

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 high-efficiency 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 – November

Grand Designs Live – NEC

NEC, Birmingham
05/10/07 - 07/10/07

OFTEC

Newton Abbot
Racecourse, Devon
10/10/07

PHEX

Old Trafford,
Manchester United FC
23/10/07 - 24/10/07

Northern Homebuilding and Renovating Show

HIC, Harrogate
09/11/07 - 11/11/07

PHEX

Stamford Bridge,
Chelsea FC
21/11/07 - 22/11/07

South West Homebuilding and Renovating Show

Bath and West
Showground
24/11/07 - 25/11/07



Green Page:
Cleaner, Greener Oil

Ask the team:
Your oil queries answered

Advancements in oil-fired technology

Greenstore ground source heat pumps can save your customers even more!

The extended Greenstore series from Worcester.
Available now with a £1,700¹ householder cash-back.

A choice of System or Combination models with outputs ranging from 6 to 11kW, complemented by two compatible unvented hot water cylinders with the ability to connect to a solar system.

To find out more call 08705 266241 or visit
www.worcester-bosch.co.uk

¹ Terms and conditions apply.

Combination
models compliant
with Building
Regulation
G3

 **WORCESTER**
Bosch Group



Welcome to the October issue.

This month's issue is dedicated to the oil-fired market. This year has been a busy one particularly for the oil industry, since changes to Part L1 of the Building Regulations came into effect in April. Our cover story looks at how the oil-fired market has reacted to these changes and looks back at how the industry has evolved since the first domestic oil-fired boilers became widely available around the 1950's.

Over the past eighteen months, we've worked hard at Worcester to develop our product portfolio of oil-fired products to ensure our range can satisfy the demands of installers, stockists and consumers. On pages 8 and 9 we take a look at some of the latest product developments, which include fifteen new Greenstar oil-fired boilers already this year, with more enhancements planned over the next few months.

With so many recent changes, it's now more important than ever for installers to keep up-to-date with new product developments and training. This is why we have invested around 3 million into our training facilities at Worcester, Clay Cross, West Thurrock, Bangor and our new centre opening in Bradford, in December and why we're looking at some of the most common queries from installers on page 14.

Our power tools promotion for oil is supercharged on page 11, which means that every 'A' rated Greenstar oil-fired boiler you sell will take you one step closer to getting your hands on a superb selection of Bosch power tools. For example, during October every Greenstar Camray System condensing oil-fired boiler you buy is worth an impressive 60 Power Points. This means you could claim a Bosch circular saw - worth around £210 - absolutely free.

This month's Installer's Choice case study focuses on Arthur Coates of Aquatherm Plumbing and Heating in Richmond. Arthur was selected as one of the ten winners of Worcester's 'Green Earth' calendar competition for his Greenstar Heatslave oil-fired boiler installation in his own home. In addition to appearing in the new 2008 'Green Earth' calendar, Arthur and his wife Isabella will join the other winners on a 5* four night trip to Miami later this month - Congratulations Arthur!

Finally, we test your knowledge of our oil-fired products in a brain teasing crossword on page 18. Why not enter - you could win £250 worth of leisure vouchers!

Richard Soper
Managing Director

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Flexible fluing for oil installations

Worcester has introduced a flexible new conventional flue system that is compatible with all Greenstar condensing oil appliances and designed to allow an existing chimney to be used as a flue outlet.

Manufactured from Polypropylene for thermal stability, the Greestar Oilfit Flexible Conventional Flue system 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.

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

Components provided in all kits include a length of rigid PP for the flue gas exit at the top of the flue system, a weather resistant chimney cap and 'flex to rigid' adaptors for ease of connection at the start and exit. Support parts are included for the top and bottom of the flue, as are centralising spacers and a length of flexible flue, allowing conventional fluing up to 15 metres.

Available in a choice of lengths, from 8 metres up to 15 metres, and two diameters - 100mm and 130mm - the Oilfit Flexible Conventional Flue system is suitable for use with all internal Greenstar oil-fired boilers with a maximum flue gas temperature of 120°C.

Martyn Bridges, director of marketing and technical support said: 'We have



Flexible flue parts

introduced the new flexible flue system to make it even easier for installers to fit our range of internal Greenstar oil-fired boilers.

'Not only does the new system allow an existing chimney to be used as a flue outlet, it also offers a flexible solution for installing a conventional flue in a confined space, such as a chimney that doesn't rise in a straight, vertical line.'

Worcester's Greenstar Oilfit Flexible Conventional Flue System is available in all sizes from October 2007.

For more information about Worcester's wide range of high efficiency products, its services and training facilities, visit www.worcester-bosch.com or call 08705 266241.

Irresistible installer cash-back offers

Have you applied yet?

More and more installers are specifying Greenstar, Greenskies and Greenstore products for their own home and are taking up Worcester's fantastic cash-back offers at the same time.

Installers can claim **£250** cash-back on Greenstar boilers, up to **£550** cash-back for Greenskies solar and Greenskies cylinders and an impressive **£1,700** cash-back on Greenstore ground source heat pumps - all for just installing these energy saving technologies in their own homes.

As well as receiving cash-back, many installers have been able to use their installations as case study examples to demonstrate energy efficiency first hand and how fuel bills can be lowered as a result.

For more details about the Installer's Choice cash-back promotion visit www.worcester-bosch.co.uk or call 0845 201 0522.



Free Box File Promotion

Organising your monthly copies of the Installer's Choice magazine could not be simpler with Worcester's free box file offer.

All you need to do to avoid searching for past copies of the Installer's Choice magazine is register your details online at www.worcester-bosch.co.uk or call 01905 752730 and a free box file will be on its way to you.

Worcester launches its own Energy House

Following the positive consumer response to Worcester's five online real-life energy houses, Worcester is set to unveil its very own energy house in October.

The new energy house will illustrate the possibilities and benefits of installing new technologies in a traditional semi-detached, domestic property. The property will feature Worcester's 'A' rated appliances, including a Greenstore 6kW combi nation heat pump (with a bore hole in the back garden), a Greenstar 12i system boiler, a Greenskies FKT-1S system (2 panels) and

a Greenskies 250 litre cylinder, as well as other features such as underfloor heating.

The aim is to make the house totally energy efficient and to monitor and record energy statistics. Sustainable items are also incorporated within the property, such as thermafleece (lamb's wool) insulation in the loft, triple glazed timber windows sourced from managed



Look out for Worcester's new energy house online soon

forests and a rainwater harvesting system for toilet flushing.

A DVD will be available free of charge to order from November. The aim of the DVD is to allow installers to step inside the various stages of building and equipment installation from the initial planning stage through to completion. To enhance the profile of the house online, installers and consumers will also be able to take a virtual tour of the property allowing them to explore inside and see the new technologies in action for themselves.

This new energy property joins five existing energy houses already featured on Worcester's website. Each home featured online is presented with a full summary of what the property was like before and after improvements were made, to highlight the benefits. The energy efficiency is measured by a SAP rating.

See for yourself...

Real life case studies available to view online include a four bedroom detached property built in 1996 with one main bathroom, an en-suite and a downstairs toilet. At the other end of the spectrum, the website focuses on a detached Victorian property with five bedrooms, two bathrooms, two downstairs toilets and a swimming pool.

By the end of the year, Worcester will have eight fully functional energy houses to view on its website, spanning a wide selection of home types to make it easier for consumers to witness the benefits they could be seeing in their own properties. Visit www.worcester-bosch.co.uk to take a look.

Worcester ignites the LPG market

Worcester has recently launched a range of LPG boilers to complement its extensive range of gas boilers.

LPG is a cleaner burning fuel when compared with oil and is often used as an alternative to oil in remote areas where there is no mains gas supply. Worcester's new range has been designed to offer installers and their customers a greater choice when looking for an alternative,

energy efficient heating solution.

The entire Greenstar LPG range is SEDBUK 'A' rated for efficiency, which is good news for customers in the face of rising fuel costs.

Greenstar boilers range from the 24i Junior, which is designed for a small flat or apartment, to a 30CDi system, which is suitable for a large family home.

All of the regular and system models are compatible with the Greenskies solar water heating package. The Greenstar LPG series, like the natural gas models, offers simple and ultra quiet operations, ease of installation and servicing.

For more information on the range of 'A' rated Greenstar LPG boilers call 08705 266241 or visit www.worcester-bosch.co.uk



Martyn Bridges Comment

Since the late 1950's, when the first domestic oil-fired boilers became widely available, the industry has seen a number of significant advancements in boiler design and technology. Martyn Bridges, director of marketing and technical support for Worcester takes a look at these changes and how oil-fired boilers have evolved to meet today's demands for improved efficiency and lower CO₂ emissions.

Advancements in oil-fired technology

"The history of domestic oil-fired boilers in Britain dates back to the 1950's (and in some cases even before that), when the concept of central heating in domestic homes was just starting to take off and the very first floor standing oil-fired boilers were being manufactured in the UK. Up until that time only the grandest of houses tended to have water based central heating systems.

"In 1962, under the guidance of Cecil Duckworth, Worcester started to build oil-fired products to offer a solution for home owners living in non-mains-gas properties, who were unable to have gas central heating but wanted to enjoy the same benefits and comfort levels.

"Since the introduction of the first floor standing models, there have been a number of significant developments in the oil sector that have served to improve the design and performance of oil-fired boilers in-line with today's requirements for higher efficiency and greater siting flexibility.

"In contrast to manufacturing advances in gas boiler technology, which have included the introduction of the first gas combination and condensing boilers, with significant changes in materials etc, development in the oil-fired sector has been less revolutionary and more evolutionary over time.

"In the early days, two of the main considerations when installing an oil-fired boiler were the amount of space required (usually in a kitchen area) and the fact that oil boilers had to be installed into an open flue, or chimney. These requirements remained unchanged for many years until the heating industry, looking to solve the problem and make oil appliances easier to install, came up with a solution - the introduction of room sealed boilers and multi-directional, room sealed flue kits.

"An attractive alternative to having to install an oil boiler into an open flue, the first room sealed boilers and flue kits meant greater flexibility for installers and presented an opportunity to fit oil boilers in less prominent places within the home without intruding on living areas.

"Since this development around the early 80's, approximately 90% of all condensing oil-fired boilers now sold in the UK are room sealed boilers. Not only that, but around 40% of oil fired room sealed boilers sold are combination boilers. This suggests that home owners are taking out their existing hot water cylinder and boiler and relocating their new boiler elsewhere to help save on space. Looking more closely at the figures for sales of regular oil-fired boilers, not surprisingly these show that 60% of all boilers sold are room sealed

models compared to 40% being open flue.

"On 1st April 2007, changes made to Part L1 of the Building Regulations made it mandatory to install condensing oil-fired boilers in all new or replacement installation situations, with limited exceptions. Having done so, we are now expecting to see sales of room sealed condensing boilers increase to around 80% by April 2008, with the remainder being either open flue condensing or exemptions from condensing to standard efficiency.

"Beyond this, other developments over the last 10 years have included the introduction of wall-hung and external oil-fired boilers. In contrast to floor-standing boilers, today's wall-hung models are more compact in design to help save valuable space in the home. Whilst the oil supply for floor standing boilers is generally fed via a gravity feed system, with the fuel tank supplying the boiler needing to be positioned at a higher level than the appliance, modern wall-hung models have been designed to cope with feeding the boiler from oil supplies stored lower than the boiler.

"To achieve a consistent supply of oil to a wall-hung boiler, manufacturers had to devise a method of lifting the oil into



One of Worcester's very first oil-fired boilers.

the air and to the boiler without relying on gravity to do the job. A number of oil 'lifting' devices have subsequently been developed that are capable of propelling fuel to the boiler using a pump system capable of removing any air bubbles in transit.

"External oil-fired boilers are another example of how boiler design has evolved to help save space and offer more installation options. While the idea of placing a heating appliance outdoors may seem like a strange concept to some, external oil-fired boilers like Worcester's new Camray External models have robust weather-proof cabinets and are well insulated to ensure there is little to worry about in terms of standby heat losses.

"These types of external boilers were first fitted in Ireland but they soon began to catch-on in the South West of England, where it was quite common to find solid fuel boilers fitted in the fireplaces of small bungalows. As a direct replacement for older, solid fuel boilers, the availability of today's high



By the 1980's the models are slightly more slimline

efficiency external models has further opened up the market for oil-fired boilers in the UK.

"Along with the need for greater siting flexibility, the drive for better fuel efficiency levels and reductions in CO₂ emissions has also influenced new product development in the oil sector. Certainly, over the past 10 years, the industry has risen to the Government's challenge to cut CO₂ by 20% by 2010 by introducing the next generation of oil-fired boilers featuring condensing technology capable of delivering maximum fuel efficiency.

"Generally speaking, oil boilers should be replaced every 12 - 15 years, in practise we regularly hear of the replacement intervals for our products extending to 15 - 20 years. Compared to older models, a new condensing oil-fired boiler can deliver efficiencies of well over 90% on the SEDBUK rating scale, generally levels higher than offered by the most advanced gas condensing boilers on the market today.



Worcester's new slimline Greenstar Camray Kitchen

"Although the 'tried and tested' technology behind oil-fired boilers hasn't changed that much, manufacturing methods have certainly advanced. Worcester, for example, has steadily introduced additional Greenstar oil-fired models and now offers a wide range of Heatslave, Danesmoor and Camray Utility internal and external boilers.

"As sales of condensing boilers look set to see further increases in the months ahead, the next step forward for the oil market lies in the suitability of oil-fired boilers to work in partnership with renewable heating solutions, such as solar thermal systems or bio-fuels.

"With fuel prices on the increase again, anything that can help reduce oil consumption and improve energy efficiency has to be beneficial to the homeowner and the environment. Consequently, the partnership of oil-fired boilers and solar thermal looks set to emerge as a new and fast growing area of the market into 2008. And so the story continues."

Time line

1950's	1962	1980	1990's	July 05	Jan 07	March 07	April 07	May 07
First oil-fired boilers are developed in the UK	Cecil Duckworth develops Worcester's first oil-fired boilers	Camray room sealed oil-fired boilers launched	Growth of room sealed models with the Danesmoor RS series launched	Worcester launches 5 new oil-fired condensing boilers	Worcester launches 3 new Heatslave oil-fired boilers	Worcester launches 12 new Camray oil-fired boilers	Changes to Part L1 of the Building Regulations make it mandatory to install condensing oil-fired boilers with limited exceptions	Legislative changes are introduced in Scotland and N.Ireland for gas and oil-fired boilers

New Oil Products and Accessories

2007/2008

Worcester has introduced a range of new oil-fired models over the course of 2007 and plans to launch more new products over the next few months and through 2008. Here's a brief overview of some of the main launches of the year so far and an update on some of the new products you can expect to see soon.

New Greenstar Camray and Heatslave models

New for 2007, Worcester unveiled a range of new 'A' rated Greenstar Camray and Greenstar Heatslave models to extend its range of oil-fired condensing boilers.

The Greenstar Camray, Utility, Utility System and External in outputs of 12/18kW, 18/25kW and 25/32kW were all added alongside two new Heatslave 12/18 and 25/32 models to the existing range of Greenstar Heatslave, Utility and Danesmoor oil-fired boilers.

All the models have been designed with either the same or smaller dimensions as standard efficiency Heatslave, Danesmoor or Camray boilers making them an obvious choice for homeowners wishing to upgrade to a high efficiency, SEDBUK 'A' rated boiler.

The new models offer increased siting flexibility and feature a range of advancements compared to the regular models, including advanced riello cross-firing burner technology and optional plug in time controls to maximise efficiency.



New Greenstar Camray Utility

These models are specifically designed to be highly insulated and remarkably quiet in operation, making them suitable for installation in the kitchen or utility.

What's New.....

All the new models are continually being updated to ensure they incorporate the latest technological advancements. Recent updates on Worcester's range of condensing oil products, includes a new secondary heat exchanger baffle retainer and new acoustic baffle inside a secondary heat exchanger flue cowl, which has been re-designed to reduce noise.

Worcester is set to unveil a new range of Greenstar Camray (kitchen) System oil-fired boilers in outputs of 12/18, 18/25 and 25/32 for November 2007. The new models will incorporate an expansion vessel, pressure relief valve, pressure gauge and pump, which will help to maximise performance and efficiency.

Ideally suited for installation in the kitchen, this new range will offer installers an even greater choice of 'A' rated oil-fired appliances.

New Range of External Models

Earlier this year, Worcester launched three new 'Camray' and three new 'Heatslave' external boilers to extend its range of external oil-fired boilers.

The new Greenstar Camray External and Heatslave External 12/18, 18/25 and 25/32 models have been built with secondary heat exchanger technology to maximise efficiency. The Greenstar Heatslave offers outputs from 12kW through to 32kW and the Greenstar Camray 12kW through to 30kW.

They have been designed with a robust weather-proof cabinet and offer a practical solution for homeowners wishing to upgrade to a highly efficient, 'A' rated boiler whilst maximising the floor space within their property.

The Greenstar Camray External and Greenstar Heatslave External 12/18 models are suitable for a small to medium sized, one bath flat, house or bungalow whilst the 18/25 models are suitable for a medium sized house and the 25/32 models are suitable for a large sized, two bath apartment, house or bungalow.

New Accessories

During 2007, Worcester has also introduced a number of new accessories for its oil products including a range of new flue options, plume management and other oil accessories.

New Greenstar 'Oilfit' External

Worcester has recently launched a new 80/125mm external oil flue that is compatible with its current range of Greenstar oil-fired boilers. The new external oil flue fits both internal and external models and aids the plume management for oil as well as increasing installation flexibility.



Horizontal 80/125mm kit

New Greenstar 'Oilfit' Flexi Flue Liner

The new Greenstar 'Oilfit' flexi flue liner was launched last month and is compatible with all the internal Greenstar oil-fired range. The liner is available in 100mm and 130mm and also aids installation flexibility as it allows you to run a flue up an existing chimney.

Available lengths:

- 8 metre length for Camray*
- 8 metre length for Utility 32/50 & 50/70
- 15 metre length for Danesmoor & Heatslave

*Longer flue lengths for Camray boilers are currently being tested



Vertical 80/125mm kit

Greenstar 'Oilfit' rigid flue extension and elbow kits

The new 'oilfit' rigid flue extension and elbow kits are for use in conjunction with the flexi flue liner. Available in a 45 degree bend, 500mm and 1000mm rigid extension versions, the kits are compatible with all the internal Greenstar oil-fired boilers in 100mm and 130mm.

Detailed technical specification and sales literature is available for all new products. For further information call 01905 752 556 or visit www.worcester-bosch.co.uk



Greenstar Oilfit Flexible Conventional Flue System



Cleaner, Greener Oil

Specifying the latest high efficiency oil-fired condensing boilers from Worcester can make all the difference to fuel consumption for tenants as well as reducing CO₂ emissions.

Martyn Bridges, director of marketing and technical support for Worcester, explains how oil-fired boilers are now a greener, more energy efficient choice:

"At Worcester, we are aware that Local Authorities are becoming increasingly concerned not only with rising fuel costs but also the impact that residential properties have on the environment. We are therefore committed to offering the highest quality oil-fired boilers with the best possible efficiency rating. This is why we have exceeded the current legislation requirements and now offer a broad range of SEDBUK 'A' rated oil models.

"Thanks to the introduction of Camray boilers into Worcester's portfolio earlier this year, we are now one of the largest suppliers of oil-fired boilers in the UK and are continually looking to improve by

developing new products and benefiting from technological advancements.

Greener Oil

"This year, Worcester significantly increased its number of oil-fired boilers, when it launched twenty SEDBUK 'A' rated Greenstar condensing boilers. The new Greenstar series includes – The Greenstar Danesmoor 18/25, Greenstar Utility (18/25, 32/50 and 50/70 models) and Greenstar Heatslave 18/25. The Greenstar series now offers installers a wider range of highly efficient boilers that exceed the industry's requirements, thus benefiting homeowners by offering more choice.

Savings

"Given increasing concerns regarding the environmental impact of home heating

and rising fuel costs, there has never been a better time to introduce more efficient oil-fired boilers. Worcester's Greenstar oil-fired series are all SEDBUK 'A' rated and capable of converting up to 93% of the oil consumed into heat. As a result, they can reduce fuel bills for the consumer by up to 25% compared to older boilers and by around 5-10% compared to condensing models that are 'B' rated and below.

"All of Worcester's Greenstar oil-fired boilers are designed for energy efficient operation, with accurate thermostatic system controls, offering the homeowner a completely independent choice of hot water and central heating services."

For more information on Worcester's oil-fired boilers or services call 08705 266 241 or log on to www.worcester-bosch.co.uk

Power Points promotion powers on

Until 31st December 2007, every Worcester oil-fired boiler you buy is worth 20 Power Points, which can be converted into the Bosch professional tools of your choice from those shown in the promotion booklet - absolutely free*.

What makes this promotion even more exciting is the fact 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. Worcester's range of 'A' rated oil-fired boilers include the new Greenstar Camray, Utility, Utility System, Camray External and Heatslave External 12/18kW, 18/25kW and 25/32kW models.

Claiming your free* tools is easy. Register using the online form by visiting www.worcester-bosch.co.uk/oilpowerpoints or by calling 0845 201 0522. Once you have registered, you will receive your first claim form, you can then download further claim forms from our website or by calling the number above.**

*Does not apply to contracts. Terms and conditions apply.

** Please call 0845 201 0522 to request a brochure.



Once you've collected **50** power points you can claim a Bosch GKS 18V Circular Saw worth around **£210**

Collecting your own set of Bosch power tools is easy, just by installing one Greenstar 42CDi, you qualify for **10** power points, which means you can claim a Bosch GWS 8 -115 41/2 Angle Grinder worth around **£59!**

And if you're able to collect **150** power points you can claim Bosch's fantastic GBH 24V Hammer Drill worth around **£300**

Triple Power Points – another unbeatable oil promotion

Don't miss out. Until 31st October every Greenstar Camray System condensing oil-fired boiler you buy is worth an impressive **60** Power Points, which can be converted into Bosch professional tools.

Worcester's new Greenstar Camray System models are available in outputs of 12/18kW, 18/25kW and 25/32kW have been added to the existing range of Greenstar Heatslave, Utility and Danesmoor oil-fired boilers.

For more information on Worcester's range of 'A' rated oil-fired product range or power points promotion visit www.worcester-bosch.co.uk

INSTALLER'S CHOICE

FEATURE

Spotlight on

Arthur Coates, of Aquatherm Plumbing and Heating

For this month's Installer's Choice feature, we talked to Arthur Coates from Aquatherm Plumbing and Heating in Richmond about his winning entry into Worcester's 'Green Earth' calendar competition. Arthur's entry was based on the installation of a Greenstar 'A' rated Heatslave 25/32 oil-fired boiler in his own home to transform his old and inefficient heating system. As Arthur's wife Isabella explains:

*We had a right old boiler
It used to cough and splutter
It smoked like Winston Churchill
And really used to stutter*

*It sooted up the outside wall
And whistled like a kettle
As it rattled into starting mode
That big old heap of metal*

*But then we had a vision
One cold frosty night
Of something more efficient
And kinder to the earth's plight*

*A Worcester Greenstar boiler
That's the one that we sought out
It's clean 'N' green 'N' lovely
And runs on next to nowt*

*We wake up in the morning
And it really is quite nice
The boiler's warming every room
No need to break the ice*

*With lots of red hot water
That's ready at a turn
This planet friendly boiler
Big respect it sure will earn*

*So thank you dear old Worcester
You really are such stars
Perhaps your boffins ought to start
Building Greenstar cars*

Arthur's wife's poetic description of the installation was one of the excellent winning entries into Worcester's new Installer's Choice 'Green Earth' calendar competition. The judges were impressed that Arthur upgraded his twenty year old inefficient boiler to an 'A' rated Greenstar Heatslave with added room thermostat controls to maximise the efficiency of the system.

On winning a place in the 'Green Earth' Calendar and a luxury 5* four night trip to Miami, Arthur said:

"It is amazing that our installation was selected for Worcester's 'Green Earth' calendar and to top it off we have a trip to Miami to look forward to. My wife and I are very excited!

"We had been planning to upgrade our old heating system for some time, but the final decision came after I spent the second Christmas on the floor repairing the boiler's burner. The old boiler was running on a noisy and inefficient gravity feed pump system and as the poem describes – it was certainly on its last legs.

"Once the boiler came to the end of its life there was only one choice for us – a Worcester Greenstar boiler. I had been solely fitting Worcester boilers for a number of years, so the decision was easy. We opted for an 'A' rated Greenstar oil-fired boiler as I believe that if you're going to invest in a new system you should always choose the highest efficiency rating. This is a message I always pass on to my customers – if the technology is available why not make the most of it.

"The results of the installation have been amazing. Not only are we doing our bit for the environment but our fuel bills have also fallen by around 30% annually. Since then we have switched to a combi system and our new mains pressure shower is fantastic. The only problem I have now is getting the family out of it."

The 'Green Earth' calendar has been launched to raise awareness of environmental issues and recognise best practice when it comes to 'green' installations'. Each of the ten winners who will feature in the 2008 calendar have specified Worcester Greenstar, Greenskies and

**The results of the
installation have been
amazing.**



Greenstore products, and fitted them, as environmentally friendly installations in their own home. Congratulations to all the winners who have demonstrated 'best practice' at work.

Worcester's new 'Green Earth' calendar will be available from November. Look

out in the next issue of the Installer's Choice for further details.

**For more information about
Worcester's 'A' rated condensing
boilers and renewable
technologies simply visit
www.worcester-bosch.co.uk**



Ask The Experts

In this issue of *The Installer's Choice*, we're answering some of the questions most frequently asked by installers attending our oil-fired training courses across the country.

Our team of trained experts are always at the end of the telephone 6 days a week to help resolve any installation queries. Our team of forty-two trained experts are manning the phones 6 days a week to help resolve any installation queries, making Worcester's technical helpline the biggest of all the boiler manufacturers.

This month's panel:



Martyn Bridges, director of marketing and technical support



Phil Bunce, training manager

Q: I've recently been approached by a customer who is looking to replace their old oil-fired boiler, with an external model. I had heard that Worcester had launched a new range of external oil-fired boilers and wanted to check if this was the case and what installation literature was available?

A: **Martyn says:** You are right. We launched three new 'Camray' and three new 'Heatslave' external boilers earlier in the year to extend our range of Greenstar high efficiency external oil-fired boilers. We now have a wide selection of SEDBUK 'A' rated external oil-fired boilers in a range of different outputs and in both combi and regular options.

We have a range of technical literature available to support all of these new products, which is available to download for free from www.worcester-bosch.co.uk - all you need to do is navigate to literature section. Alternatively you can call the literature line on 01905 752 556.



The Greenstar Camray External and Heatslave External 12/18, 18/25 and 25/32 models have been built with new secondary heat exchanger technology to maximise efficiency.

Q: I'm keen to re-fresh my oil training as I have a few oil installations coming up, but live in Sunderland. Can you confirm if I would need to travel to Derbyshire to your Clay Cross training facility or if there is anything suitable closer to me?

A: **Phil Says:** From November, Worcester is opening a brand new training facility in Bradford to cover the North of the country. The new facility will be fully equipped with all our latest oil-fired boiler range and courses will be available from December.

Alternatively we have mobile OFTEC training vehicles on the road for installers that aren't within a reasonable travelling distance of a training facility. These vehicles are equipped with Greenstar, Camray, Danesmoor and Heatslave appliances and facilitate OFTEC training and assessment all over the country. To find out more about when these vehicles will be in your local area or to book a visit contact Worcester's training department on 01905 752526.



Worcester's training vehicles on the road

Q: I'm looking at updating a customer's old oil-fired boiler with a new high efficiency Worcester model, but I'm concerned that the existing system is connected to a plastic pipe system. Can I fit a Worcester oil-fired boiler to a plastic pipe system?

A: **Martyn says:** It is a common misconception that Worcester oil-fired boilers cannot be fitted to the push-fit plastic pipe work commonly used in new build construction, when in fact they can very easily be fitted and without any additional parts.



Worcester invests £150,000 into Clay Cross to create an 'oil centre of excellence'

Worcester has further improved its facilities for oil training at its Clay Cross manufacturing facility in Derbyshire with an extra £150,000 invested to create an 'oil centre of excellence,' where installers can receive the highest standard of training on Worcester's oil-fired boilers.

Clay Cross offers a wide selection of Worcester courses available for installers to choose from including two strands of oil training - OFTEC courses and product training as well as training for Greenstar Camray and Heatslave oil-fired condensing boilers and Greenstore ground source heat pumps.

Phil Bunce, training manager for Worcester, said: "The added investment in Clay Cross has already proved hugely successful for Worcester in aiding our outreach to oil installers. It's a fantastic central location and the facility is well

suited to providing first class training."

The new facilities at Clay Cross will enable Worcester to demonstrate the benefits of renewable technologies in conjunction with their energy efficient boiler products. All of Worcester's Greenstar oil-fired condensing boilers are 'A' rated on the SEDBUK scale.

The Clay Cross development is part of a £3 million investment for Worcester in training this year, which has also seen the company's facilities at its Worcester head quarters upgraded to

a 'training village'.

After training over 12,000 people in 2006, Worcester has set a target to increase that figure to 14,000 by the end of 2007. The expansion of the company's training facilities continues with the opening of another centre in Bradford in November to cover the Northern region.

For more information about Worcester's training courses and facilities visit www.worcester-bosch.co.uk

Meet the Director of Sales

STEVE LISTER

Q. How long have you worked in the industry and how did you get to your current position?

A: I have been working in the heating industry for over thirty years in both the technical field and within the merchant industry and have been at Worcester for the last thirteen years. My career at Worcester started as an area sales manager for the East of Scotland and for two years I also worked as customer service manager.

This variety of experience has helped me develop a balanced perspective of the industry as well as a full of understanding of Worcester's business, which has been extremely valuable in my current position as director of sales.

Q. What aspects of your role do you find most challenging?

A: Building and maintaining relationships with customers. This is the aspect of my job I enjoy the most, but at the same time it can also be the most challenging. We have over 14,000 visitors a year to our head office and training facilities in Worcester and I try to make sure I see as many of these installers and merchants as possible.

At Worcester, we really value communication and face-to-face contact with all our customers, so although it keeps us busy we are always looking to strengthen and increase our customer contacts.

Q. How do you feel the oil industry has changed in recent years?

A: Over the past five years alone, there have been dramatic changes in the oil industry in terms of legislation and new product development.

Training has had a vital part to play in helping installers adapt to meet new requirements. Our courses are designed to equip installers with the necessary knowledge to educate consumers about new products available and oil-fired boilers are a big focus for us right now.

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

A: This year has been a very exciting year for Worcester in terms of the development of our oil-fired portfolio. In less than twelve months we've launched fifteen new oil-fired models, which includes a new range of External options and slimline models.

Looking forward there are more exciting developments with advancements to our Greenstar Camray range, to be launched in November, and a new wall mounted oil-fired boiler in outputs of 12/18 and 18/25 planned for next year.

Q. Due to increasing environmental concerns there is a shift towards energy saving within the heating industry. In your opinion how is this going to affect sales of oil-fired boilers?

A: There will certainly still be a demand for oil-fired boilers in the future. Despite concerns about fossil fuels, sales of oil-fired boilers are still healthy. For the future, the focus is going to be on improving efficiency levels further and changing many consumers' perceptions of oil as an un-'green' option.

Generally speaking the increased environmental focus has been a healthy and profitable thing for oil installers as more homeowners are choosing to upgrade their boilers. The development of high efficiency oil products in the heating industry means more products are being sold - this in turn means more profit.



Win^{with} Worcester

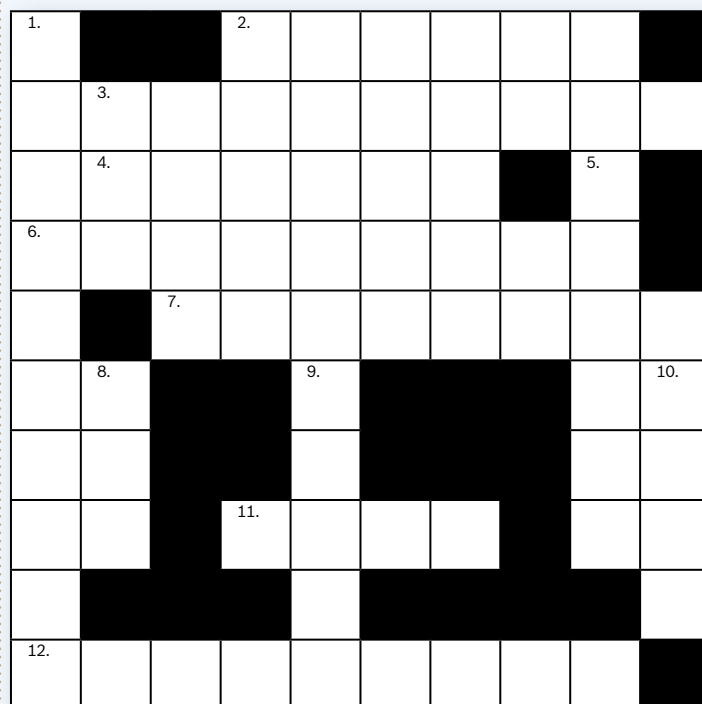
For this month's competition, try our fun crossword which relates to our range of oil-fired boilers and the industry more widely. All you need to do to be in with a chance of winning £250 worth of leisure vouchers is complete the crossword and send it back to us.

The questions are pretty straightforward but if you are stuck you can always look

through this issue and you'll find the answers - it's so simple!

Leisure Vouchers can be enjoyed at a huge number of places and in lots of different ways including: eating and drinking fine wines, exciting attractions and thrilling experiences, memorable holidays and short breaks away, relaxing and de-stressing and fun family days out.

To enter, simply fill in the crossword below and send it back to our editorial office: *The Installer's Choice Quiz Competition*, WPR, 43 Calthorpe Road, Edgbaston, Birmingham, B15 1TS.



Across

2. Most bathrooms usually have this some are electric others run off a combi boiler (6)
3. A perfect choice for a combi boiler (9)
4. 12 new additions to the range in 2007 (6)
6. Part of Worcester's range of oil-fired boilers, this boiler model is ideal for households which have a preference for stored hot water (9)
7. Robust and weatherproof – perfect for installing outside (8)
11. Boilers produce this (4)
12. Worcester's range of boilers (9)

Down

1. Since changes to the Part L1 of the Building Regulations in April all oil-fired boilers must be.... models (10)
5. Why settle for 'B' Rated when you can have... (1) (5)
8. This whole issue of the Installer's Choice is dedicated to this type of boiler (3)
9. A colour associated with being kind to the environment (5)
10. Where the gasses escape from (4)

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 telephone by the 19th November 2007



August Winner

Congratulations to Charles Stafford from Lincolnshire for winning August's 'Picture a Greener Future' children's book competition. Look out in next month's issue for September'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 year we've been covering different areas of the country, 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 the oil sales team, who are each responsible for covering different areas, as indicated below. In the November issue of The Installer's Choice we'll be including the contact details for key members of the renewables team. We look forward to hearing from you!



Key Contacts – Oil Sales Team

The oil sales team is overseen by national sales manager, Barry Wilson
Contact Barry on: 07767 432 569



Key Contacts – Oil Sales Team

Darren Milkins
Southern Sales Manager – Oil
Contact Darren on: 07767 432 540

Technical Sales Managers for Oil

Andrew Tyrrell

07790 488 592

Areas covered – Aberdeen, Dundee, Hebrides, Inverness, Kirkwall, Perth, Lerwick

Andy Yeomans

07790 489 682

Areas covered – Derby, Doncaster, Leicester, Lincoln, Nottingham, Northampton, Peterborough

Barry Vardy

07767 253 717

Areas covered – Bradford, Carlisle, Durham, Darlington, Harrogate, Kingston-upon-Hull, Lancaster, Leeds, Newcastle-upon-Tyne, Sunderland, Teeside, Wakefield, York

David Robb

07790 488 611

Areas covered – Glasgow, Kilmarnock, Paisley

Gerry Kennedy

07767 253 714

Areas covered – Blackburn, Bolton, Chester, Crewe, Blackpool, Guernsey, Huddersfield, Halifax, Isle of Man, Jersey, Liverpool, Manchester, Oldham, Preston, Sheffield, Stockport, Stoke on Trent, Warrington, Wigan

Harry Gilfillan

07971 645 995

Areas covered – Edinburgh, Falkirk, Kirkcaldy

John Walker

07767 251 528

Areas covered – Bournemouth, Dorchester, Guildford, Kingston-upon-Thames, Portsmouth, Reading, Slough, Southampton

Karl Nicholson

07767 432 578

Areas Covered – Saint Albans, Cambridge, Chelmsford, Colchester, Ipswich, Luton, Milton Keynes, Norwich, Stevenage, Southend-on Sea

Louise Wicks

07790 489 648

Areas Covered – Brighton, Bromley, Croydon, Canterbury, Dartford, Enfield, London East, London East Central, Enfield, Harrow, Ilford and Barking, Medway, London North, London North West, Redhill, Romford, London South East, Sutton and Merton, London South West, Tonbridge, Twickenham, Southall, London West, London West Central, Uxbridge, Watford

Patrick O'Donnell

07919 320 666

Areas Covered – Bath, Bristol, Gloucester, Hemel Hempstead, Oxford, Swindon, Salisbury

Ray McClay

07767 432 567

Areas covered – Northern Ireland / ROI

Russell Dixon

07767 432 534

Areas Covered – Birmingham, Coventry, Dudley, Llandudno, Shrewsbury, Telford, Worcester, Walsall, Wolverhampton

Stewart Cochrane

07790 489 681

Areas covered – Dumfries, Motherwell, Galashiels

Tony Willday

07790 488 632

Areas Covered – Exeter, Plymouth, Taunton, Torquay, Truro

Vacancy

Areas Covered – Cardiff, Hereford, Llandrindod Wells, Newport Gwent, Swansea