



years of warmth

2012 marks a year of celebration for Worcester as we celebrate our 50th anniversary.

We've grown from a small business that began in Worcester in 1962 to the global brand that we are today, and what better way to see how far we've come than a quick trip down memory lane!

Watch the 50 years in 50 seconds video www.50yearsofwarmth.co.uk



Tear me off, keep me safe!

Gas Safety Week: Take care, be Gas Safe

We're proud to be supporting Gas Safety Week taking place 10th - 16th September 2012.

Gas Safety Week, co-ordinated by the Gas Safe Register, aims to raise awareness of gas safety and the importance of taking care of gas appliances. It's a national campaign with events and advertising taking place across the country to help keep the nation Gas Safe.



As a Gas Safe registered engineer, why not get involved and help remind customers they should:

- Always check their engineer's Gas Safe Register ID card. Illegal gas fitters can put lives at risk
- Make sure gas appliances have a regular service and a gas safety check every 12 months
- If living in rented property, ask to see a copy of the landlord's gas safety record showing a gas safety check has been carried out
- Be aware of warning signs that an appliance isn't working correctly, e.g. lazy orange flames instead of crisp blue ones, black marks on or around the appliance and too much condensation in the room
- Know the signs and symptoms of carbon monoxide poisoning – headaches, dizziness, breathlessness, nausea, collapse and loss of consciousness
- Install an audible carbon monoxide alarm

Visit www.GasSafeRegister.co.uk/GasSafetyWeek to show your support. To order materials to raise awareness of gas safety, email marketing@gassaferegister.co.uk



Bosch Power Tool winner

In the last edition of WAI's Choice, Bosch Power Tools ran a competition for one lucky WAI to win a drill.

Congratulations to Mark Borg from MAB Contracts Ltd who was selected as the winner of the prize draw!

Don't forget that as an Accredited Installer, you can receive a fantastic 10% off Bosch professional power tools. Visit the WAI website to find out more.



THE WAI's CHOICE

News and views for Worcester Accredited Installers across the UK

Quarter three edition 2012



50 years of warmth



www.worcester-bosch.co.uk/wai

Welcome to WAI's**CHOICE**



I can't believe the heating season is almost here again, this year has gone so quickly! Hopefully, this edition has lots of information and tips to help you make the most out of this busy time of year.

First off, we've extended our guarantee promotion again until the end of the year. We really believe that being able to offer your customers a 7 year guarantee puts you ahead of your competition and it's a great way to make the most out of your sales leads. You can download the leaflets free-of-charge on the WAI website.

We also have some great suggestions from our installers about different ways you can promote your business, including van designs and mobile phone covers. Plus, enclosed in this edition is a flyer from our marketing partners i-promote. As an Accredited Installer you have access to all of their services at fantastic prices. Whether you are thinking of going all out and having a 10 page website, business cards and flyers or keeping it simple with a 4 page website; i-promote can offer something for everyone. And don't forget that you can claim back these costs through your promotional support funds. Find out how on page 5.

As we celebrate our 50th birthday this month I'd like to thank all of you for supporting us over the years and hope for many more successful years to come.

Finally, I'm excited to offer my congratulations to Worcester's Chief Executive Officer Richard Soper on his CBE honour.

Kerry Soper
Business Development Manager - WAI

CONGRATULATIONS...

Thank you!

We'll be celebrating our official 50th birthday on 14th September, which is 50 years to the day that Worcester began trading. We'd like to thank all of our members for the continued support and loyalty that you've shown to us.

You've played an important role in ensuring the growth and success of our business and we hope that we've helped you grow your business through the scheme. We got in touch with a few of our installers to see if they had any special messages they'd like to share.

Sharron Baxter from High Efficiency Heating:

"I know that 1962 made a difference to me and my family's life.

1. Andy Baxter was born (my husband)
 2. Worcester started business
- The combination works."

"HAPPY 50TH BIRTHDAY TO YOU BOTH!"

Esas Ali from E A Services (SE) Limited:

"Since becoming a Worcester Accredited Installer we've seen our business grow from £50,000 to £350,000, and 99% of the products we install are Worcester ones."

Nigel & Sharon Surtees, J Shipley & Co Heating Ltd:

"Because of the length of time we've been Accredited Installers, we feel we've got more of a family connection to Worcester than just a business one.

Worcester's quality of product & professionalism is very much what we strive to achieve with our own company. We make a great team and we congratulate you all on 50 years of excellent service. Happy 50th Worcester!"

Accredited Installer strikes gold

As part of our 50th birthday celebrations, we hid golden tickets inside five randomly selected Worcester Greenstar boilers, and we're thrilled that another one has been found!

Congratulations to David Newham, of David Newham Plumbing, who found the ticket as he fitted the new Greenstar boiler for a customer in Derby.

David's customers have now claimed £1,000 towards the cost of their boiler installation as part of their prize, plus a five-year manufacturer's guarantee and free servicing for the lifetime of the boiler. David, meanwhile, has won a Bosch power tools kit worth over £200.

There are still three more to be found, so keep an eye out and you could be a winner!



Congratulations!

In April this year, the 2012 H&V News Awards took place at The Grosvenor House Hotel, Park Lane.

Over 1,000 heating and ventilation specialists attended with representatives from the whole supply chain to celebrate successes from the last 12 months.

Huge congratulations go out to two of our Accredited Installers, Blue Flame (Cornwall) and A C Wilgar, who both picked up awards on the night.



Richard Soper achieves CBE

We're really pleased to announce that Worcester's Chief Executive Officer Richard Soper has been made a Commander of the Order of the British Empire (CBE) for services to the heating and renewable technologies industries.

Richard commented: "This is a very proud day for my family and I, but it's also a recognition of the contribution that many individuals and employees at Worcester, Bosch Group have made to the heating and renewable industries over many decades."



A C Wilgar picked up the Domestic Installer of the Year award, whilst Blue Flame (Cornwall) picked up three awards, winning Rural Heating Installer of the Year, HVAC Contractor of the Year and Domestic Heating Contractor of the Year.

Well done to you both!

A CLOSER LOOK AT...

Deeping Gas - the Face of Worcester 2012

Last year we were delighted to announce Deeping Gas as the winners of the "Face of Worcester 2012" competition. Stuart, from Deeping Gas, was involved in a photo shoot which saw him become the face of our 50th anniversary marketing campaign.

To make sure he made the most of becoming the official face of Worcester, Stuart decided to contact i-promote to see if they could offer any marketing suggestions. i-promote created a fantastic van display for Deeping Gas which showcased both his company name and the relationship he has with us here at Worcester. Stuart was so pleased with i-promote's work that he's now planning on creating a new website, which will really reinforce his Accredited Installer status.

Stuart's van design from i-promote cost £156, which he claimed back in full from his promotional support balance.



For more details on how i-promote can assist with your marketing needs, call **0800 007 6333** or check out the enclosed flyer.

MARKETING ACTIVITY...

Create your own marketing material

We're really pleased with how you've been using this fantastic new facility, which allows you to create and personalise your own marketing material.

We've had over 65 responses to this easy-to-use service since it launched. Below are a couple of examples to show you what's been created so far and to give you an idea of what you could create.

If you've used this to create your own design we'd love to hear your feedback. If you have any other ideas for items that you can personalise with your own details please let us know! Email your feedback to accredited.installer@uk.bosch.com



FEATURE ARTICLE...

Claim your marketing support funds

One of the biggest benefits to you as an Accredited Installer is that we help towards your marketing costs.

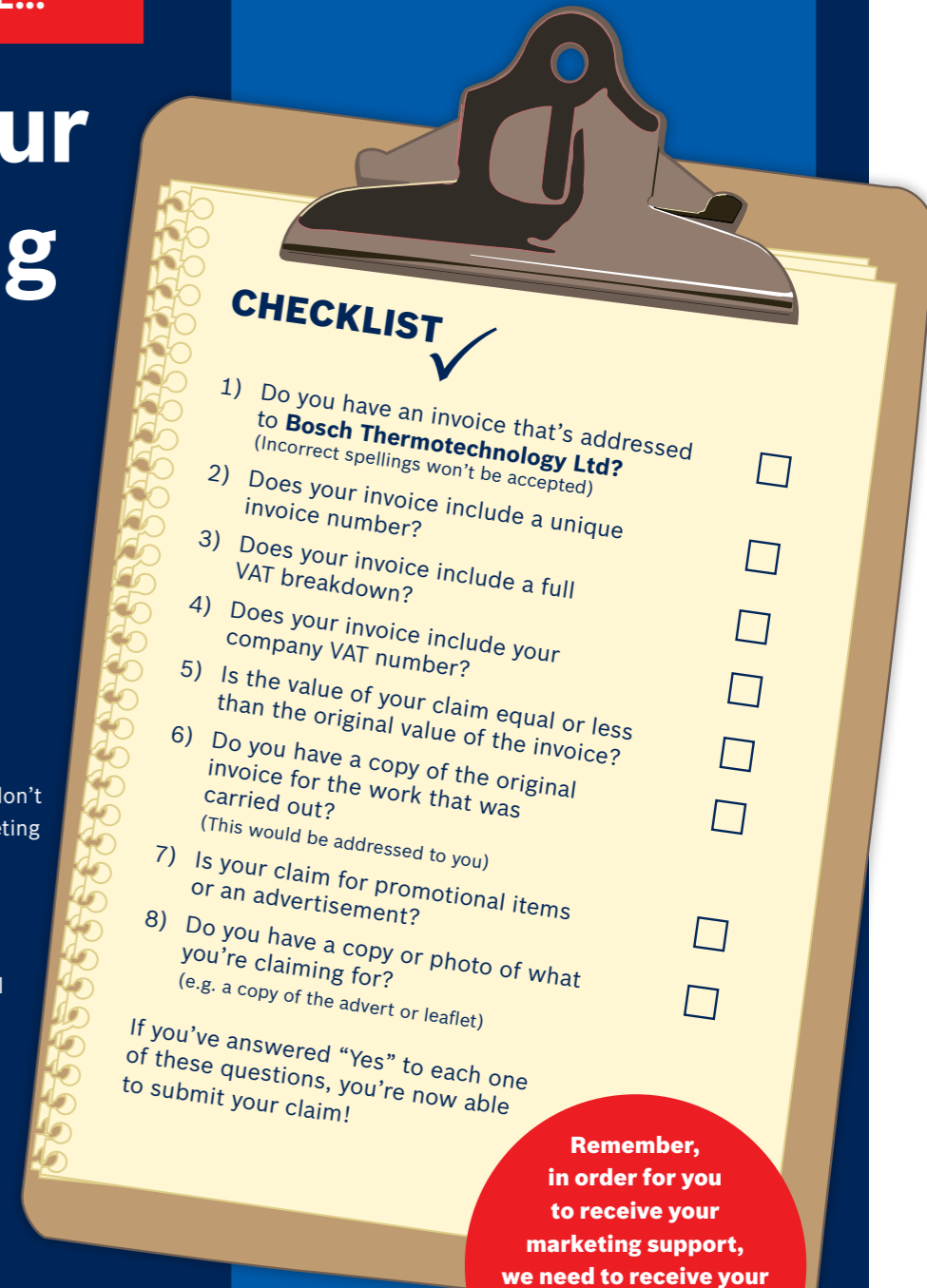
At the moment, over 35% of installers don't claim anything back against their marketing activity, which equates to a massive £95,000 going unclaimed each year.

It's really easy to submit a claim and we'll reimburse you for any promotional items or advertising. Just make sure it doesn't promote a competitor and it features the Worcester logo or Accredited Installer logo.

Don't be shy about claiming for something a bit wacky either! We've had all sorts of claims come through, from a listing on www.yell.com to quirky van signage to advertising on a blimp or on the sail of a boat! As long as it promotes your business and the Worcester brand, we're happy to help you cover the costs.

If you don't have any marketing to claim for, the budget can also be used to purchase items from the online WAI shop.

To make it even easier for you to claim, we've put together a quick checklist. Please remember that in order for us to process the payment, each step must be completed.



CHECKLIST

- 1) Do you have an invoice that's addressed to **Bosch Thermotechnology Ltd?** (Incorrect spellings won't be accepted)
- 2) Does your invoice include a unique invoice number?
- 3) Does your invoice include a full VAT breakdown?
- 4) Does your invoice include your company VAT number?
- 5) Is the value of your claim equal or less than the original value of the invoice?
- 6) Do you have a copy of the original invoice for the work that was carried out? (This would be addressed to you)
- 7) Is your claim for promotional items or an advertisement?
- 8) Do you have a copy or photo of what you're claiming for? (e.g. a copy of the advert or leaflet)

If you've answered "Yes" to each one of these questions, you're now able to submit your claim!

Remember, in order for you to receive your marketing support, we need to receive your completed and correct claim by 14th September

Balance reduction

You might have noticed that twice a year the promotional support balance is reduced. This is done to ensure that the funds that are available to you are used frequently, but we occasionally have members who lose funds because they don't submit a claim in time, or the claim is submitted incorrectly. Please follow the handy checklist above to ensure you receive your allowance!

Promotional support balance reduction

The April balance reduction went fantastically well and we saw even more of you spending your funds.

The most popular items to spend your allowance on continues to be advertising and workwear.

Don't forget that the next balance reduction takes place at the end of September. All balances will be reduced on the 28th September at 9.00am, which means that all online orders must be received by Thursday 27th September.

To ensure all claim backs are processed quickly please visit the promotional support page on the WAI website for a full explanation of the process, and take a look at the checklist on page 5 of this newsletter.

Happy spending!

Worcester CondenseSure

NEW!

We're pleased to announce a brand new product which helps to prevent external condensate pipes freezing even in temperatures as low as -15°C

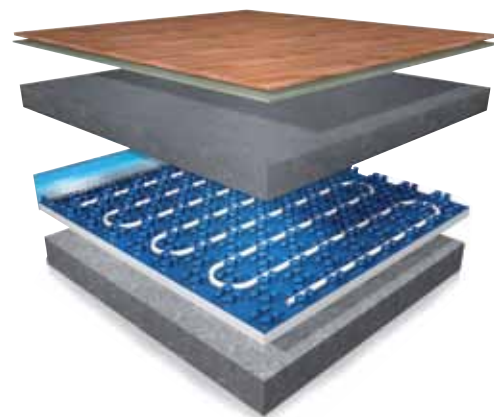
Our CondenseSure product is really simple to fit and is entirely flexible allowing it to be fitted with any condensing boiler, either at the time of installation or as a retrofit. CondenseSure consists of a syphonic trap and insulation, which connects to the condensate outlet pipe of the boiler and can then be attached to the heating flow pipe of the boiler.



This brand new product will be available shortly from your local merchant. For more details, speak to your local technical sales manager.

Greenfloor underfloor heating

Our Greenfloor underfloor heating system is a traditional primary water-filled pipe system and has been designed to work in tandem with our range of heating solutions, including our Greenstar boilers, Greenstore ground source heat pumps and Greensource air source heat pumps.



Key features and benefits include:

- Flexible and durable PE-Xc pipe, which protects against thermal ageing and stress fractures
- Pre-insulated pipe positioning panels, offering quick and easy installation
- Full suite of wireless and wired control systems
- Cleaner air for the home, because radiant heat results in less circulation of dust than with radiators
- Maximum efficiency of condensing boilers and heat pumps due to lower working temperatures

As a WAI you're entitled to additional benefits when you install one of our Greenfloor systems, including up to £25 promotional support payment plus an additional guarantee. Just make sure you've attended one of our training courses.

Call the training team on **01905 752 526** to book onto a course.

7 year guarantee until the end of 2012

Don't forget that our guarantee promotion has been extended until the end of 2012.

This means that you can offer your customers a 7 year guarantee on any Greenstar oil-fired product plus any Greenstar CDi, Si and Ri boiler. All products must be purchased and installed between the following qualifying dates:

| | |
|---------------------------------|--------------------------------|
| Greenstar Cdi and Si boilers | 1st Sept 2011 – 31st Dec 2012 |
| All Greenstar oil-fired boilers | 1st April 2012 – 31st Dec 2012 |
| Greenstar Ri boilers | 1st July 2012 – 31st Dec 2012 |

We really believe that this extended guarantee will set you apart from your competition. To help you promote this great offer, just download one of the free flyers from the WAI website.



If you'd rather have a go at creating your own advert, just log on to the WAI website and head to the personalised pdf section. There you'll be able to create a personalised advert that features your own company logo. Plus, you can do it at a time that suits you, in the comfort of your own home.

i-phone marketing

One of our Accredited Installers, Aura Gas Limited, has come up with a novel way to promote themselves.

Looking for something that would be seen by customers and would be cost effective, they decided to brand their mobile phones! It's proved to be a huge success, and they claimed the cost back from their promotional support fund.



DIARY DATES...

Free training courses

We now offer free-of-charge training on any training courses that haven't been filled.

These late-availability offers will be posted on the WAI website, so make sure to check regularly.

If a course isn't fully booked three weeks ahead of the start date, they'll be offered to you, free-of-charge! Only the dates and venues published are available and any alternatives will be chargeable.

Each course requires a £50 fully-refundable holding fee. Visit www.worcester-bosch.co.uk/wai

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50 years of warmth

A trip down memory lane



- 1962** – We opened our first business premises at Old Vinegar Works in St. Martins Gate, Worcester
- 1968** – We moved down the road to Diglis, Worcester
- 1971** – Anticipating the increasing demand for gas-fired appliances, we launched the revolutionary combi boiler in the UK
- 1983** – On the 8th July, the Diglis factory was destroyed by fire. Three months later the company was manufacturing boilers again!
- 1987** – We changed our name, and Worcester Engineering became Worcester Heat Systems
- 1992** – After two years of negotiations, Worcester Heat Systems joined the Bosch Group
- 1999** – The Environment 2000 Awards were launched, which subsequently became Environment 2020
- 2003** – Our new Training Academy at Worcester opened, which was the first of its kind in the UK
- 2004** – We launched our new high efficiency range of condensing boilers
- 2009** – We received an official visit from His Royal Highness The Duke of Kent and Bosch Thermotechnology Ltd. received the Royal Warrant
- 2011** – We won 23 Which? Best Buy Awards