiler production for Worcester

The state of the heating market in 2010 could be summed up as a game of two halves. At the start of the year we saw the very welcome introduction of the boiler scrappage scheme, an initiative championed by Worcester, which saw 125,000 homeowners claim a £400 incentive to replace their old Band G gas or oil-fired boiler with a new condensing boiler.

From your feedback and our sales figures we know that at the start of 2010 the market was down in terms of boiler sales. Had the first half of 2010 been worse than the same period in 2009, the industry would have certainly been in a far more unhealthy position. However, the success of the boiler scrappage scheme counterbalanced this by generating awareness and creating additional business.

As a result, there is a general belief around the industry that the scheme helped to bring some sales forward, providing a boost for the whole supply chain.



Also towards the latter part of 2010, things started to pick up and in October alone we recorded our best-ever month in terms of manufacturing – a success story in itself! Despite talks of a double-dip recession, as an industry the heating market has shown that we haven't suffered quite as badly as other areas of the economy. This is probably because boilers aren't as much of a discretionary purchase as

other items. For example, you can put up with an old fashioned bathroom suite or delay buying the latest flat screen TV but if a household's boiler breaks, consumers need to do something about it.

As a company, we are optimistic now as we move into 2011 and will continue to support you in every way we can.

Keeping up good relations

Neil Schofield, head of sustainable development at Worcester, was recently part of a British Chambers of Commerce delegation to the European Parliament in Brussels. We caught up with him to find out why good relations with Europe are increasingly important.

"Most of my time is spent on domestic UK issues, meeting and networking in the industry at Westminster, putting forward the case for Worcester and the wider heating industry on issues surrounding energy efficiency and domestic heat.

"However, it is increasingly important to keep one eye on what is happening in Brussels which is demanding higher standards of energy efficiency through regulations such as the Energy-Using Products Directive.



"For this reason I was delighted to accept an invitation to address 750 European businessmen and women at the recent European Parliament of Enterprises, which takes over the Parliament chamber every two years. I presented the intervention within the Parliament during session three which was devoted to trade and markets.

"The trip was also an opportunity to meet and question many influential people in Europe including the British Ambassador, our two West Midlands European MP's and a number of European Commissioners."

New boiler codes section on the website



More and more of you are visiting our website from your computers and mobile phones and relying on the information you find there. With this in mind, we have launched a boiler codes section to the main website – and the mobile version of it.

This new section now allows you to select any gas boiler, view the relevant codes or light displays, and see what the reasons and possible solutions are. The boiler codes section is really simple to use and means that you won't have to refer to the manual to sort any issues you may come across during installation or service.

Ensuring that you can also access this latest information on the move and while you're on site, the boiler codes information is also available on the mobile-friendly-view of our website.

To see this new section for yourself visit www.worcester-bosch.co.uk/boilercodes or Google 'gas boiler codes' from your computer or mobile phone.

Stronger and stronger



Dedicated to energy-efficient and sustainable heating solutions, Worcester is a name that stands for quality, reliability and efficiency and this was further strengthened when Worcester became part of the Bosch Group – one of the world's leading names in high-end technology in 1992.

2011 marks a truly significant milestone in Bosch history as it celebrates 125 years since Robert Bosch opened his first workshop in 1886 in Stuttgart, with just one associate and one apprentice.

Initially the workshop focused on all types of electrical equipment but one product in particular quickly became the backbone of the company - the

magneto ignition device, an early ignition electrical source, which he adapted to fit the engine of a vehicle. In creating this reliable ignition system, he was responsible for solving one of the greatest technical problems faced by the automotive industry.

By 1913, the company was selling its products on every continent and after WW1 Robert developed and launched a whole range of innovations for automotive technologies including the electric horn in 1921, the windscreen wiper in 1926 and the diesel injection and pneumatic power brake system in 1927.

Robert Bosch died on 12th March 1942, yet his legacy still lives on. With a global presence and over 275,000 employees, of which approximately 1,800 are employed by Worcester, the foundations that Robert built 125 years ago are still as strong as ever.

EuP Directive in force by end of 2011

The EuP Directive, the European Commission's controversial proposals designed to force heating manufacturers to design more energy efficient products has been scheduled to go live by the end of the year.

However, extensive lobbying by the UK's heating industry, led by the Heating and Hot Water Industry Council (HHIC) and OFTEC has forced the European Commission to water down its initial proposals. Crucially, the requirement that all boilers would have to be boxed and dispatched with the necessary control systems, such as time-clocks, room thermostats and TRV's, looks like it has been dropped, as has the requirement that NOx emissions for oil-fired boilers do not exceed 35 milligrams per kWh. The latest draft information looks like the limit for oil-fired boilers is likely to be 120mg per

kWh and gas-fired boilers 35 mg per kWh.

Other requirements or aspirations of the scheme was that heating products like boilers and water heaters must carry consistent labeling across the European Union to enable customers to make a comparison between technologies. Initially condensing boilers were to be given the label or Band B, which we felt in the UK would be confusing as for some years we have educated customers into thinking condensing boilers of the highest efficiency were Band A. It is pleasing to see that it is likely that this will change and condensing boilers will be labeled Band A with other technologies which are more efficient or renewable technologies getting Band A+ or Band A++.

For more information, please visit: www.worcester-bosch.co.uk.



After sales support for you and your customers

With the heating season now in its peak, we will continue our proven track record of offering both you and your customers unrivalled after sales support. As a result we aim to leave no stone unturned in our efforts to make sure that your business can continue freely throughout the winter, with minimal disruption.

Our dedicated technical team of 41 advisors were the toast of the organisation last October as they claimed the OFTEC award for Best Technical Support at a prestigious ceremony. The technical support team take over 2,000 calls and around 100 emails each day and are able to offer technical advice on all products, both past and present.

As many of you may know, our technical support department boasts the longest opening hours in the industry and is able to handle incoming queries by phone, e-mail, fax and post. Every member of our technical support team participates in a comprehensive training programme to make sure they are up to speed with all

product developments as we remain dedicated to offering complete aftercare service.

Aside from our dedicated technical support department, the development of both our website and our newly-launched mobile website has added to the support available, no matter where you

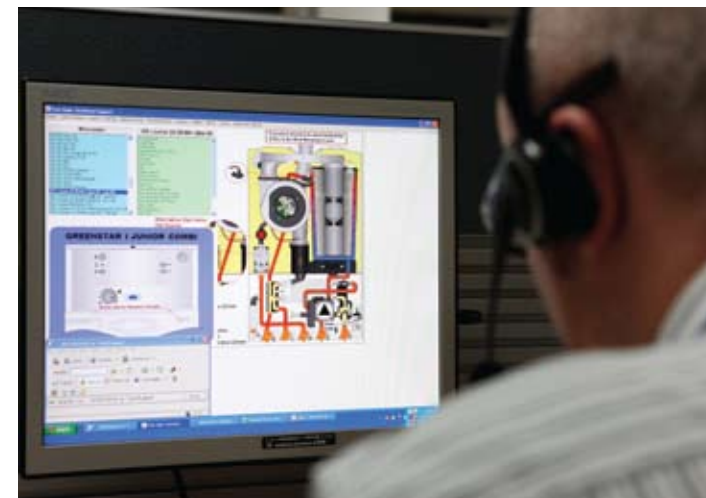
happen to be located. A full range of product literature and technical bulletins can be downloaded at the touch of a button, whilst we also offer the facility for the nearest profile spares stockist to be found in an instant.

YouTube videos

In keeping with our broad offering of assistance to customers, we also have our very own YouTube channel, which contains videos on all of our products, including user guides and technical step-by-step installation guides. The channel is a useful support facility to both you and your customers during the industry's peak season as your customers can view demonstrations on how to solve some of the most common boiler problems from the comfort of their own home.

Online Support

We've been working hard over the past year to ensure our website can provide support to both you and your customers. As we find ourselves gripped by the chill of winter, consumers become more aware of the vital part their boiler plays in keeping their homes warm. To support them during these difficult conditions we've recently launched a 'Quick Gas Boiler Help' section on our website. Here, customers can find quick hints and answers to a range of possible



issues in the event that an engineer isn't instantly available.

Product specification is just one of the facilities we have available to make life easier for both you and your customers. However, with the Renewable Heat Incentive due to kick start the renewables market later this year, our MCS made easy programme makes registration for the government registered scheme a simple procedure. Our aim is to make your access to the renewables market as simple as possible and our dedicated website should help to overcome the complexity of the application process. Simply visit www.worcestermcs.co.uk for more information.

Going the Extra Mile

Our dedication to providing the best service for you was put to the test earlier this winter as the freezing conditions made it difficult for some of our call centre and technical helpline personnel to travel to work.

Thankfully, Paul Freeman, who is responsible for the fleet of vehicles at our headquarters, stepped in to ensure a set of 4x4 vehicles was readily available to collect stranded employees from home, to ensure they could still get to work and manage the phones and deliver you the first-rate service that we are renowned for. The fleet of 4x4 vehicles has been split between our technical support and contact centre departments to ensure that each department can remain fully staffed for the entirety of the winter, ensuring there is always someone on hand to answer any of yours or your customers' questions and queries.

Paul commented: "We were determined not to let the weather affect us during our busiest period. With forecasts anticipating an extremely harsh winter, we decided to be proactive and have the vehicles on standby for immediate use as and when we need them."





Steve Smith, of Stephen Smith & Son Plumbing & Heating Services in Solihull, talks FX Controls

STEPHEN TAKES CONTROL OF INTELLIGENT HEATING

Using the right boiler controls can not only make life easier for the homeowner, but it can also increase the efficiency of the boiler and offer significant cost savings. We have a range of control options available to suit any system, including the FW100 Controller, which offers weather compensation control and increased operating efficiency.

The FW100 is a programmable room thermostat which allows

who has championed the use of intelligent controls and believes that more installers should view these systems as opportunities to offer customers a quick payback and greater convenience for the relatively small investment.

Stephen Smith, of Stephen Smith & Son Plumbing & Heating Services in Solihull, has installed a number of Worcester control systems for customers and said:

to take every opportunity to educate customers on the benefits of the controls. Some customers may assume that the technology is too complicated for them to use, but a short demonstration can show that's definitely not the case. In fact, once the control settings have been programmed after their installation to cater for the customer's requirements, there is little need for them to do anything further.

"I think it's important for installers to take every opportunity to educate customers on the benefits of the controls. Some customers may assume that the technology is too complicated for them to use, but a short demonstration can show that's definitely not the case."

the homeowner to set separate times and temperatures for both heating and hot water on different days of the week. The system is supplied with an outdoor sensor which adjusts the boiler's flow temperature depending on the external temperature, making it one of the most sophisticated control systems available.

This month, we speak to one Worcester Accredited Installer

"Worcester's range of intelligent control systems means that as installers, we can provide customers with a highly-efficient complete system." "I installed an FW100 weather compensation control at my own house at first and was able to see straight away that the controls not only made my boiler much more efficient, but were also really easy to use – so much so that I rarely even have to look at them now! "I think it's important for installers

"Because there is currently no requirement for compensation controls within UK heating regulations, I think these systems have taken a backseat. It would be nice to see the government make compensation controls mandatory or reward customers who have them fitted in the not too distant future. In the meantime installers should make customers aware of both the financial and environmental benefits."



Beckenham heating specialist, Simon Lockwood, has been presented with a monthly Environment 2020 award for his successful rejuvenation of a Folkestone retreat's heating system.



Simon leads the way with an innovative heating project

Simon, of Pipework Connect, gave a new lease of life to the four bedroom property in the picturesque surroundings of Folkestone, having installed a range of innovative solutions to provide renewable sources of heating and hot water.

Following a call from the owners whose brief was to make the property as carbon friendly as possible, Simon installed a 6kW Greenstore ground source heat pump, together with two Greenskies solar panels and a high-tech underfloor heating system.

Simon explains: "The owners of the house had seen a number of carbon neutral properties begin to take shape in their area and wanted to explore the possibility of transforming their own house in an environmentally friendly way. We were able to plan a solution which incorporated Worcester products to enhance the property's heating system performance." In this case supplied by two 60 metre

boreholes, the Greenstore ground source heat pump is able to generate four kilowatts of heat energy for the home for every single kilowatt required to power the system, making it an extremely efficient complete heating solution.

Simon also installed two landscape Greenskies solar panels, which have been fitted to the roof of the property to provide up to 60% of the properties annual hot water requirements. A challenge posed by the project requirements was the roofline of the property, which required the panels to be fitted with a 20° angle of inclination.

Simon explains: "Usually, solar installation guidelines require an installation at 30° inclination, but the position of the roofline meant that this wasn't an option. Solar gain can vary at different locations in the country and we were fortunate that the property's location in the south coast meant that the steeper angle was possible.

Having visited the house as a follow-up to the installation, I am pleased to say that the system is working extremely well and is contributing towards a considerable saving for the owners."

The Environment 2020 Awards initiative recognises installers who take an environmentally responsible approach to their work. Simon will now be put forward, along with 11 other installers selected throughout the year, for the title of Overall Winner which will be announced in spring 2011. The winner of the overall competition will also be presented with travel vouchers to the value of £1000.

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.

Improvements to gas and oil flueing options

Following increasing demand to increase the flueing options for our Greenstar gas- and oil-fired boilers we have made some improvements to our flue accessories, all of which are now available. In addition, we have also introduced a product to protect the plume kit terminal to our accessories portfolio, which was requested by many of you with social housing contracts.

These new additions will not only increase the flexibility and siting possibilities of Worcester boilers but also enable regulations and standards to be met. The introductions and improvements include:

Gas

■ **Terminal guard for plume management kits.**

Part Number 7-716-191-176

A welcome addition to our portfolio as we know that a number of you have been asking for this for some time. This terminal guard will protect the plume management from damage.

■ **Longer version of the 60/100 Condensfit II horizontal flue kit.**

Part Number 7-716-191-171

A number of you brought to our attention that the current 60/100 Condensfit II horizontal flue kit was too short for side flues or property's with thicker external walls, so this longer version has been added to alleviate that problem.

■ **2m 60/100 flue extension.**

Part Number 7-716-191-172

Introducing a 2m flue extension ensures there is less flue joints therefore reducing the need for inspection

■ **60/100 flue clamps (x6 pack).**

Part Number 7-716-191-173

Multiple clamps are needed on the occasions where you have installed a long flue run; this six-pack will enable this to take place.

■ **80/125 flue clamp.**

Part Number 7-716-191-174

This additional flue clamp has been introduced to support the larger diameter flues and extensions.

On both gas- and oil-fired boilers



Oil

■ **Plume Management for oil-fired boilers.**

Part Number 7-716-190-092

This means you will now be able to divert the plume to a position that is more suitable for the property and surrounding, therefore ensuring it will not be a nuisance for the homeowner or neighbouring properties.

■ **Longer flue lengths for Greenstar 18/25 oil boilers.**

These longer flue lengths will now increase the siting options for a property's boiler. It is intended that these new lengths will be of advantage both to you and the homeowner as the longer lengths will allow the boiler to be located in more discreet locations that are suitable to the homeowner.

■ **Oilfit external 100/150 90° elbow.**

Part Number 7-716-190-096

Now available in black to match all our other external accessories.

■ **Oilfit 80/125 short (600mm) internal and external extension.**

Introduced to help keep time down on your jobs by having to cut parts to fit, this shorter extension will reduce waste and save you having to cut down 1m extensions.



Mounting Greenstar gas-fired boilers on a combustible surface

There have been a number of queries recently regarding the ability to mount Greenstar gas-fired boilers on a combustible surface. This technical bulletin confirms that all of our wall-mounted boilers can be mounted onto such a surface type.

Clarification of this comes from EN 483, section 6.4.1.3 which states that it is not necessary to protect combustible surfaces if the temperature of the wall, where the boiler will be mounted, does not exceed the room temperature by more than 60°C. Vigorous testing of all our wall-mounted Greenstar boilers has shown that these products do not exceed this temperature.



As a reminder, care should be taken when mounting the boiler on the wall or surface. This product is only suitable for mounting internally and the surface should still be firmly fixed and at least the same size of the boiler. The surface must be capable of supporting the weight of the boiler.

INSTALLER'S CHOICE

Spotlight

Martin Balchin, North Worcester Pipework



Martin Balchin, of North Worcester Pipework, lives in a 1960's three-bedroom detached house. Building a utility area in the back of his garage meant he had to move his old standard-efficiency boiler. This gave him the ideal opportunity to upgrade to a condensing model and he opted for a Worcester Greenstar 30CDi combi model.

Martin explains: "I only fit Worcester boilers now and have done so for the last 10 years, because I believe their back-up service is second to none. Although my old boiler was still running well it wasn't very efficient, so by upgrading to the Greenstar 30CDi combi we now have a condensing boiler which is over 90% efficient.

Having this new model will certainly make us some good savings over the next few years, which is great."

Martin moved into his house over 30 years ago and is still very happy in the Stourbridge home he shares with his wife. He added: "My daughter moved out quite some

time ago now, but I definitely made sure she had a Worcester boiler installed in her home too!"

Martin left school when he was 15 and went straight into the heating trade in 1962. He has been fitting gas-fired boilers for more than 45 years and is still very busy and enjoying his work.



Everything you need to know about NOx



NOx emissions are the latest regulatory hurdle for boilers which installers must understand as they go about their work. Martyn Bridges, Director of Marketing and Technical Support at Worcester, offers a brief guide.

Nitrogen oxides (NOx) released from the burning of fossil fuels are a relatively new issue for the UK's heating industry, but one which is going to grow in importance over the years to come. Up to now our attempts to control the environmental impact of domestic heating systems has been concentrated upon limiting CO₂ emissions, but increasingly attention is turning to NOx.

The key point to remember is that NOx has nothing to do with efficiency. Only CO₂ output is really efficiency related, NOx is merely a measurement of exhaust gases. In fact, it is perfectly possible to have a relatively inefficient or non-condensing boiler with very low NOx emissions and vice versa.

One of the absurdities of the current situation is that with domestic condensing boilers there are no boilers on the UK market that really emit or create high levels of NOx emissions.

With standard efficiency boilers and the prevalence of atmospheric burners higher NOx levels were quite common.

The fact of the matter is that pre-mix burners, which have been a key component for condensing boilers since the change in the Building Regulations in 2005, are capable of lower NOx emissions than the older standard efficiency boiler.

So why is NOx suddenly back on the radar? Essentially, because emissions are an essential part of the technical guide for the Code for Sustainable Homes, which has deliberately started to bring into play other factors, such as emissions, which affect the environment.

The Code works by allocating a certain amount of points for each environmental innovation and the more points you get the higher level of Code you get. Historically, NOx

emissions have been split into five categories, however in recent years, within the code, level 5 has been split to introduce a new lower level of 40mg per kW hour which rewards the property or design with two points rather than one.

At the moment, due to the Code, the NOx emissions issue really only affects new-build properties, but generally what starts in new-build sometimes starts to be taken up by existing housing stock along the way, particularly in light of the EuP Directive which includes NOx standards.

It is likely that the EuP Directive will now put a requirement for lower NOx emission boilers to be introduced. This is likely to come in various stages with the most stringent standards being put in place from 2015 onwards. These standards are likely to demand that a gas-fired boiler will need to achieve 35mg per kW hour, and below. If this is introduced it will therefore affect both existing properties and new build.

It is important to remember that oil-fired boilers have different NOx emissions levels to gas-fired boilers. The oil-fired boiler emissions levels are quite high compared to gas, with an anticipated 120mg per kW hour to be the level set by the EuP Directive. This will be a tough target to meet but it is more achievable than the original "draft" target of 35mg per kW. Therefore by 2015 it is likely that all oil-fired boilers will need to be lower NOx versions.

How important is all this for you? Currently it's not that important as you are unlikely to find homeowners questioning them on the NOx emissions of individual boiler types. However, the key issue is that from 2015 you won't be able to fit a higher NOx specification boiler. Everything will have to be at the levels set by the EuP.



Cash in with Worcester products in your own home

Following its huge success last year, we are pleased to kick off 2011 by bringing back a popular promotion which rewards installers who choose Worcester products for their own home.

Last year we found that 9 out of 10* of you would choose to install Worcester products in your own home. We were so pleased with this positive feedback that we want to reward those of you who plan to do just that.

Now, not only can you practice what you preach when recommending Worcester to your customers, but you'll also be eligible for up to £1,200 cash-back on selected Worcester products when they are fitted in your own home.

For example, if your home needs a new A-rated Greenstar gas- or oil-fired boiler you could claim £150 cash-back. Or for any of you thinking of investing in a Greensource air-to-water heat pump then an impressive £300 is redeemable.

As well as benefitting from the quality and reliability you can always expect from Worcester, you'll also see significant savings on your heating bills and a reduction in your home's carbon emissions. With the daily hands-on use of your heating and hot water system, you will also have an opportunity to demonstrate its cost-saving efficiency to potential customers – something many installers have found to be a strong source of new business in the past. If you fancy taking advantage of this exclusive offer,

simply install the product(s) of choice and complete and return the simple claim form, which you can get hold of by calling 0845 313 0058, or by visiting the website www.worcester-bosch.co.uk/cashforinstallers. The promotion will run until 30th June and all claims will need to be in by 31st July 2011.

DON'T FORGET you only have until the 31st January 2011 to get your hands on one of the new Worcester jackets, which you can claim with every purchase of a Greenstar gas-or oil-fired boiler.**

This promotion is open to all Gas Safe or OFTEC* registered installers, with the option to claim a jacket in your preferred size when purchasing a Greenstar product.

Each jacket is fleece lined and features two side pockets, a vertical chest pocket and an internal mobile phone pocket, ensuring that all equipment can be kept dry even in the wettest of conditions.

* Source: Worcester Customer Satisfaction Index 2009
* Or Equivalent

** Offer applies to UK mainland, Northern Ireland and Isle of Man only. Terms and Conditions apply

Gas Safe Over 65's Campaign

Gas Safe Register replaced CORGI as the gas registration body in Great Britain and Isle of Man on 1st April 2009 and Northern Ireland and Guernsey on 1st April 2010.



Whilst many of your customers are probably clued up on how to spot the difference between an illegal gas fitter and a fully qualified Gas Safe registered engineer, recent research carried out by Gas Safe Register has identified that the over 65 age group still has low awareness levels of gas safety. Therefore, Gas Safe has introduced a new public awareness campaign, Let's Talk Gas Safety, which aims to increase the gas safety awareness of this particularly vulnerable audience. In turn this will also help you as installers, as it will seek to eliminate cowboy traders by raising awareness amongst not only this specific group of customers, but also the wider public.

Who?

The campaign targets the over 65's. Initially, there will be a pilot in the North East of England before the national roll out because the North East has been identified as being the most vulnerable and has the highest levels of fuel poverty in this age group.



Why?

From the research Gas Safe now knows that there is low awareness in this particular age group.

- They are less likely to know there is a gas registration scheme and make proper checks that the engineer is registered and they are more likely to trust a recommendation or paperwork.
- They have lower knowledge of symptoms of CO and that it can't be seen or smelt. They are therefore likely to be more vulnerable to the effects of CO poisoning.
- They are vulnerable from a behaviour point of view – they may have a tendency to keep using old appliances, use them in the wrong way, or try to fix them themselves.
- There may be financial constraints and they cannot always afford regular servicing or repairs.

When?

The campaign began at the beginning of the year.

How?

The Let's Talk Gas Safety campaign focuses around the conversations older people like to have over a cup of tea and encourages them to talk about gas safety. Gas Safe Register staff will talk with them about gas safety and introduce key messages such as explaining what Gas Safe Register is, to always use a Gas Safe registered engineer, how they can find an engineer, gas safety risks and carbon monoxide information, and the need for annual gas safety checks etc. The new campaign will encourage people in this 'at risk' age group to talk to their engineer and ask for the Gas Safe ID card as well as talk to each other to pass on gas safety information.

The scheme intends to implement a variety of methods, including:

- **Leafletting** – large print leaflets with pertinent gas safety information will be distributed by door drops and partners.
- **Advertising** – Regional newspaper advertising including free papers and Post Office advertising for a set period of time during the campaign.
- **Community events** – Utilise events to mobilise the older generation to think and talk about gas safety. Talking to them face to face as its one of the best ways to reach this audience. Gas Safe Tea Party events will be held with local organisations – a chance to talk about gas safety over a cup of tea. There will be a gas safety presentation and giveaways such as tea bags and fridge magnets featuring the ID card.



- **Media coverage** – High profile PR event to generate media coverage. There will be news stories within the press to support the campaign.
- Working with stakeholders and registered businesses to partner with us and include gas safety information in their communications.

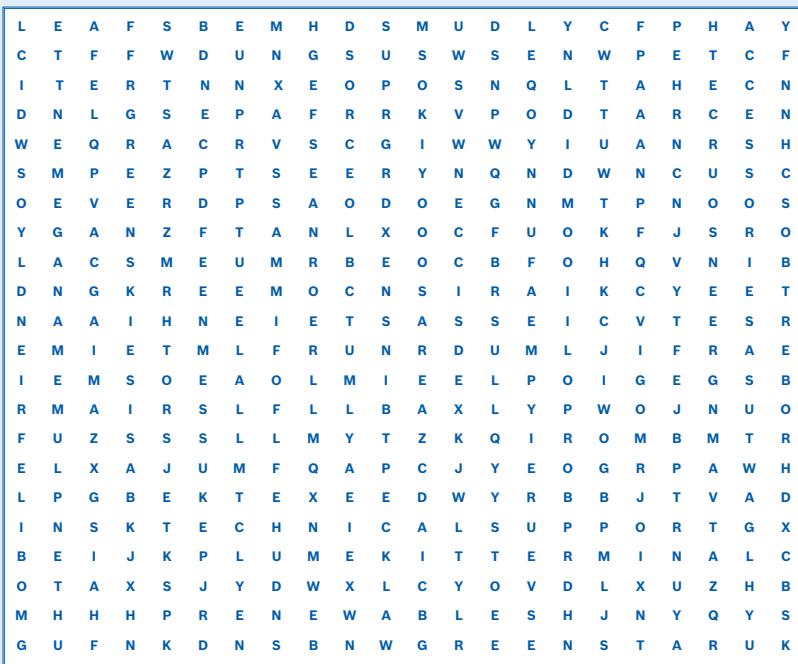
How can you help?

- Always show your Gas Safe ID card and encourage elderly people to ask for it when you visit their home.
- Do you have a website? If so, Gas Safe Register can provide you with copy for your website to support the campaign.
- Can you hand out leaflets on your customer visits? You can request free leaflets for the elderly from Gas Safe Register.
- Can you add information about the campaign to your own literature? Gas Safe Register have text that they can give you.
- Do you send out electronic or hard copy newsletters to your customers? Gas Safe Register can provide you with an article about the campaign for your newsletter.

If you would like to get involved with Gas Safe's Let's Talk Gas Safety campaign, specially aimed at the over 65's or you have any other ideas as to how you can help get important gas safety messages to this vulnerable audience contact: marketing@gassaferegister.co.uk for more information.

Win £150 Love 2 Shop vouchers with Worcester!

If you're feeling the pinch after the post-Christmas splurge why not try and be in with a chance of getting your hands on £150 worth of free shopping vouchers valid in over 18,000 popular highstreet chains including Marks & Spencer, John Lewis, HMV, Debenhams, Thomas Cook and Boots. Simply find the 20 hidden words in the word search below:



1. Accessories
2. After Sales Support
3. Boiler Codes
4. Boiler Scrappage
5. Energy Efficient
6. Environment
7. Flue Kit
8. Gas Safe
9. Greenskies
10. Greensource
11. Greenstar
12. Heating Controls
13. Low NOx Boilers
14. Mobile Friendly
15. Plume Kit Terminal
16. Plume Management
17. Renewables
18. Robert Bosch
19. Technical Support
20. Worcester

To enter, simply complete the entry form below and send it back to our editorial office: **Installer's Choice, January 2011 Competition, Willoughby PR, 43 Calthorpe Road, Edgbaston, Birmingham, B15 1TS. Good Luck!**

Name: _____

Business Name: _____

Business Address: _____

Daytime Telephone Number: _____

Email: _____

Tick box as appropriate:

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

Please do not contact me with further information

Closing date 28th February 2011.

Terms and Conditions

1. No cash alternative
2. The decision of Worcester, Bosch Group is final
3. One winner will be notified by the 28th February 2011

CONTACTS



Worcester's award winning technical support team

Keep in touch

This month we focused on our after-sales support team for our cover story. This includes both the technical helpline and the contact centre. Both of these teams are fully trained on our wide range of appliances from gas and oil-fired boilers to our growing range of renewable heating solutions.

These teams are there to help with an array of enquiries, from advice on which type of products would be suitable for an existing heating system, to assisting with a new installation design. They can also offer advice on how to reduce heating bills by upgrading to a Worcester condensing boiler or by installing a renewable technology.

Other useful numbers include:

Customer Contact Centre:

Tel: 0844 892 3000
Email: general.worcester@uk.bosch.com

Renewables Helpline:

Tel: 01905 752 780
Email: renewable.energy@uk.bosch.com

Spares Team

Alistair Evans – Spares Manager
Ollie Harris – Team Leader
Contact on: 01905 752 576

Operating hours:

The technical support team is available:

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

The contact centre team is available:

Monday to Friday: 7.00am - 8.00pm
Saturday: 8.00am - 5.00pm
Sunday: 9.00am - 12.00pm

Technical pre and post sales:

Tel: 0844 892 3366
Email: technical.enquiries@uk.bosch.com