

WIN...

Your chance to WIN A NEW LOGO!

Do you recognise these logos?



Enter online for your chance to win a new logo worth £470

www.i-promote.eu/WAllogo



WAI's CHOICE

Get your FREE* jacket for winter!

Purchase any Greenstar oil-fired boiler between 22nd July and 18th October to claim your Worcester jacket absolutely free*.

The jacket comes with many features, including:

- Waterproof and Windproof Hydrafort fabric
- Thermoguard insulation to sleeves
- Concealed hood with adjuster
- Mobile phone pocket

Jackets are available in sizes ranging from S to XXXL and as an Accredited Installer, you can claim up to 10 jackets during the promotional period. So, while your customers are kept warm with their new A-rated

Worcester Greenstar boiler, you can keep warm and dry in this high-quality jacket.



Download your claim form from www.worcester-bosch.co.uk/freejacket

*with every Worcester Greenstar oil-fired boiler

Win £250 worth of Bosch power tool vouchers **WIN!**

All you need to do is install a Worcester GB162 or a Greenspring CWi47 instantaneous water heater between 1st September and 30th November 2013 for your chance to win £250 worth of Bosch power tool vouchers.

All installations must be registered on the WAI website by 31st December 2013.

Remember, every registration you make within the qualifying period gets you another entry into the prize draw, so keep registering to make sure you don't miss out!



Promotional support reminder



Promotional support balances will be reduced at the end of September.

Below are the key dates that you need to be aware of:

Monday 16th September	All advertising claims must be received in Head Office
Sunday 29th September	Last date for placing online orders
Monday 30th September	Balance reduction takes place and the online shop will not be available

Please ensure you spend your funds so that you don't lose them.

THE WAI's CHOICE

News and views for Worcester Accredited Installers across the UK

Quarter three edition 2013

The revolution continues...



NEW!
Danesmoor & Heatslave



NEW!
Si Compact & i Junior

...with our new Greenstar gas and oil-fired boilers



www.worcester-bosch.co.uk/wai

Welcome to WAI's **CHOICE**



The heating season is just around the corner and I'm sure you're already planning ahead for your busiest time of the year. We've got some brand new products and promotions that will hopefully help to make this winter a big success for all of you.

I'm really pleased to announce that our extended guarantee promotion is now running for even longer and that new products have been included in both the boiler and system filter offer! We've also introduced a promotion that will allow you to offer your customers a fantastic 10-year guarantee on selected products when purchased as part of a system solution package. See page 4 or the WAI website for more information.

If you take a look at the page opposite, you can discover how three Accredited Installers have gone about generating sales leads. It's an interesting read and I hope it'll provide some fresh ideas and new ways for you to promote yourself and your services.

Finally, I'd like to take this opportunity to let you all know that I'll be embarking on a new chapter in my life as I take maternity leave in October. It's an exciting time and I'm looking forward to the challenges that this will bring. The Business Support Managers will be on hand to assist all of you – you can find their details opposite, along with the areas that they cover.

Have a fantastic heating season and I'll see you in the spring on my return.

Kerry Soper
Business Development Manager - WAI

Your Business Support Manager

One of the many benefits of being an Accredited Installer is that you have direct access to Business Support Managers who can provide marketing advice and support to assist you with the development and growth of your company.

This dedicated business support is in addition to the support currently provided by your Technical Sales Manager and is unique within the heating industry.

Neil Merriman (Northern), Heather Thurlby (Central) and Alex Swann (Southern) have been working with a number of you in recent months helping with the development of websites, organising events, creating and placing adverts and providing marketing support. If you'd like any assistance, just give them a call.



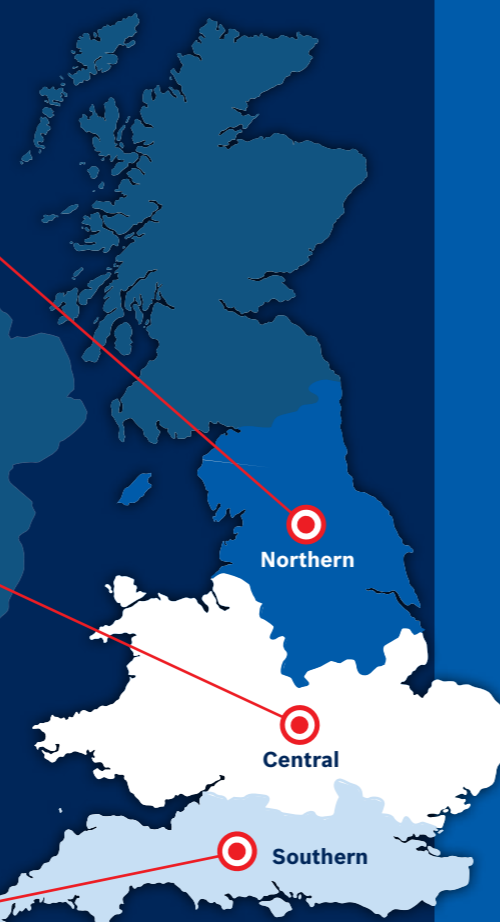
Neil Merriman
Region: Northern
Tel: 07790 489504



Heather Thurlby
Region: Central
Tel: 07790 488644



Alex Swann
Region: Southern
Tel: 07790 489493



For Scotland and Ireland, please contact your Technical Sales Manager.

FEATURE ARTICLE...

Three installers, three different ways to generate leads

We caught up with three pro-active installers to find out how they've been marketing themselves and attracting new customers.

Haigh Plumbing and Heating (Wigan)
Town centre promotions



Looking to boost local brand awareness, Haigh Plumbing and Heating decided to host two events in their local town centres.

Business Support Manager Neil worked with their local Technical Sales Manager to support the event, helping to ensure the Worcester display vehicle was available to give real impact on the day.

Each event cost less than £500 and Haigh Plumbing and Heating also invested in two reusable promotional banners and 2,000 leaflets. In total, the two events required an investment of just over £1,500 and the return has already covered the initial financial outlay. 25 jobs, including 13 boiler installations, have already been completed, which is a conversion rate of more than 50% of the work quoted with more jobs expected to be completed soon.

J W Jones & Son (Colwyn Bay)
Showroom vehicle



Richard from JW Jones & Son had seen the Worcester display vehicles at various events and decided that having one of his own would be a great addition to his business.

After finding the van, Richard stripped the interior and refitted it with Worcester products. He then turned his attention to the outside, which is where Business Support Manager Heather and i-promote were able to help. As our marketing partners, i-promote worked closely with Richard to re-brand the vehicle. Together, they designed and produced a van that featured the J W Jones & Son logo and approved imagery from the Worcester image library, along with display boards.

In total, Richard has invested over £10,000 in the van. It's been used numerous times and has been a huge success - at one show, it generated over 60 leads with 10 confirmed bookings.

Eco-Gas London, (London and West Essex)
Showroom



When Eco-Gas London moved to new premises, they decided to take advantage of the extra space and install a showroom. Business Support Manager Alex helped Eco-Gas London to design sketches and layouts that would make the most of their new showroom.

Dual-branded display boards were also created which showed the affiliation between Worcester and Eco-Gas London.

The new showroom cost Eco-Gas London £2,500. It's already helped to generate over £10,000 worth of work for Eco-Gas London.

Call your Business Support Manager to see how they can assist you.

EXTENDED GUARANTEE...

'Guaranteed' peace of mind all year long

Our extended guarantee offers of 7, 8, 9 and 10 years give you something extra to offer your customers right through to the end of 2013.

Extended boiler guarantee

We're pleased to announce that our extended guarantee promotion on Greenstar gas-fired boilers now runs until 31st December 2013! So now you can offer your customers 7 years' peace of mind until the end of the year.



The i System range is now included in the promotion too! Greenstar oil-fired boilers are no longer included in the promotion but as an Accredited Installer you're still able to offer a 5-year guarantee.

Greenstar System Filter

As of the 1st July 2013, we've also extended the Greenstar System Filter promotion to include any of the following products: Greenstar CDi, Si, Ri and i System boilers. This means your customers could receive a free-of-charge 8-year guarantee on almost every Greenstar gas-fired boiler.



The additional one-year guarantee can be claimed at point of registration on the WAI website. Simply tick to say that a Greenstar System Filter has been installed and enter the serial number onto the registration form.

Available until the end of the year!

System solution package – up to 10 years!

For a limited time only, we're now backing our Greenstar CDi, Si, Ri and i System boilers with a FREE 10-year guarantee when purchased as part of our Worcester system solution package!



The complete Worcester system solution package comprises:

- Any Greenstar CDi, Si, Ri or i System boiler
- Greenstar System Filter
- Greenstore Single Coil Cylinder or Greenstore Twin Coil Cylinder
- Greenskies Solar Water Heating Panels

Take a look at the table below to see how you can achieve the 10-year guarantee.

All installations must be registered on the WAI website via the new boiler and multiple product registration form. Please ensure you have the serial numbers for all products.

Guarantee	Greenstar Boiler	Greenstar System Filter	Greenstore Cylinder	Greenskies Solar
7 Years	✓			
8 Years	✓	✓		
9 Years	✓	✓	✓	
9 Years	✓	✓		✓
10 Years	✓	✓	✓	✓

Full terms and conditions for these three fantastic offers, and ideas and leaflet templates to help you promote them to your customers, are available on the WAI website.

The revolution continues . . .

NEW

Earlier this year we launched the Greenstar gas-fired CDi Compact boiler, which marked a new chapter here at Worcester. With a series of innovative features, it's changed the face of our boiler range and led to further innovations to four boilers within the Greenstar gas-fired portfolio, including the Si, i System, i Junior and Ri.

As part of our commitment to the oil sector, we have also undertaken extensive research and development with installers and have launched two new oil-fired boilers as part of the new Greenstar oil-fired range; the Greenstar Heatslave II and the new Greenstar Danesmoor regular.

Take a look at the enclosed leaflet or contact your local Technical Sales Manager for more information.



Pledge your support for WAI

The continued development and strengthening of the WAI scheme is vitally important to us and the current review and feedback process has generated lots of great ideas.

For example, your feedback is helping us to put new measures in place. We'll be continuing to review the scheme for another couple of months but we wanted to update you on some changes that will be implemented over the next two months.

- All members are to sign up to the terms and conditions of the scheme. These will be available on the WAI website from 2nd Sept and must be accepted by 30th Oct 2013.
- All members must be VAT registered. If you are not VAT registered, please contact your Technical Sales Manager.
- From 1st Nov all members will be responsible for reclaiming tax on items ordered from the scheme.

- From 1st Nov the gross amount for advertising claims will be deducted from your promotional support account. In the past, only the net amount was deducted. The amount paid to your bank account will remain as the gross amount.

What do I need to do?

Essentially, not a lot but please make sure to have read and accepted the terms and conditions of the scheme by **30th Oct**.

The purchasing process and the way promotional support funds are claimed will not change. You'll just need to make sure you reclaim the tax for the items purchased using your promotional support account.

The Service Level Pledge is a new addition to the scheme that details the level of quality and service your customer can expect from you. It's a great item to include in your quote folders and will be available to order through the WAI shop.

For more information about the review, visit the WAI website for a full explanation of the changes.



Gas Safety Week: Keeping our nation safe



We are proud to be supporting Gas Safety Week which takes place from 16th to 22nd September 2013. This important annual safety event aims to raise awareness of gas safety and the importance of taking care of gas appliances in the home.

Badly fitted and poorly serviced gas appliances can cause gas leaks, fires, explosions and carbon monoxide poisoning. Every year, thousands of people across the UK are diagnosed with carbon monoxide poisoning – it is a highly poisonous gas. It can't be seen, tasted or smelt, but it can kill quickly, without warning.

If you're a Gas Safe registered engineer, we encourage you to get involved and help remind your customers that they should:

- Check their gas appliances every year
- Check their engineer is Gas Safe registered
- Check their engineer's Gas Safe Register ID card
- Check for warning signs their appliances aren't working correctly
- Check they know the six signs of carbon monoxide poisoning
- Check they have an audible carbon monoxide alarm



Be part of this national campaign. There are events, advertising campaigns and PR activities taking place across the country to help keep the nation 'Gas Safe'.

To get involved and order materials that will help you to raise awareness of gas safety:

Visit www.gassafetyweek.co.uk
Email marketing@gassaferegister.co.uk.

COMING SOON...

Consumer Campaign

At the end of September we'll be launching our next consumer campaign.

Following on from the huge success our 'Thank Worcester for That' campaign, we have yet again secured a further £2 million to invest in increasing brand awareness and generating sales leads for you, our Accredited Installers, during the heating season.

Our latest campaign is brand new and features new creatives, strap lines and customer messages. The campaign will be highly visible and will include: a 30-second TV advert running during October and November, radio adverts, targeted Google search terms, and print adverts in national newspaper supplements and home-interest magazines throughout the winter.



We know from experience that these national campaigns generate a high level of brand awareness making it the perfect time for you to run local marketing campaigns using personalised adverts and leaflets which will be coming soon on the WAI website.

Our colleague and friend, Sue Hill

It is with great sadness that we announce that we lost our colleague and friend Sue Hill on 8th July.



Sue was a key member of the WAI team and we're sure many of you will have spoken to her.

Sue bravely battled an inoperable brain tumour for 21 months and spent her last few weeks at St Richard's Hospice in Worcester. The help and assistance they provided both Sue and her family was incredible and to show their appreciation, Sue's family will be raising money to support the ongoing work that the hospice provides.

Visit www.justgiving.com/samanthahill88 to see the family's tribute to Sue and to make a donation.

Keeping in touch

After recent feedback regarding our 0844 telephone numbers we are pleased to announce that we will now be changing to 0330 numbers. This number is charged at a local rate and is not

a premium number. You can also use your mobile 'free minute' allocation to call the number.

We'll update you with the new numbers soon.



Identity crisis?

Why are your company identity and logo so important?

A logo is designed to assist and identify your company. Well-constructed logos not only draw in a customer's attention, but they also promote and differentiate your company by enticing potential consumers to use your services.



CARDRICK
Plumbing & Heating Ltd



Peperharow
Plumbing



LW GAS



JW Jones & Son
Renewable Energies



CityGas
services



Total Energy Solutions

i-promote takes your corporate identity into consideration to create a unique design for your company. Your logo can be used across a variety of materials including stationery, websites and work-wear and will be supplied to you in a range of high and low resolution formats for both web and print.

For more information call i-promote on: **0800 007 6333** or visit the WAI web shop to place an order under 'literature'.