

## Extended Guarantee Promotion on Gas and Oil Boilers

Our guarantee promotion has now been extended! The 7 year extended guarantee for Greenstar gas-fired boilers\* will now continue until the end of 2014.

This means that all Greenstar CDi, Si, Ri and i System boilers installed between 1st January and 31st December 2014 will receive a free-of-charge 7 year guarantee. You'll also receive an additional 1 year guarantee when installing any of these products with a Greenstar System Filter. That's up to 8 years' piece of mind for your customers.

That's not all though... you can now also receive a 7 year guarantee on any Greenstar oil-fired boiler, including our newly launched Heatslave II and Danesmoor boilers. All qualifying boilers must be installed with a Greenstar System Filter to be eligible for the 7 year guarantee.



### System solution

The 10 year system solution guarantee for any qualifying Greenstar gas-fired boiler has also been extended until the end of 2014.



Receive up to 10 years' guarantee when installing any qualifying Greenstar gas-fired boiler with a Greenstar System Filter, Greenskies Solar and Greenstore Cylinder.

You'll find a tear off page at the back of this newsletter which explains all of the extended guarantees so you can pick the perfect Greenstar guarantee for your customer.



[www.worcester-bosch.co.uk/wai](http://www.worcester-bosch.co.uk/wai)

**WORCESTER**  
Bosch Group  
Accredited Installer

\* Terms and conditions apply

## Triple promotional support

Our new range of Bosch-built hot water cylinders are already making a impact in the market, and you can now exclusively receive triple points on any Greenstore single or twin-coil cylinders installed between 1st January and 30th June 2014.

Simply install any qualifying product and register online on the WAI website to receive 30 points in your promotional support account. This fantastic triple points promotion applies to any Greenstore SC or TC cylinder.

For more information about the features and benefits of our Greenstore range visit the Worcester website.



## Climbing High



**Congratulations to Keith from K R Savidge Plumbing and Heating, who recently climbed the highest free-standing mountain in the world, Mount Kilimanjaro!**

In March 2012 Keith was diagnosed with a heart condition, and within two weeks of his diagnosis had been rushed to hospital for urgent open heart surgery.

The doctors were able to replace a faulty heart valve, which ensured Keith would be able to live a normal and healthy life. Realising how lucky he was, Keith set himself the huge challenge of climbing Mount Kilimanjaro to raise money for the British Heart Foundation.

Just over 18 months after his heart surgery, and despite a gruelling climb, extreme tiredness and altitude sickness, Keith reached the summit which stands at a whopping 5,895m above sea level. Keith raised over £4,500 for the British Heart Foundation.

A huge well done from everyone at Worcester! Visit [www.justgiving.co/keith-savage](http://www.justgiving.co/keith-savage) if you'd like to donate.

# WAI's CHOICE

News and views for **Worcester Accredited Installers** across the UK



Quarter 1  
2014

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**WORCESTER**  
Bosch Group  
Accredited Installer

# Welcome to WAI's CHOICE

Welcome to the first edition of WAI's Choice for 2014. We hope you like our new look and find the articles useful.



We've started off the New Year with some fantastic news about the extended guarantee promotion.

Following lots of positive feedback from you in 2013 we're delighted to announce that the promotion will now run until the end of 2014! Plus, it also includes all of our recently launched Greenstar oil-fired boilers. Turn to the tear-off at the back of the newsletter for the full details.

Our latest national consumer advertising campaign will be running until March, so please continue to take advantage of the increased awareness of the Worcester brand by promoting your Accredited Installer status in your local advertising.

So what's coming up for the rest of the year? Two of the most exciting things we've got planned for this year is our appearance at Ecobuild in March and our new-look website. Make sure to keep a look out for your WAI communication, as this is where you'll find information about upcoming events and development.

Have a fantastic 2014 and we look forward to welcoming as many of you as possible to our Ecobuild stand.

**Barry Wilson**  
Northern Sales Director

## Ecobuild

**We're really excited about appearing at Ecobuild this year, and even more excited to announce that for the second year running, we've got a special VIP area just for our WAI's!**

Our double-decker stand will showcase our full range of products, with the top floor playing host to the VIP area. During the event the WAI team will be on hand to answer any questions and offer advice to help you make the most of the benefits available to you as an Accredited Installer.

Running from Tuesday 4th to Thursday 6th March at London's ExCel, Ecobuild is the world's biggest event for sustainable design, construction and the built environment.



The exhibition offers an insight into what the future has in store for the construction sector and in turn, the heating and renewable industry. It is a great place to hear the latest information on hot industry topics such as the Green Deal, ECO funding and the RHI and get all your product questions answered by our technical team.

Drop in to have a coffee and see how the WAI scheme can help you grow your business in 2014.

### Exclusive WAI Zone

Visit us on stands N2330 and N2340 to find out more about our award-winning products and services and get exclusive previews of some of our latest heating innovations.

Every WAI visiting the VIP area will receive a free goody bag, packed full of products from Fernox, Sentinel and a free MagnaCleanse system filter adaptor.

We're also offering 50 promotional support points for every WAI company that comes to visit us during the exhibition!

Register for your **FREE** ticket today at [www.ecobuild.co.uk](http://www.ecobuild.co.uk)

## Consumer Campaign

Our consumer advertising campaign 'You'll wish Worcester made' will be continuing in 2014.

The aim of the 'You'll wish Worcester Made' campaign is to raise awareness of the Worcester brand among homeowners and emphasise the quality and reliability of our products and services. So much so, that they'll wish Worcester made all the other products in their home.



The campaign continues to support you, our loyal installers, in the height of the heating season by helping to position the technologies you offer as the most desirable on the market. You can request a consumer campaign advert on the WAI website which can be branded with your company details so you can take full advantage of the awareness generated on a local level.

## 75% funding available for MSC training

Mapped QCF (Qualification Credit Framework) training courses, which are available in solar thermal hot water systems and heat pumps, contain all the required content to allow you to prove your technical competency for a particular renewable technology. This is essential when applying for MCS registration.

You need to be MCS registered to allow your customers to be eligible for the RHI government funding. In order to register, you need to provide evidence of your competency for the technology you're applying for, which you can do either through the experienced worker route or by holding a QCF qualification in the chosen technology. Our new renewable courses, which will be introduced in Spring 2014, will provide you with this QCF qualification.

To find out more about the courses or the funding available contact the Training Team on **0330 123 0166**

Always one step ahead...



...with the Bosch professional newsletter

Make sure you're up to date with the latest news from Bosch Power tools by signing up for their monthly professional newsletter.

You'll be the first to find out about:

- New products from the world of professional blue power tools from Bosch
- Special bonuses and offers
- Exclusive prize draws

To register for the newsletter visit the Partners page on the WAI website.

As an Accredited Installer you also have access to a **10% discount** on all Bosch Power Tools. Simply visit the Marketing and Promotions area on the WAI website.

## Celebrating 50 Years of Fernox



50 YEARS OF INNOVATION

2014 marks an important milestone for Fernox, who this year will be celebrating its 50th anniversary.

The company has grown over the last half a century to become a global leader in water treatment products, filters and equipment. With a worldwide network of the industry's largest, purpose built R&D facilities and a team of over 58 dedicated scientists from different disciplines ranging from material science to metallurgy, chemical and mechanical engineering as well as nano technology, Fernox is a pioneering force within the heating industry.

Since it was founded in 1964, the company has been responsible for bringing game-changing products to market. In 1983, Fernox launched the popular Central Heating Protector MB-1, and it was also first to market with innovative products such as concentrated products, superconcentrate gels, powerflushing machines and the first magnetic filter – the Fernox Boiler Buddy.

### Chemical water treatments

Sludge and limescale build-up can cause major problems for central heating systems, so preventing them from occurring is crucial. Fernox places a great deal of importance on educating installers and homeowners about the importance of protecting both traditional and renewable central heating systems and has developed a range of chemical water treatments for both types of systems. The creation of environmentally friendly formulations is at the forefront of Fernox's strategy.

To celebrate its 50th anniversary, Fernox will be hosting promotions, competitions and events throughout the year. The company is also offering the largest ever promotional prize offered in the plumbing and heating sector... a grand prize of £50,000 worth of heating products! Visit [www.fernox50.com](http://www.fernox50.com) for more information and further T&C's.



Fernox are also giving you the chance to receive a free special edition Fernox 50th anniversary jacket. Buy any combination of 5 Fernox TF1 Filters\* to receive your free jacket. To claim, simply send an email with

"WAI Jacket Promotion" in the subject line, along with your sales invoice (dated from 1st Feb 2014) and jacket size required to [sales@fernox.com](mailto:sales@fernox.com)

\*The giveaway applies to any combination of Fernox filters as well as Fernox Installer's Pack. Promotion ends on 30th March 2014.

# Taking a *different approach* to generating sales leads

We're continuing with our 'Local Marketing' case study series by taking a look at three installers who have taken a fresh look at marketing. Don't forget you can use your promotional support balance for your own marketing.

**Promotional support balances will be reduced at the end of April**



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

- Wednesday 16th April** All advertising claims must be received in Head Office
- Tuesday 29th April** Last date for placing online orders
- Wednesday 30th April** 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.

Case Study

## AGD Heating Website



For many years AGD Heating from Sheerness in Kent had no web presence at all and owner Tony wasn't convinced that a website would help to increase sales leads. But after discussing the pros and cons of a website with his Business Support Manager, Alex Swann, Tony decided the time was right to invest in a website.

Tony contacted our WAI marketing partners i-promote and opted for a four-page website which cost just £750. He also took the decision to include Search Engine Optimisation on the site, which helps the page appear at the top of Google, at a cost of £50 a month. The whole process was incredibly easy, and Tony had full control over all design aspects of the site.

The website has been a huge success – so much so that Tony has even added an additional two pages to the site, and opted to take up the full optimisation service for £200.

The total return on AGD's investment in the first year has been nearly £40,000.

As an Accredited Installer you have access to a Business Support Manager who can provide you with marketing advice and support.

## Surab Ltd Website



For the last 23 years, Surab Ltd from Buckinghamshire has spent around £10,000 on advertising in their local Yellow Pages under 'boiler servicing', 'boiler installations' and 'plumbing'.

Company director Graham asked employees to consider the different ways they could save money, and one employee suggested the Yellow Page route was a little old fashioned. After investigating the statistics, Graham found the adverts only generated an average of 55 leads a year, which cost a shocking £188 per lead.

Surab Ltd re-evaluated the way they advertised, and now invest in three different forms of promotion; on the Worcester 'Find an Installer' profile, in local parish magazines and with Search Engine Optimisation.

They spend around £230 a month on SEO and their website, and regularly appear on the first page within Google. Simply changing the way they advertise has completely turned their business around.

Neil Merriman  
Region: Northern  
Tel: 07790 489504

Heather Thurlby  
Region: Central  
Tel: 07790 488644

Alex Swann  
Region: Southern  
Tel: 07790 489493

If you're looking for guidance, just give them a call.

## Aquashield Showroom



Aquashield Plumbing from Hull had a well established showroom, but some of the products and display material had become outdated and needed a refresh.

Owner Julian McCann contacted his Business Support Manager, Neil Merriman, to discuss how to bring the showroom back to life again. Neil visited the site and suggested that they install new dummy boilers and display boards.

Aquashield also decided to invest in product information cards to be displayed next to the new products being installed, along with a 'Why choose an Accredited Installer' board. Both the board and product information cards are dual branded, highlighting the strong affiliation between Aquashield Plumbing and Worcester.

The boards cost around £500 and were easy to install. The feedback has been positive from all of Aquashield's customers.

# Qualifying Boilers



We're pleased to announce we have extended our guarantee promotion!

Take a look at the tables below, which explain all of the extended guarantees so you can pick the perfect Greenstar guarantee for your customer.

## Greenstar Gas-Fired Boilers

Guarantee	Greenstar Boiler	Greenstar System Filter	Greenskies Solar	Greenstore Cylinder	Qualifying gas boilers:
7 Years	✓				• Greenstar Ri • Greenstar Si
8 Years	✓	✓			• Greenstar i System • Greenstar CDI
9 Years	✓	✓	✓		
9 Years	✓	✓		✓	
10 Years	✓	✓	✓	✓	

\* The Greenstar i Junior does not qualify for the extended guarantee, but comes with a five year standard guarantee for WAI installers.

## Greenstar Oil-Fired Boilers

Guarantee	Greenstar oil-fired boiler	Greenstar System Filter	Qualifying oil boilers:
5 Years	✓		• Greenstar Heatslave • Greenstar Danesmoor • Greenstar Utility
7 Years	✓	✓	

Guarantee periods are subject to promotion terms and conditions and are only valid until **31st December 2014**. Full terms and conditions, and ideas and leaflet templates to help you promote them to your customers, are available on the WAI website.

www.worcester-bosch.co.uk/wai

