

# DIARY DATES

## Pub Quiz

There's still time to catch a Worcester Pub Quiz being held during November where you can win a selection of Worcester branded prizes and could be in with a chance of winning a £5,000 cash prize!

To register, visit [www.worcester-bosch.co.uk/pub](http://www.worcester-bosch.co.uk/pub) and click on the quiz you would like to attend. All quizzes start at 7.30pm – we hope to see you there!

### November

<b>Leeds</b> Leeds United Football Club Elland Road, Leeds, LS11 0ES 01/11/07	<b>Carlisle</b> Shepards Inn 4 Montgomery Way, Rosehill Industrial Estate, Carlisle, CA1 2RW 07/11/07	<b>Southampton</b> Southampton Cricket Club Botley Road, West End, Southampton, SO30 3XH 13/11/07	<b>Aberdeen</b> Aberdeen Football Club Pittodrie Stadium, Pittodrie St, Aberdeen, AB24 5QH 20/11/07	<b>Canterbury</b> Canterbury Golf Club Scotland Hills, Little Bourne, Canterbury, CT1 1TW 26/11/07
<b>Newcastle</b> Novotel Ponteland Road, Kenton, Newcastle, NE3 3HZ 05/11/07	<b>Bournemouth</b> Bournemouth Rugby Club Chapel Gate, East Parley, Christchurch, Dorset, BH23 6BD 07/11/07	<b>Edinburgh</b> Hearts of Midlothian FC Tyne Castle Stadium, Edinburgh, EH11 2NL 14/11/07	<b>Brighton</b> Preston Park Hotel 216 Preston Road, Brighton, East Sussex, BN1 6UU 20/11/07	<b>Lewisham</b> Milwall Football Club The Den, Zampa Road, London, SE16 3LN 28/11/07
<b>Plymouth</b> Plymouth Albion RFC Brickfield Rec Ground, Madden Road, Devonport, Plymouth, PL1 4NE 05/11/07	<b>Dumfries</b> Dumfries Rugby Club New Abbey Road, Dumfries, DG2 7LU 08/11/07	<b>Swindon</b> Swindon Town Football Club County Ground, County Road, Swindon, SN1 2ED 14/11/04	<b>Oxford</b> Rover Sport & Social Club Horspath Road, Oxford, OX4 1QT 21/11/07	<b>Belfast</b> The Edge Mays Meadow, Belfast, BT1 3PH 28/11/07
<b>Sunderland</b> Sunderland Athletic FC Stadium of Light, Sunderland, SR5 1SU 06/11/07	<b>Ayr</b> Belleisle Golf Club Doonfoot Road, Ayr, KA7 4DU 12/11/07	<b>Kirkcaldy</b> Beveridge Park Hotel 6 Abbotshall Road, Kirkcaldy, Fife, KY2 5PQ 15/11/07	<b>Inverness</b> Chieftain Pub & Hotel 2 Milburn Road, Inverness, IV2 3PS 21/11/07	<b>Epsom</b> Chessington Golf Club Garmson Lane, Chessington, Surrey, KT9 29/11/07
<b>Bristol</b> Bristol Rovers FC The Memorial Stadium, Filton Avenue, Horfield, Bristol, BS7 0BF 06/11/07	<b>Cardiff</b> Hilton Cardiff Hotel Kingsway, Cardiff CF10 3HH 12/11/07	<b>Dundee</b> Hilton Hotel Earl Grey Place, Dundee, DD1 4DE 19/11/07	<b>Reading</b> Reading Rugby Club Holme Park, Sonning Lane, Reading, Berks, RG4 6ST 22/11/07	<b>Dublin</b> Croke Park, Celtic Suite, Donnybrook, Dublin, D4 29/11/07
	<b>Glasgow</b> Celtic Football Club Celtic Park, Glasgow, G40 3RE 13/11/07			

## Exhibitions

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

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

### November

<b>Northern Homebuilding and Renovating Show</b> HIC, Harrogate 09/11/07 - 11/11/07	<b>PHEX</b> Stamford Bridge, Chelsea FC 21/11/07 - 22/11/07	<b>South West Homebuilding and Renovating Show</b> Bath and West Showground 24/11/07 - 25/11/07
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NOVEMBER 2007

## THE INSTALLER'S CHOICE



**OFTEC AWARDS 2007:**  
Worcester scoops two training awards

**Promotion**  
Worcester hits the airwaves as part of a £1 million marketing campaign

## Celebrating Success – CORGI Awards 2007

# The sky's the limit!



When it came to choosing the 2007 CORGI Energy Efficient Product of the Year one name was at the forefront – Worcester Greenskies.

Greenskies offers a choice of landscape and portrait solar panels designed for in- or on-roof installation on flat or sloping roofs, or even wall-mounting, and is complemented by a range of mains pressure twin-coil hot water cylinders with capacities of up to 300 litres.

**To find out more call 08705 266241 or visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk)**



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

 **WORCESTER**  
Bosch Group



## Welcome to the November issue.

It has been an exciting month here at Worcester with prominent wins in both the CORGI and OFTEC Awards, which I'm pleased to announce we are celebrating in this issue.

In our cover story, we focus on the CORGI Awards 2007, where Worcester was awarded 'Boiler of the Year' for the Greenstar series and 'Energy Efficient Product of the Year' for Greenskies solar thermal system. To win one CORGI award is an honour, but to win two is amazing – we are truly delighted and would like to say thank you to everyone who voted.

We are celebrating more successes on page 14, as Worcester's Training Academy was awarded both the National and Regional Training Centre of the Year titles at this year's OFTEC Awards. After investing around £3 million in our training facilities this year, it was hugely rewarding to receive this recognition.

Moving on to other people's success, our regular 'green' page this month takes a closer look at one of our monthly Environment 2010 winners. Dameon Hill of Cheltenham Heating won one of the first awards in 2007 for his Greenskies solar installation, which transformed the heating system of a retired couple's bungalow.

Continuing the solar theme, you will find another Greenskies solar case study on pages 12 & 13 of this issue, which takes a look at an installation by Hampshire based installer Pete Samson. Pete's project has been filmed for a documentary entitled 'A Farm Life', which is due to be aired on the Discovery Channel April next year.

You'll also find two supplements enclosed with this month's edition: the first edition of our new consumer magazine, 'A Greener Future', and your copy of the College of the Year and Student of the Year awards brochure.

Within this issue, there are also plenty of opportunities to win. We are hosting around 60 lively pub quiz trade events around the country during November and December, we're embracing the theme and offering £250 worth of leisure vouchers in our very own Installer's Choice mini-quiz. Don't forget, you can register for Worcester's pub quizzes running nationwide at [www.worcester-bosch.co.uk/pub](http://www.worcester-bosch.co.uk/pub) The overall winning team will receive a £5,000 cash prize to share, so get your heads together.

Enjoy the magazine

**Richard Soper**  
Managing Director

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## Probably the best pub quiz you've ever been invited to....

Worcester is hosting 60 lively pub quiz trade events around the country throughout November and December in a bid to find the brainiest installers in Britain and award the overall winning team with a £5,000 cash prize.

The quiz nights, which are being held at selected pubs, football and rugby clubs are open to all heating trade professionals and will be hosted by Worcester's very own technical sales managers.

Each event will combine a mixture of general knowledge, Worcester product and industry related questions that are designed to sort the men from the boys. Installers are being encouraged to put their heads

together to take part in teams of 3 - 5 people.

Prizes are available for the winning groups in each of the regional heats, with the top two teams from each of the 5 sales regions qualifying for the grand final. This will be held at the Greenstar Bar at Worcester's factory HQ on December 4th, when the overall winning team will be crowned pub quiz champions and awarded a cheque for £5,000.

**To help installers keep track of the competition from event to event, a score board is accessible by visiting the trade section of the Worcester website – [www.worcester-bosch.co.uk/pub](http://www.worcester-bosch.co.uk/pub) Time to get your thinking caps on.**

## Life made easier – Greenstar accessories



Worcester's new Condensfit II short extension

Worcester has introduced a new Condensfit II short extension 255mm for Greenstar gas appliances, which is designed to assist the installer in instances when a one metre extension is too long for site requirements.

The main benefit of the new Condensfit II extension is that it reduces the need for installers to cut a flue extension to ensure a perfect fit, therefore reducing installation time as well as costs.

Martyn Bridges, director of marketing and technical support, said: "We have introduced the new Condensfit II short extension 255mm following feedback from installers that on some installations there was unnecessary waste. Not only does the short extension negate the need for cutting down a standard extension, in most cases it also saves money and minimises wastage."

**For more information about Worcester's wide range of high efficiency products, its services and training facilities, visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk) or call 08705 266241.**

## The search begins for the Installer's Choice 2009 calendar



Following a positive response to its 2008 Installer's Choice Calendar, Worcester is already searching for the next group of eco-minded installers to feature in a 2009 calendar.

To qualify for the 2008 competition, installers need to have specified and installed Greenstar, Greenskies or Greenstore products in their homes.

Worcester is looking for ten more monthly installation winners, each of whom will be featured in the 2009 calendar, featuring images of the landscape, as well as details of the winning installers who have demonstrated 'best practice' at work.

All installers have to do to enter is provide a detailed outline of how an installation carried out at home, featuring Worcester's Greenstar, Greenskies or Greenstore products, has helped benefit the environment. The successful ten will each receive a prize of a four night trip to Boston, USA for two people, as well as being featured in the calendar.

**For further information on the competition, including information on how to enter and a full list of terms and conditions, visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk) and click on the events and promotions page. The closing date for the 2009 competition is 31st July 2008.**



**BOSCH**  
Invented for life

## Bosch is still leading the way after 75 years

Celebrating 75 years of expertise in the heating industry, BOSCH Thermotechnik remains the market leader for heating products in Europe.

Since its beginnings in 1932, Bosch Thermotechnik – the heating division of Bosch – has led the European market in promoting energy efficient heating solutions for over seventy years, with an estimated annual turnover of over 2.5 billion euros and over 12,700 employees across nine countries worldwide.

Richard Soper, managing director at Worcester, said: "Congratulations to BOSCH for 75 successful years in business. We feel privileged to be part of an organisation which is so committed to investing in its people and products. Here's to the next 75 years and to Worcester continuing to be at the forefront of product innovation, training and market growth."



## Super savings

all the way for Installer's Choice

Worcester has a number of fantastic cash-back offers which are available to installers looking to specify Worcester Greenstar, Greenskies and Greenstore products for their own homes.

At Worcester, we are firm believers that personal experience goes along way in promoting products to consumers. For example, where installers have already fitted these products in their own homes, they have been able to use their installations as case study examples to demonstrate first hand how high efficiency boilers and renewable technologies can help lower CO<sub>2</sub> emissions and fuel bills.

So if your heating system is old and inefficient, why don't you consider upgrading? As well as the benefits of reduced fuel bills and an increase in the value of your property, you could receive a fantastic cash-back offer from Worcester!

Here's how the benefits of going 'green' with Worcester really add up: 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.

**For more details about the Installer's Choice cash-back promotion visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk) or call 0845 201 0522.**

# Worcester wins two prestigious CORGI awards



Richard Soper, managing director of Worcester, Bosch Group and team with their CORGI Awards for Boiler of the Year and Energy Efficient Product of the Year

From left to right - Mike Thompson, CORGI; John Lynch, Sentinel (award sponsors); Richard Soper, managing director, Worcester, Bosch Group and comedian Frankie Boyle

**Worcester has been awarded 'Boiler of the Year' for the Greenstar series and 'Energy Efficient Product of the Year' for its Greenskies solar thermal system in the prestigious 2007 CORGI awards.**

Voted for by CORGI registered installers, Worcester secured a hat-trick for its SEDBUK 'A' rated Greenstar gas boiler series, which has won on two previous occasions in 2005 and 2006 and now in 2007 and has proved a real hit with the installation trade.

In the 'Energy Efficient Product of the Year' category, Worcester beat off fierce competition to secure the top spot for its Greenskies solar thermal water heating system. With new high performance panels now available in both portrait and landscape versions

and Greenskies cylinders launched this year, the complete Greenskies package is also a winner with installers and consumers alike.

Across the categories, votes were cast for appliances that are easy to install, straightforward to commission and service and that offer customers the greatest benefits.

Richard Soper, managing director for Worcester, attended the ceremony together with some of the Worcester team to accept the awards on behalf of

the company's 2,000 employees based in the UK. He said: "We are extremely proud that both our Greenstar series and Greenskies solar water heating system were voted as the best in their categories. We would like to thank all the installers who voted – we are delighted!"

"Our SEDBUK 'A' rated Greenstar series has been singled out in the 'best boiler' and 'best domestic heating product' categories for 2005, 2006 and now 2007. This is really encouraging and reflective of the investment we

have made in supporting installers who consistently choose Worcester products.

"New for 2007, we developed the Greenstar series even further, with the introduction of new higher output models ranging from 27kW to 42kW. Ease of installation combined with consistent high-performance levels ensures the range continues to lead in the wall-hung condensing boiler market.

"Winning the 'Energy Efficient Product of the Year' category with Greenskies is also particularly satisfying, as we are passionate about the environment and helping to reduce the UK's CO<sub>2</sub> emissions through the installation of renewable technologies and high-efficiency condensing boilers.

***"We are extremely proud that both our Greenstar series and Greenskies solar water heating system were voted as the best in their categories."***

"We make a point of continually evolving our Greenstar, Greenskies and Greenstore product ranges to ensure they deliver the highest levels of efficiency and performance.

"Advances like simple connections and manufacturing panels from lightweight materials have made the new Greenskies FKT high performance solar panels even easier to fit and suitable for a wider range of installation requirements.

"We are highly supportive of installers recommending SEDBUK 'A' rated boilers and renewable technologies, such as solar thermal panels and ground source heat pumps, to give their customers the best possible deal on their new heating system."

The awards, which are billed as the most prestigious in the gas heating and plumbing industry, were hosted by Scottish comedian Frankie Boyle – probably best known for his appearances on the BBC's topical comedy BBC shows 'Mock the Week' and 'They Think It's All Over'.

## Award winning Greenstar

**Worcester's range of Greenstar high efficiency condensing gas-fired boilers are all SEDBUK 'A' rated, which means they deliver over 90% efficiency.**

### Key Facts: Greenstar CDi combi

- Fully condensing in both CH and DHW modes - up to an extra 10% saving on fuel bills
- Modulating circulating pump - energy saving and system tolerant
- 27kW, 30kW, 37kW and 42kW DHW outputs - boiler for all property types
- Compact dimensions - siting flexibility
- WB5 series heatcell - robust cast aluminium/silicon construction
- Heatronic III control system - sophisticated boiler management
- Compact hydraulic - efficient and reliable
- Wall mounting frame with pipes behind - no exposed pipework
- Low NOx and CO<sub>2</sub> emissions - environmentally friendly
- Keep hot facility - instantly available hot water
- DHW and CH temperature control - consumer comfort flexibility
- Central heating boost function - rapid heat up function



## Award winning Greenskies

**Worcester first unveiled its Greenskies solar water heating package in 2005 and has now developed a number of options to suit a wide variety of installations.**

### Key Facts:

- There are currently four Greenskies solar panel options:
  - FKC-1S Standard portrait solar panel
  - FKC-1W Standard landscape solar panel
  - FKT-1S High performance portrait solar panel
  - FKT-1W High performance landscape solar panel
- Greenskies solar panels can provide 50 – 70% of a home's hot water requirements annually
- As well as the panels, the Greenskies package includes a pump station, controller, automatic air vent, expansion vessel, heat transfer liquid and roof fixings
- The panels are joined by a range of fittings which allow



installations on pitched roofs or integrated into the roof. In addition options are available for flat roofs and, with the landscape version, wall mounting

- Greenskies solar panels and Greenskies Cylinder series are the ideal partner to Worcester's SEDBUK 'A' rated Greenstar condensing regular and system boilers
- A maximum of nine panels can be connected together for one installation





Each month we've been inviting a different editor from one of the heating industry's top trade titles to discuss a topic of their choice. This month Mark Thrower, editor of Energy in Buildings and Industry magazine (EiBI) comments on how the UK risks being left behind other nations when it comes to the fight against climate change.

**ENERGY**  
IN BUILDINGS & INDUSTRY

## AHEAD OF THE GAME

"Why should little UK invest in energy-saving products when countries like China and India are belching out carbon dioxide at the fastest rate possible?"

It's a question that comes round all too frequently. And one of the most frequent answers is: "Well, if no-one shows a good example then change will never happen." It's not usually a strong enough response to immediately convert a hardened sceptic to the energy-saving cause but at least it usually gives food for thought.

To me it also assumes that the UK is somehow leading the world in the field. True, the UK has been at the forefront of developing technologies and techniques that are now being employed around the world. But I have the distinct feeling that we may be left behind by other nations as they more quickly embrace the advantages of energy saving.

There is a huge groundswell of change going on in the US. Public opinion is changing fast. Architects, builders and engineers are all embracing the message. It's only a matter of time before technologies emerge from the US that will radically alter the way we generate and save energy.

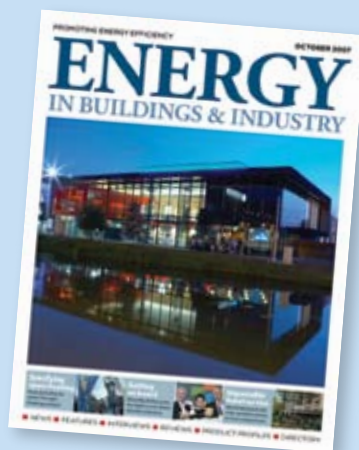
And closer to home Germany has taken a giant leap towards becoming a world leader. The country is to spend €2.6bn a year on energy-saving measures including extra insulation, replacement of windows and the phasing out of night storage heaters. The aim is to improve energy efficiency by 3 per cent a year.

Indeed, Berlin can now achieve a 40 per cent reduction in carbon emissions between 1990 and 2020, environment minister Sigmar Gabriel believes.

As a result, Germany is likely to be able to avoid going down the nuclear route, will boost its energy security, and will stimulate employment in the installation of energy-saving measures. Not to mention the stimulation for the research and development of new technologies and methods.

It all makes the UK's efforts look rather feeble. The farce that was the Low Carbon Buildings Programme earlier this year seems to demonstrate that as a nation we don't really want to grasp the nettle and go wholeheartedly down this route. The recently announced consultation for the Severn Barrage tidal generation scheme indicates that we can't really make up our minds to do anything that might involve taking a risk. It is almost certain that consultation will follow consultation and the project will never get done.

In the meantime, our Government is getting too heavily influenced by the wind farm lobby and excluding all other technologies. It will become more apparent in the coming years that wind farms are too far from the point of use and can offer an intermittent supply solution. It seems bizarre that the Government has been duped into subsidising this industry when we have 3m people living in fuel poverty. The Government has committed itself to ending this state for all



vulnerable households by 2010 and all UK households by 2016. To achieve this target a huge increase in energy efficiency is required. But so far there is little sign that the Government is committed to ending this scandalous position.

Unlike the Severn Barrage, all the technology to better insulate our houses is available with us now. It really is just a question of political will to make it happen. The industry is ready to supply the products to reduce the UK's carbon footprint but only confidence in future energy policies will provide the incentives to develop better products to keep the UK as a global leader.

Time is running out. This is another often-heard phrase when talking about climate change. Only for the UK it may well mean that other countries are showing the way forward both in terms of ideas, technology and as an example to the developing world. Don't let the UK fall behind.

**Mark Thrower**  
EiBI Editor



## Martyn Bridges Comment

The latest radio frequency controls offer both the installer and the end-user a number of advantages compared to hard-wired controls. Martyn Bridges, director of marketing and technical support at Worcester discusses the latest advances in RF controls and looks at how installers can maximise the performance of such systems.

## Intelligence at the touch of a button

"As technology has evolved in the field of heating controls, so has the range of products available increased and become more sophisticated in design. Although the hard wiring of controls is perhaps still the most popular option, over the past couple of years modern developments, combined with installer and consumer aspirations, are driving the market towards wireless products that offer a greater degree of flexibility for the installer and end-user.

"The dramatic growth in the use of radio frequency (RF) controls over the last two years has been largely due to the combined effect of the implementation of Part L and Part P of the Building Regulations for England and Wales. Part L requires all heating systems to have a room thermostat control. Part P requires all electrical work to be certificated.

"One of the main advantages of RF controls for installers is that boilers with in-built RF receivers require no mains wiring for the controls, therefore avoiding issues resulting from Part P but still meeting the requirements of Part L of the Building Regulations.

"For example, Worcester's new MT10RF control offers the unusual combination of a mechanical timer with a thermostat control that is actually an RF transmitter, giving an attractive combination of a user-friendly mechanical interface with advanced RF technology.

"The MT10RF is battery powered and can be sited where the room thermostat would normally be located – typically in a living room or hallway. With simple user-friendly menus, even technophobes have nothing to fear.

"Another feature of the MT10RF is that it is designed to operate at 868 MHz – a newer frequency for RF controls, which means there is less RF 'traffic' that could interfere with the system compared to other frequency levels.

"When using RF systems it is important to consider that all RF transmissions can be affected by physical objects, which in some circumstances can limit or even prevent RF communications from getting through. This is because radio signals are weakened when they travel through solid materials. Consequently, installers who are specifying and fitting RF controls should take into account the presence of steel reinforcing materials within the walls or floors of buildings.

"One of the main advantages of RF controls that operate at 868 MHz is that they only require a small gap or opening in order for the signal to get through. This means that by appropriately locating the transmitter and receiver and by reducing metallic and construction material barriers installers are able to maximise the opportunity for the signal to be received. Concerns about possible conflicts with mobile phone, wireless Internet or Bluetooth frequencies are



Worcester's new MT10RF control

groundless, as each system operates at a different frequency.

"If correctly installed, these controls offer a number of advantages for both installers and consumers. All the home occupier has to deal with is the room thermostat or transmitter which, dependent on selection will either be mechanical interface or digital.

"For installers, the wireless option means no problems with time consuming hard wiring that often has to be carried out over relatively large distances and awkward routes. The digital timers also have a range of up to 30 metres, allowing for installation within the largest homes.

"All things considered, RF controls are a great step forward in easy-to-fit, user-friendly heating controls. An awareness of what transmitters and receivers are actually doing and the external factors that can influence the siting of the components will result in an easily installed working system that satisfies the installer and end-user alike. The homeowner is happy with improved boiler performance, resulting in cost savings, and the installer is happy with an easier installation. Job done."

**For more information about Worcester products and services call 08705 266241 or visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk)**



"Welcome again to our regular 'green' page, commenting on the latest legislation and issues affecting the heating industry, as well as following the progress of Worcester's Environment 2010 Awards."



"The Environment 2010 Awards are just one example of Worcester's total commitment to its environmental policy by focusing attention on the critical need to conserve non-renewable energy resources and minimise environmental damage. The Awards are designed to celebrate activities that will preserve the environment for future generations and recognise best practice installation projects featuring high efficiency condensing boilers and new technologies, such as solar and ground source heat pumps."

"For this month's issue, we talk to the one of the first monthly winners of this year's Environment 2010 Awards, Dameon Hill of Cheltenham Heating."

**Neil Schofield**  
Head of Sustainable Development

## Solar all the way for green minded installers

Dameon Hill from Cheltenham Heating, won the January Environment 2010 monthly award after a solar installation he carried out on a bungalow in Cheltenham. The installation saw Worcester's Greenskies solar panels specified together with a Greenstar Danesmoor 18/25 high-efficiency oil-fired boiler.

Describing the project, Dameon said: "The homeowners were a retired couple who were keen to update their inefficient boiler with a more environmentally friendly alternative."

"It has been over a year now since the installation and we still hear from the homeowners who are astounded by the savings they're making. Since having their Greenskies panels installed, about 60-70% of their hot water is provided by solar energy, which is significantly reducing the amount of CO<sub>2</sub> produced by their boiler that now also runs at over 90% efficiency."

Dameon added: "This was our very first solar installation so it will always be a

memorable job. Over the past year we have fitted many more Greenskies solar water heating systems and all of the homeowners have remarked on how easy the system is to use and the noticeable reduction in their fuel bills. We very much feel that solar is the way forward, which is why we try to tell everyone about the benefits of solar heating when providing a new boiler installation."

Dameon's award-winning work has won him a £500 voucher for a National Trust cottage holiday and a one year family membership to the National Trust. His installation will be judged against those of eleven other monthly winners – one of whom will be awarded the Overall Winner's prize in spring next year. Should Dameon go on to win this, he could also win holiday vouchers to the value of £1,000.

**For more information about Worcester's Environment 2010 awards and renewable products, call 08705 266241 or to download a nomination form, visit the website: [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk)**



Dameon Hill's Greenskies solar installation won him January's Environment 2010 monthly award

## 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](http://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.

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!**



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



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





# INSTALLER'S CHOICE

FEATURE

## Spotlight on

## Pete Samson, of Ecologic Developments

**For this month's Installer's Choice feature, we talk to Peter Samson of Ecologic Developments about his Greenskies installation, which was filmed as part of documentary titled 'A Farm Life' due to be aired on the Discovery Channel next Spring.**

The installation saw Worcester's Greenskies solar water heating system specified for a farm house on a 400 acre organic farm in Lymington, Hampshire.

Pete explains: "We were approached to upgrade a heating system, but unlike most typical upgrades, the boiler we were asked to replace was over 60 years old, and started its life in the Queen Mary!

"The owners of the farm George and Kate Heathcote, asked us to look at their boiler as it used to cough and splutter into action and cost thousands of pounds a year to run. The final straw came when one of their three young children was covered in black soot from the boiler. From that day forth the family never used the boiler again, even though this meant going without heating and hot water for several weeks. And with three young children this was a real challenge, as you can imagine.

"George and Kate stressed to us that they wanted to ensure their next heating system was both 'clean' and 'green'. This was part of a 'lifestyle choice' for the couple who were striving to make

their organic farm as environmentally friendly as possible. After weighing up all the alternatives it was decided that four Worcester Greenskies solar panels would be ideal for their needs."

A standard installation in the UK normally requires two panels but due to the size of the farm house and the family's hot water requirements the decision was made to install two additional solar panels.

Pete said: "Although we found the perfect south facing pitched roof on an extension building to fit the solar panels, on closer inspection the rafters were sagging under the weight of their current load let alone with four solar panels on them, so it was decided that a ree roof was in order. Luckily, we have the skills to carry out the ree roof so it did not slow the job down too much although the weather tried its best to stop play. We all agreed it was worth it as the panels could be installed in a fabulous sun-trap location.

"Now the new solar water heating system is in place, the family is happy

that their home's impact on the environment has been reduced, as well as their fuel bills. To add to this, they can now enjoy long hot baths again.

"For us, what makes this installation so impressive is the scale of the transformation - from an archaic boiler, which would have looked at home in a museum, to a highly efficient solar water heating system."

### See for yourself...

This installation has been filmed for a 13 episode documentary entitled "A Farm Life". The documentary is due to be shown on Discovery's global network Animal Planet, starting April 2008.

Please contact Pete Samson for any advice or enquiries at [pete@ecologicdevelopments.co.uk](mailto:pete@ecologicdevelopments.co.uk)

**For more information about Worcester's Greenskies solar water heating simply call 01905 752780 or email [renewable.energy@uk.bosch.com](mailto:renewable.energy@uk.bosch.com)**



The Heathcote family



The archaic old boiler



The farmhouse



# Excellence in training – Worcester wins two OFTEC awards

**Worcester has been awarded both National Training Centre of the Year and Regional Training Centre of the Year in the 2007 OFTEC Awards for Excellence.**

Worcester secured the two prestigious awards at a gala dinner and presentation ceremony held in London on the 28th September.

Worcester beat off fierce competition to secure the top spots for both the

National and Regional Training Centre of the Year for its training facilities at its headquarters in Worcester. With over £3 million investment this year into the training and customer visit facilities, these training facilities have become a favourite with installers nationwide.

Phil Bunce, training manager for Worcester commented on the awards. He said: "We are delighted to receive these two coveted OFTEC awards as we are committed to continually enhancing our training facilities."

"Throughout 2007, we have invested significantly into training, which has seen our facilities in Worcester grow from a training academy to a training village. These new facilities are first class and include a dedicated OFTEC room, which contains 13 operational boilers for training in a wide variety of scenarios. As well as a dedicated renewables room for in depth training on solar thermal packages and ground source heat pump installations and dedicated gas and oil-fired boiler workshops."

"This added investment in our training village in Worcester has already proved hugely successful in aiding our outreach to oil installers. It's a fantastic central location and the facility is well suited to providing first class training. In fact Worcester will even come to you if you can't visit us. We have two fully equipped mobile workshops to which there are 4 working oil-fired boilers within enabling OFTEC 101 and 105e training and certification to take place regionally."

## Training Pledge

After training over 12,000 people in 2006, Worcester has set a target to increase that figure to 14,000 this year.

**For more information on Worcester's training facilities visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk)**

The Worcester team is all smiles at the OFTEC Awards



Martyn Bridges, director of marketing and technical support is a natural on air



# Worcester hits the airwaves as part of £1 million marketing campaign

**Martyn Bridges, director of marketing and technical support for Worcester, hit the airwaves last month as part of a campaign by Worcester to encourage homeowners to service their boilers annually and to consider upgrading their inefficient old boilers to new SEDBUK 'A' rated condensing models.**

Martyn was interviewed live on BBC Radio West Midlands, BBC Merseyside and BBC Three Counties radio, as well as twelve other commercial stations nationwide.

The radio campaign is part of a commitment by Worcester to invest £1 million into consumer marketing between October and December this year. An integral part of this outreach to homeowners is a new consumer magazine titled 'A Greener Future'.

The magazine is a similar size to the

Installer's Choice and has just been sent to almost half a million homeowners nationwide. The magazine has also appeared within the Independent on Sunday on the 14th October, which was positively received by the newspaper's readership.

If you're keen to promote Worcester's new consumer magazine to your customers, it will also be cover mounted within the December issues of Move or Improve and Grand Designs magazines, on shelf this month.



Worcester's new consumer magazine – 'A Greener Future'

Over the next few months, Worcester's sponsorship of the Channel 4 weather will continue and you will also see a renewed Worcester presence within the national press and consumer lifestyle magazines. To add to this, Worcester will continue advertising on petrol pumps up and down the country throughout November.

**For more information of Worcester's consumer marketing campaigns visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk)**



# MITCH COGGER

## PRODUCT MANAGER FOR NEW TECHNOLOGIES

**Q. How did you get into the industry and to your current position at Worcester?**

**A:** For the first ten years of my career I worked as purchaser within the engineering sector. I then joined Worcester in 1999, as I wanted to be part of a large organisation - 'a big player' if you like. Over the years I've progressed from purchasing for Worcester to working as a project manager within the product development team, to my current position as product manager for new technologies.

**Q. What do you like most about your job?**

**A:** Without a doubt, the aspect of my job I enjoy the most is going out and meeting installers and customers. There's nothing better than getting feedback about your products directly from the people who are fitting and using them. It is also really exciting and satisfying working within the renewables sector as you are always looking for product innovations that could potentially transform the UK market.

**Q. What do you think distinguishes Worcester from its competitors?**

**A:** In my opinion, there's no better place to work than Worcester in terms of the company culture and investment in the people behind the business. The feedback I get from installers about what makes us stand out is the excellent quality of our products and in particular, how easy they are to install and for consumers to use. It was hugely rewarding to see that installers had voted two of our products – the Greenstar series and Greenskies solar thermal system - to win CORGI awards this year. I think this speaks volumes about the quality of our products.

**Q. How do you feel the industry has changed in recent years and how has this affected your work?**

**A:** Over the past few years we have seen concerns over high gas and oil prices and public concerns about climate change increase significantly. This has brought about a change in attitudes towards renewable technologies in the UK. As a result, it is really exciting for us at Worcester as more and more homeowners are now considering renewable technologies, such as solar water heating or ground source heat pumps. As consumers have become more interested in renewable technologies, we have also seen them become more switched on in terms of researching and comparing products and services.

**Q. How do you see the renewables market growing over the next few years?**

**A:** Whilst gas and oil will remain the main fuel sources for most UK homes for the foreseeable future, I do believe that the market for renewable technologies will take off significantly over the next ten years. Energy saving in the home and renewable technologies are hot topics at the moment and I can only see this translating into growth for the renewables market - particularly as the main political parties are now striving to prove their 'green' credentials. For this growth to happen, the renewables market will need to be backed by Government support, which needs to include an efficient grant system, clear guidelines for consumers and perhaps even more legislation for the housing association and public service sectors.

# Win<sup>with</sup>Worcester

For this month's competition, we're embracing the Pub Quiz theme by testing you with a few general knowledge questions.

All you need to do to be in with a chance of winning £250 worth of leisure vouchers is answer the five questions below. The questions should be straightforward so there should be no need to phone a friend. But don't forget, if you want to take part in one of Worcester's live pub quizzes running at pubs and sports centres across the country you can register at [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk)

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



**Q1. Which Monty Python actor played the character with the catchphrase "Nudge, nudge, say no more"?**

A: \_\_\_\_\_

**Q2. Which American state is known as the Sunshine State?**

A: \_\_\_\_\_

**Q3. How many times has the host nation won the football World Cup?**

A: \_\_\_\_\_

**Q4. Look at the distorted picture can you name the rock legend?**



A: \_\_\_\_\_

**Q5. Complete this Bill Haley song title 'Rock around the...'**

A: \_\_\_\_\_

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

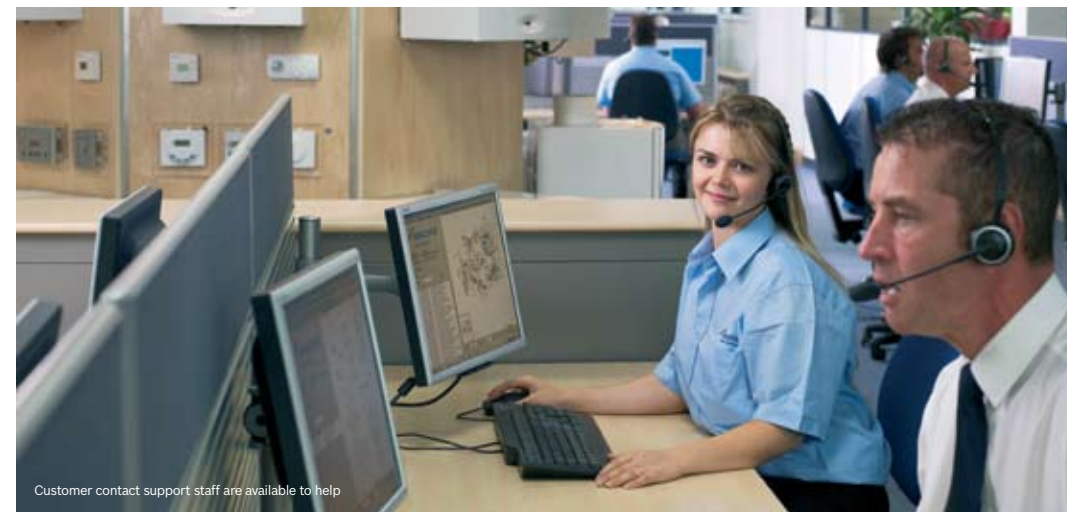
1. No cash alternative
2. The decision of Worcester, Bosch Group is final
3. One winner will be notified by telephone by the 19th December 2007

## September Winner

Congratulations to Nigel Kelsall from Staffordshire for winning September's 'Back to School Quiz'. Look out in next month's issue for October's winner!

# Keep in touch – complete customer care

At Worcester we are committed to ensuring we go above and beyond your expectations to deliver the highest possible levels of after sales service and support.



Customer contact support staff are available to help

## Worcester, Bosch Group – Service Charter

### The Guarantee:

All calls answered within 30 seconds

### The Promise:

Same day or next day service engineer appointment to inoperative appliances

### Service Engineers:

Dedicated service engineer workforce

### The Unequalled Record:

700+ parts per van with a minimum 97% first fix rate

### Nationwide Coverage:

Excellent engineer cover across mainland UK

### Spares Availability:

Nationwide stockist network with next day delivery guaranteed for 98% of all parts

### Peace of Mind:

All parts are still available even after the product has been out of production for up to 10 years

## Dedicated Contact Centre – 08457 256 206

Should you require non-technical advice or information about our products and services, would like to book a service call or request literature, our dedicated customer service team will be happy to hear from you.

### Opening hours

Monday - Friday: 7.00am – 10.00pm  
 Saturday: 8.00am – 5.00pm  
 Sunday: 9.00am – 12.00pm

## Technical Support – 08705 266 241

The team at Worcester is dedicated to providing the help and information you need relating to Worcester's range of products and services. With exceptionally high response times and a team of experts on hand to answer your query at the end of the telephone line, you can expect an efficient and professional service.

### Opening hours

Monday - Friday: 7.00am – 8.00pm  
 Saturday: 8.30am – 4.00pm

## Interested in Renewables

Due to the popularity of our Greenskies and Greenstore renewable technologies we've set up a dedicated phone line and email service for these products. Simply call 01905 752 780 or email [renewable.energy@uk.bosch.com](mailto:renewable.energy@uk.bosch.com) for further information.