

DIARY DATES

Exhibitions

Exhibition	Venue	Date
OCTOBER		
SFHA Property Maintenance Conference	Apex, Cuty Quay, Dundee	28 - 29 October
NOVEMBER		
PHEX Chelsea Homes 2013	Stamford Bridge, London ExCel, London (South Halls S4 - S6)	13 - 14 November 20 - 21 November

Each year we host hundreds of events nationwide. To find out more about the events taking place in your local area, or any of those listed above, contact your Technical Sales Manager.



THE INSTALLER'S CHOICE

The official magazine for Worcester installers

OCTOBER 2013



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 **WORCESTER**
Bosch Group

Welcome

from Steve Lister



Welcome to the October edition of Installer's Choice, as we draw closer to the heating industry's busiest period.

It is a time of celebration at Worcester, as we recently claimed two crowns at the 2013 Best Factory Awards (BFA), as well as coming out on top

in the Which? boiler report for the third year running. We are extremely proud of this achievement and hope this recognition helps you to further strengthen our reputation amongst your customers. Turn to pages 6 and 7 to read more.

Having unveiled two new additions to our Greenstar range of oil-fired boilers in our August issue, this edition sees us introduce another new product – our Greenstar oil-fired Danesmoor System boiler series. Turn to pages 10 and 11 to gain an insight into our latest oil innovation.

This Autumn also sees us invest heavily in a consumer advertising campaign once again, to spread the word of the quality and reliability associated with the Worcester brand. Our campaigns in previous years have proved extremely successful in increasing brand

awareness amongst your customers, and we hope our new campaign will generate even more business opportunities for you over the months to come. For more information about this year's campaign, turn to pages 12 and 13.

Finally, having launched a number of new products and been witness to changes to industry regulations over the past 12 months or so, we are now able to offer more training courses than ever before this winter. Turn to pages 22 and 23 to read about our latest training developments, and to pages 26 and 27 to locate your nearest Worcester Training Academy.

We hope you enjoy this issue of the magazine.

Steve Lister
Sales and Marketing Director

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Worcester Awarded for manufacturing excellence

Just a few weeks ago, we were delighted to be recognised for our industry-renowned manufacturing excellence after claiming two coveted crowns at the 2013 Best Factory Awards (BFA).

We claimed the top prize in both the 'Best Engineering Plant' and 'Health and Safety' categories, and were also highly commended in the awards for 'Innovation' and 'Energy and Environment'.

Judges singled us out for our factory's strong customer focus and our introduction of a lean line assembly function, which have been successfully combined to deliver a holistic approach to British manufacturing. The innovative friction stir welding* process used to manufacture our bespoke WB7 heat exchanger meanwhile, showcased our commitment to developing a plethora of bespoke manufacturing functions geared towards premium levels of quality and efficiency.

Bob Murdoch, our Manufacturing Director, said: "It is a real honour for

us to be acknowledged with these prestigious awards amongst such an impressive line-up of organisations. At Worcester, much of our success can be attributed to a strong commitment to engineering excellence and it is testament to each and every one of our staff that we have been recognised in this way. Engineering excellence and health and safety are both essential facets to any manufacturing

organisation, which makes these two awards all the more gratifying.

"Having launched a number of new products over the past twelve months, we are delighted to have been highly commended in the Innovation category. This is an area we have invested heavily in as we look to widen our product portfolio for the benefit of UK households."



Bob Murdoch, Manufacturing Director, accepts the award for Best Engineering Plant from Ashley Maile, Managing Director at PEME Process Control

*Licenced from TWI (The Welding Institute) Cambridge

Roadshow competition winners

Following the success of our CDi Compact roadshows earlier this year, we were extremely pleased to be able to present four lucky regional competition winners with a complementary Greenstar CDi Compact of their own.

Our four regional winners were as follows:

Chris Moran, C M Plumbing & Heating - Nottingham

Raymond Smith, Aubery Cornfoot Ltd - Newcastle

Paul Spinks - Tunbridge Wells

Eddie Carey, E C Services - Dartford

On behalf of everyone at Worcester, a big thank you to those of you who supported our roadshow as it toured the country.



Here, we see one of our winners, Chris Moran, receive his Greenstar CDi Compact.

Welcoming new Service Team recruits

Continuing our commitment to offering a high level of customer service, we recently recruited ten new members of staff to join Worcester's well-established Technical Support team.

Based at Worcester's HQ, the team will be available from 07.00 to 20.00 - working on a shift rotation to ensure a member of staff is always on hand to answer customer queries.

Chris Arkless, Technical Support Manager explains: "The decision to take on extra members of staff in our customer service department stems from our belief that it is imperative to offer the best possible service to all installers. Having a larger workforce in place means we can ensure we're able to answer as many queries as possible, as quickly as possible - minimising any hold-ups for the installer.

"We are extremely proud of the level of service we deliver to our customers and with the help of the new recruits we will be able to continue to support installers in the best possible way."

Should you need to contact our technical department for assistance with a question or query, please call 0330 123 3366 or email technical.enquiries@uk.bosch.com.



Joining forces with The South West Energy Centre

We are pleased to announce we have recently joined forces with The South West Energy Centre to offer a unique training and educational facility in the South West, we have developed a Advanced Technology Zone dedicated to deliver training sessions, seminars and product day events to industry.

South West Energy Centre will deliver high efficiency gas boiler training in this area, which will cover installation, commissioning and fault finding. Engineers will be trained on the latest up-to date boilers, which have been installed in this specialist area including the new Greenstar 24i junior combination boiler.

Speaking of the partnership, Paddy McNevin, the Centre Director said: "We are very happy to be working with one of the country's leading



manufacturers of high efficiency boilers and renewable technology products and will continue to develop this relationship to bring high quality training to the South West".

"We also deliver courses on renewable technologies using the range of Worcester products in the advanced technology zone and we can tailor any training packages to your needs."

If you are interested in any of the courses available, visit southwestenergycentre.com or contact the centre directly on 01803 540725



Worcester tops Which? Report for reliability and customer service



We are proud to announce we have come out on top in the Which? boiler report for the third year.

Leaving competitors in the cold, we scored the highest in the independent review for **reliability (79%)** and **customer service (84%)**. What's more, it was a clean sweep for all of the boilers in our Greenstar gas-fired range, with 26 Best Buys awarded.

A third of the people surveyed had opted for a Worcester boiler which made it the most popular brand among Which? members. The

customer service score is rated on the owner's overall satisfaction with the brand of boiler and the likelihood of whether they would recommend it to a friend. Reliability is judged on whether the boiler needed to be repaired within six years of installation.

Feedback was gathered from customers as part of the report, with one customer commenting that their boiler: **"It's very quiet in operation**

and very efficient. We've noticed a reduction in gas usage/bill. The boiler is so efficient it fires up for shorter periods than the old one"

The summary of the report stated: **"Worcester continues to be a great brand to choose for a reliable gas boiler. Its brand reliability score nudges ahead of all other manufacturers. Worcester gas boiler owners are the happiest with the brand that they buy."**

Worcester also came up trumps in customer service for its Greenstar oil-fired boiler range, which supply heating for those who are located in parts of the country which are off mains gas. The oil-fired range, which includes 28 boilers, scored the highest in customer satisfaction (77%) and no other manufacturer scored higher for reliability (70%).

Martyn Bridges, our Director of Marketing and Technical Support at

Worcester, Bosch Group said: "It is fantastic to receive this response from customers with such valuable feedback. We are heading into the colder months now and people will rely on their boilers and heating system more and more so need to know they are choosing a product that will deliver the best.

"The reliability and efficiency of our products, servicing and customer satisfaction is something we are

extremely proud of and invest heavily in every year. Customer insight is always invaluable in helping us to continue improving on the exceptionally high standard we already have.

For further information on the Which? reliability and servicing reports visit www.which.co.uk.

Essex-based installer, John Austin, of Academy Heating, was named the winner of the Greenstar gas-fired boiler installation category at this year's annual Environment 2020 Awards, which aim to promote the use of sustainable heating and hot water solutions as we work towards the Government's 2020 emission targets.



The only way is **efficiency** for John's Essex installation

John landed the installer award at this year's ceremony having successfully completed a full upgrade of a complete heating system at a six bedroom property in Chigwell.

John's solution was to replace the existing 30 year old boiler with two Greenstar 30CDi regular boilers to share the load. This ensures the boilers not only operate in an efficient manner, but also benefit from greater lifespan potential. The inclusion of time and temperature controls meanwhile, allows the owners of the property to benefit from their gas bills being kept to a minimum.

On claiming his award, John commented: "With the owners previously having no control over their heating and hot water, I was keen to install a system that would significantly improve the property's energy efficiency.

"The flexibility of the Greenstar boiler range is something I was already familiar with, so I was confident that installing a dual boiler system with programmable time and temperature controls was the way to go. My customer has been so happy with the new installation since it was fitted that he has also asked me to install an identical one at his daughter's property."

The Environment 2020 Awards initiative is an annual competition which recognises the installers and specifiers who take an environmentally responsible approach to their work. With a total of eight award categories in place,

there is plenty of opportunity for you to enter an installation which demonstrates excellent use of our wide range of technologies to enhance efficiency levels.

The scheme also rewards the artistic efforts of young people up to the age of 16, who have created an outstanding piece of artwork that highlights the need to be energy efficient and addresses the causes of climate change.

For more information on our Environment 2020 Awards, and to download an entry form, visit www.worcester-bosch.co.uk.

The **Sleeping Giant** of the UK Heating Industry

Following this year's launch of our Greenstore LECP Ground Source heat pump and Greensource split air to water heat pump, Martyn Bridges reflects on the heat pumps sector, its growth potential and areas for installers to explore.



"The performance of the heat pump market tends to be closely linked with the new build sector, which means that when construction declines heat pump sales also decrease. The relationship between the two sectors is due to the assumption that the installation of a heat pump can only occur in a new build property, and whilst this isn't fully accurate, installation is often easier in a new build property.

"Another reason for the stagnation in the renewables sector can be linked to the delays in the RHI. In the run up to its launch, installers worked hard to convince homeowners to consider moving to renewable solutions. However when faced with the constant delays and then in March 2013 the announcement of a further 12 month delay, there were many households who had just had enough and replaced their old boiler with a condensing version.

"Yet despite these delays, as the housing market begins to improve

there is a glimmer of light for the heat pump sector. As announced this summer, the changes to Part L of the Building Regulations means properties are expected to be 6% more efficient than present regulations, consequently the heat pump market may well rise.

"Notably, a new report by the Energy Saving Trust (EST) has revealed that 77% of those homeowners with a heat pump would recommend one to other potential investors because of the benefits it brings. This new higher regard for heat pumps has followed the development of installers' skills and an increased knowledge of the suitability of a heat pump for a particular property.

Sizing

"The correct sizing of a heat pump needs to be based on 100% heat loss of the property. Problems have occurred in the past, in instances where heat pumps were installed based on 80% - 90% heat loss of the property. In these cases however, if

outside temperatures dropped, the heat pump would not be large enough to cope with the heating demand of the property's occupants.

"Nowadays, it is considered best practice to design a heat pump based heating system capable of providing 100% of property's requirements. Without sizing the heat pump to meet 100% of demand, electric immersion heaters end up being relied upon, which is an expensive and inefficient way to heat the home.

"It is important installers understand the importance of sizing the boiler to ensure they can operate to optimum levels of performance."

For more information on our range of heat pumps, visit www.worcester-bosch.co.uk.

Introducing the new Greenstar Danesmoor System

Further innovation inspired by you...

Having launched the regular variant of our established Danesmoor oil-fired boiler in August, October sees us enhance our range even further, with the addition of the Greenstar Danesmoor System boiler. Our latest addition, which is available in 12/18, 18/25, and 25/32 variants, boasts the same new features as the regular equivalent, extending our commitment to creating innovative products.



As the UK's leading manufacturer of oil-fired boilers, we have always maintained a strong commitment to the off mains gas sector, by investing heavily in a range of products which helps you to meet the needs of your customers, whilst also being as simple as possible to install and maintain.

This year has seen us take our continued investment to the next level, with the introduction of a whole new series of oil-fired boilers. This unprecedented enhancement of our Greenstar boiler offering has enabled us to offer a wide range of boiler variants, with an unparalleled choice of outputs, to ensure you can select the perfect match for your customers' requirements

The launch of our new Greenstar Danesmoor sees a welcome return to one of the best known brand names within the oil sector, Danesmoor. This update to our range will see our Greenstar Camray System boiler phased out of our range as we allow you and your customers to benefit from our premium new addition.

As with its regular counterpart, the Greenstar Danesmoor System boiler gives those of you who install oil-fired boilers the chance to offer vastly improved efficiency levels and maintenance potential, thanks to its brand new primary heat exchanger. Because the heat exchanger is smaller in size than its predecessor, access to the boiler's internal components is easier than

ever before. This introduction is geared towards helping you to carry out service and maintenance routines for your customers in a swift fashion, to minimise the time spent on each job. The combination of the brand new primary heat exchanger, means more energy is absorbed than with previous models, which has significant efficiency benefits. This new series also future proofs the products efficiency levels in anticipation of the forthcoming Energy Related Products Directive.

The System variant of the all-new Greenstar Danesmoor also comprises a host of additional features which makes it a perfect fit for a stored hot water system. With a built-in circulating pump, pressure relief valve, pressure

gauge, and expansion vessel, the Greenstar Danesmoor System boiler ticks all the boxes for a quicker, neater, easier and more efficient installation.

On the new addition, which rounds off an exciting year of oil-fired boiler development for Worcester, Martyn Bridges, commented: "The introduction of three new boilers this year underlines the faith we have in the oil-fired heating and hot water market, both now and for the years to come. Although the sector may not be as large as the market for gas-fired boilers, there are still well over a million users in the UK, which represents a huge business opportunity for installers.

"Our latest generation of Greenstar oil-fired boilers has been designed

as a direct result of the installer feedback we use to improve our product range. Each new addition has been optimised to make installation and servicing as straightforward as possible, while we have also ensured the performance of the range will exceed both current and upcoming legislation requirements.

"With our new range now in place, we are looking to encourage installers to rise to the challenge of upgrading the UK's existing boiler stock to high-efficiency models on a large scale."

The new Greenstar Danesmoor System boiler will be available from October. For more information, visit www.worcester-bosch.co.uk/oil.

Key features of the Greenstar Danesmoor System

- Cross firing burner
- New primary heat exchanger
- Advanced secondary heat exchanger
- Single piece primary baffle
- Brand new inspection hatch
- A hermetically-sealed casing to prevent any water ingress
- Reduced boiler weight - up to 17kg lighter than the Greenstar Camray
- A flue kit included as standard (External model only)



New Consumer Campaign

We have always been aware of the value of reaching out to homeowners to ensure they have a complete and comprehensive appreciation of the Worcester brand. With consumers now using more ways to research brands and their products than ever before, there has never been more important time to make sure we are at the forefront of the consumers' minds.

Back in 2010, we launched our most successful advertising campaign to date. Our 'Thank Worcester for That' campaign, which many of you are sure to remember, increased awareness of our brand phenomenally. Voiced by Sarah Beeny, the multimedia interactive campaign became synonymous with the quality and reliability of our heating and hot water solutions.

Following on from the success of this campaign we are pleased to announce the launch of a new consumer campaign which will run from October this year.

The new campaign aims to increase

brand awareness and engage with the homeowner on an emotional level to overcome the practical choice of the boiler.

Sue Pennington, our Consumer Brand Manager said: 'Our aim is to raise awareness of the Worcester brand amongst consumers and assure them that our products are the best on the market. With this in mind, we have taken the decision to focus the new campaign around the superior quality and reliability of every product that comes off our manufacturing line. We want to position the Worcester brand as one that homeowners wish was behind every product that touches their lives - not just their boiler.'

"Another key objective of the campaign is to support our loyal installers and re-iterate the role the heating engineer plays in the specification and installation of our products, by helping to position the technologies they offer as the most desirable on the market.

"The 'Thank Worcester for That' campaign had phenomenal success over its two year run, however we have recognised it is time to build on its success and enhance the perception of the Worcester brand even further. Across the campaign, each media outlet will convey Worcester's reliability played out in a series of scenarios that are aimed to resonate with and amuse the viewer.



The new campaign will be split across national TV sponsorships, widespread TV advertisements, a radio campaign, national press, talkSPORT sponsorship and online Search Engine Optimisation – making it a fully integrated multimedia campaign.

TV Campaign

We will be running a series of 30 second adverts, across a range of different channels, including terrestrial & satellite. The first of our TV adverts aired on 7th October.

TV is one of the most far-reaching media outlets and provides us with a powerful platform to bring the



Worcester brand into the homes of both potential and existing customers as well as a series of 30 second TV ads we will also be sponsoring documentaries on ITV, these include

- James Nesbitt's New Zealand
- Britain's Secret Treasures
- Testing History

Radio Campaign

With audio brand messaging just as important to us as visuals, we will also be running 30 second radio adverts across a number of different stations over a three month period. As with our previous campaign, the radio ad will also be available for you to listen to on our website.

As an enhancement of our shirt sponsorship of local Aviva Premiership club, Worcester Warriors, we will also be sponsoring talkSPORT's Rugby Union coverage, as we feel this will help us to build a strong level of brand recognition with another key demographic.

Press Campaign

We will also be running full page adverts in a number of national newspapers.

Online

Since the launch of our 'Thank Worcester for That' campaign the need for a strong online presence has continued to grow in importance. Consequently we have taken the decision to invest in PPC and social media support to ensure our campaign has the potential to reach and engage as many potential customers as possible.

The entire campaign has been fully researched and tested with consumer, prompting very positive feedback, which suggests it will resonate well with consumers and make the link between Worcester quality and reliability.

We are incredibly excited about this campaign and we hope that once it hits the screens, airwaves, press and internet, you will like it as much as we do and more importantly we hope that you can increase your business over the coming months!

MEDIA	Week commencing Mon	October				November				December			
		7	14	21	28	4	11	18	25	2	9	16	23
RADIO													
TalkSport (for entire Rugby season)													
TV													
TV Sponsorship													
VOD													
Search													

 = Airtime/ Coverage



Doing it for the Girls

Arguably once seen as a man's world, the heating sector has changed in recent years and the presence of a female plumber is no longer unfamiliar. Vikki Carter is a self-employed heating engineer based in West Yorkshire working her way towards WRI Bronze accreditation and is just one female installer making her mark in the industry. This month, Vikki speaks to Installer's Choice about her thoughts on the sector.

Tell us about your business?

I am self employed and operate under the trade name of Vikki Carter Gas and Heating Engineering. At present my speciality is installations, repairs and breakdowns of natural gas boilers, however I am keen to widen the services I can offer to customers and move into renewables at some point in the future.

Why did you decide to become a plumber?

My family are from a construction background; my father is a builder and my brother is a joiner, so I was aware of the various parts of the industry. For me, the plumbing and heating

side was something which always appealed, but it took me a few years to pursue this as a career.

Once I realised that plumbing was the sector I wanted to work in, I applied to Leeds College of Building and when I was accepted, I started my NVQ, finally completing my ACS accreditation in April 2012. Since finishing I have been keen to learn about all the different products and attend the various Worcester training sessions that are available to enable me to specialise in these products.

I have also been training with one of Worcester's Accredited Installers loyal

installers, Mark Ellison of AIM Gas Services Ltd and with his support I am now working towards this level of accreditation myself.

Do you think it is important to stay up to date with training?

As a new installer, I think being aware of the latest product changes and developments is integral to best business practice. All manufacturer's products are different, but even within one brand there are variations which can require specific advice and knowledge. Attending training courses means that when you are faced with the challenges associated with different technology, it isn't as daunting.

How have issues such as the Green Deal and RHI impacted what you do?

At present I haven't seen huge changes to my day to day activity. I think the changes will happen once the confusion surrounding the RHI is resolved, because at present there is some uncertainty about what the changes mean to the industry.

In my opinion, the renewables sector is something we should embrace. It is highlighting a new sector of the industry which will ultimately lead to more job opportunities for installers.

Where do you think the industry is going?

Looking towards the future, I think the two key trends for the heating industry will be smaller products such as Worcester's Greenstar CDi Compact, and also renewables as this is an area where manufacturers, including Worcester, are investing in.

My customers are also becoming increasingly interested in boilers with

longer guarantees to give them the peace of mind that it will stand the test of time. They are always impressed with Worcester's offering as it shows they are investing in a reliable product, with this in mind I expect to see more boilers coming onto the market with components which will last.

What are your thoughts on Worcester's new range?

I think the Greenstar CDi Compact is going to be incredibly popular. Being able to provide customers a smaller product is a welcome option for those looking to save space and also keep the boiler out of sight. Equally the energy efficient functions will be great for those who are interested in improving their green credentials – particularly given the way in which energy costs have risen over recent years.

What is the customer's reaction to the technology changes?

In my opinion, all Worcester products are well received because of the associations with the brand and its

reputation for reliability. It can often take homeowners time to get to grips with the new technologies available, but by taking the time to explain the benefits and outline available Government incentives, I have found my customers have become more interested in how they can make the most of their investment.

How has being a female plumber been received by your customers?

People can be surprised, but all the reactions I get are positive. Customers tend to be interested in how I got into the industry as it isn't perhaps a usual profession for a woman. To be honest, I think the only real difference I have seen is a positive one as when I am dealing with female homeowners; they often seem a bit more at ease asking technical questions. I am sure my male colleagues are equally as approachable but sometimes the novelty of speaking to a female heating engineer can result in a more thorough conversation.



From April 2014 it will become a mandatory requirement when commissioning a newly installed condensing boiler to check the products of combustion using an ECGA (Electronic Combustion Gas Analyser). Damian Cairns, Anton Sales Director guides you on what you need to know:

A GUIDE TO CHECKING THE PRODUCTS OF COMBUSTION

Following on from the requirement for all Gas Safe Registered engineers to take the CPA1 qualification module by the end of April 2012, all engineers will now have the understanding and skills to correctly utilise an ECGA, commonly known as a flue gas analyser or "FGA". Indeed most engineers who already own an FGA will be utilising this tool regularly at routine services as well as at any unplanned breakdown/repair maintenance.

As we all know any appliance has to be set up correctly to ensure safe and efficient operation, and an FGA is the only instrument available to ensure this, by complying with the boiler manufacturer's clear guidance for the flue gas parameters.

The Heating and Hotwater Industry Council (HHIC) boiler manufacturers group have taken the positive approach to make checking the products of combustion in the flue mandatory at the commissioning phase on any new condensing boiler installations. Whilst all new boilers are manufactured and tested to rigorous standards and are factory-set to ensure very low carbon monoxide (CO) emissions as part of the manufacturing & quality process, they cannot control other factors such as the correct installation and integrity of the flue, or the correct gas supply. This positive step ensures safe and efficient appliances at every new installation.

With the increased awareness of the risk presented by exposure to CO, then we as an industry should embrace this change. With around 40 reported deaths per annum in the UK from CO, 200 serious injuries and 4,000 people admitted to A&E per year with CO related complaints (these are just the diagnosed incidents, it's widely regarded that most CO related incidents are misdiagnosed), then any change in practice to prevent possible exposure to CO can only have positive consequences.

Testing with an FGA after installation checks the whole process by confirming that the relative quantities of carbon monoxide (CO) and carbon dioxide (CO₂) in the flue are at an acceptable ratio as stipulated by the boiler manufacturer; and it also checks the integrity of the flue: Using a properly maintained and calibrated FGA is the only way to accurately determine that the products of combustion in the flue are at the required levels.

For the small amount of time it takes to check the flue gas with a modern FGA, it is surely worth the peace of mind to know that the new boiler the customer is paying for is both operating efficiently and more importantly, safely.

For this reason it has always been best practice to perform an analysis with an FGA on all new appliance installations, however at the moment



it is recommended but not mandatory: This all changes on the 1st April 2014 when it will become mandatory.

Proof that the flue gas readings are within the specification will form part of the Benchmark document that must be completed and handed to the householder/landlord on commissioning of a new appliance: warranties may be affected without this being carried out correctly.

The good news for the qualified, compliant and properly equipped installers is that the DIY market (those engineers without the relevant accreditation and analysis equipment) will not be able to complete the installation and commissioning process, resulting in more work for those who are properly trained and equipped.

We all need to continue to educate the consumer at every opportunity, not just for commercial gain but to improve general understanding of the dangers of CO and the importance of using a qualified Gas Safe Engineer.

**NOW EXTENDED
FREE
JACKET**
with every Greenstar oil-fired boiler*
*Boilers must be purchased from 22nd July to 31st December 2013.
Terms and conditions apply.

Innovation inspired by you.



Introducing the **NEW** Greenstar Danesmoor regular and **NEW** Greenstar Heatslave II combi oil boilers.

Innovative technology that takes its inspiration from you, the installer.

Developed using feedback from installers, the all-new Heatslave II combi boilers (12-32kW) and the new Danesmoor regular boilers (12-18kW, 18-25kW and 25-32kW), offer a wide range of advanced new features designed to make servicing and maintenance quicker and easier.



on the primary heat exchanger



on the secondary heat exchanger

*Terms and conditions apply.



The Complete Heating System

At Worcester we pride ourselves on being able to offer a complete heating solution for installers and homeowners alike – no matter what the property size or heating requirement. Martyn Bridges, explains:

“Our portfolio of Combi boilers is undoubtedly the most popular range of products we offer at the moment. With over 1.5 million Combi boilers sold to date this type of boiler is definitely the preferred choice for the majority of installers. Whilst we are perhaps best known for our award winning CDi Compact range, we also offer an extensive range of products for larger properties.

“It is important installers are familiar with these different products and realise the situations in which they

are most suitable. In addition to the size of the property, it is worthwhile establishing the needs of the homeowner and also the number of people living in a property, in order to understand the heating solution required to meet demand.

“For example, does the homeowner want a heating system where they have to wait for the hot water storage cylinder to heat up before they can have a shower or do the washing up? Or would they rather have instantaneous hot water on demand

to suit a busy lifestyle? Once the installer has the answers to these questions they can quickly establish if a property is more suited to a combination boiler or an alternative system.

“This is where our extensive product offering is beneficial to the installer, as we have something suitable for every situation and homeowner need.”

Instantaneous hot water solutions

With compact dimensions and an output of up to 50kW, the Greenspring CWi47 is ideal for domestic applications with a high demand for domestic hot water, such as larger homes or guest houses. The condensing water heater is also compatible with a pre-heated water supply, making it an ideal partner for solar thermal, should the homeowner wish to one day ‘go green.’

The addition of the Greenspring CWi47 to our product portfolio means we are able to offer another solution to the hot water provision of larger domestic and commercial applications. There is undoubtedly a growing demand for instantaneous and continuous hot water generation and in developing this product we have made sure



years, allowing greater efficiency than ever before. The heat exchanger within the cylinder has improved considerably over the years with very rapid heat up times from cold. The insulation on the cylinder is also at record levels with the heat within the water being retained as long as possible.

“Typically, a single coil cylinder works on the basis that its entire content is heated to a prescribed temperature, to cater for the required hot water comfort of the property. Although there are also cylinders with more than one coil that can heat different levels within a cylinder, they are certainly not the norm. The combination of rapid re-heat and insulation minimises the energy and heat that is wasted – consequently keeping bills to a minimum.

“Our new Greenstore series of cylinders, which offer storage capacities ranging from 90L to 300L, is testament to our continued investment in mains pressure hot water systems. At Worcester, we have a longstanding belief in the ‘dry roof principle’ – i.e. systems that do not require a cold water storage cistern in the roof space of the property. Our latest generation of hot water cylinders follows this principle whilst simultaneously future-proofing against forthcoming changes to legislation.

“As the drive towards a more widespread adoption of renewable technologies gathers pace, greater emphasis is placed on the need for hot water storage solutions within the home. Therefore our new Greenstore cylinders have been specifically designed to offer maximum energy and cost savings, whilst meeting our customers’ demand for cylinders under the Bosch brand.

“With such an in-depth portfolio it is imperative to look beyond those familiar items and assess the individual installation to ensure they choose the most suitable product to give the homeowner the best service possible.”

that this can be achieved in the most efficient way possible.

The latest inclusion to Worcester’s established portfolio of heating and hot water appliances can be cascaded with up to 12 appliances to offer a combined flow rate of up to 250l/min. This makes it suitable for larger commercial applications with either consistent high demands or very high cyclic demands for domestic hot water. Additionally thanks to instantaneous water heating technology, the Greenspring CWi47 frees the need for a storage cylinder, saving space and reducing the risk of Legionella contamination which also makes it ideal for fitting in hospitals or health clinics.

Hot water cylinders

Contrary to popular belief, demand for hot water cylinders is actually still very strong, particularly amongst homeowners with larger properties that have multiple bathrooms. Forward-thinking homeowners keen to install solar thermal collectors as a supplementary source of hot water alongside a boiler, also require a twin coil cylinder – either at the point of having their solar panels installed or in readiness for a solar installation at a later date.

“The role of a hot water cylinder in the overall efficiency of a domestic heating system is extremely important. Hot water cylinder technology has undoubtedly progressed over the





A day in the life of... the Engineering Services team

We pride ourselves on offering the best products on the market, but our promise of high quality doesn't end when boilers leave the production line or are fitted in the home. In actual fact, we invest in all the functions that support the product offering, including having the best 'Technical Support' team on hand to answer any queries.

Here, Dave Culliford, Technical Support Advisor, outlines a typical day at work and explains how the team works hard to ensure they consistently offer the best possible service experience at all times.

"The technical support is open from 07.00 and 20.00 and teams work on a shift rotation to ensure there is always someone available on the phones to take the calls that are coming through to the operatives.

"As soon as we get into work we log onto the central system and ensure we have everything up and running, so we can answer any questions that come in straight away. The vast majority of our incoming calls are from installers, electricians and service engineers,

with questions ranging from the correct specification for a boiler right through to component replacements and fault finding procedures.

"We are trained to offer advice on all the products in the Worcester portfolio and also take calls on the complete range of associated accessories. This means that as a team we have knowledge on over 100 products and with comprehensive computer software and product literature at our finger tips, we are confident at offering advice and giving support on any technology available from Worcester.

"When we get a call regarding a gas-fired boiler, the first step in establishing the problem is to ask the

caller what the specific gas council number or boiler model is. This will help us to know what we are looking at straight away. Using technical and specification guides we can then look at the particular features of that boiler and establish possible causes for the problem.

"When we enter details of the reported fault into the system we then get a list of possible reasons for the issue, which we can then run through with the installer to establish how to get the appliance up and running as quickly as possible.

"As well as the comprehensive documents we also have models of the complete range of boilers and in the centre on display, so we



Trained to answer any Query

Chris Arkless, Technical Support Manager, explains how the team are trained to be able to handle any calls and queries -

"It is imperative that every member of our team is as up to date as possible when it comes to product knowledge. Before starting in Technical Support, a new team member goes on an intensive 12 week training programme to ensure they are quickly brought up to speed with our portfolio of products.

"All training takes place at our training and assessment academy in Worcester and ensures each member of the team is familiar with every product, not to mention their components, commissioning as well as servicing requirements and fault finding identification.

"In addition, regular refresher courses take place for all team members throughout the year to ensure product knowledge is always as thorough as possible. Plus the team is always one of the first to be briefed on the features and benefits of any new product or accessory that is launched.

"We recognise the importance of ensuring you can offer your customers the best possible service, so we strive to answer every call within six seconds and respond to any email query within 24 hours of its arrival."

can visualise how the unit is put together. This is especially useful when the installer or heating engineer is referring a component which we might otherwise not be familiar.

"Without a doubt, the technical demands of the department are extremely high, as installers across the country rely on us to answer a wide range of technical queries. However, our information is constantly updated to ensure we know as much as possible on the entire product range meaning we are confident to tackle any query."

Delivering Results

"We aim to deliver the highest of standards for those of you who contact us with a technical question or query. Based on a close monitoring of the department, we have achieved the following results:

99.2% reachability – the proportion of calls to our department that are answered by one of our technical team

90% service level – the proportion of calls answered within our target time of just 20 seconds

6 seconds – the average speed of answering a call to our technical department"



The inside of one of our mobile training vehicles



Training focus: North of the border

Having invested a great deal in our training offering over recent years, we now boast one of the most comprehensive professional development services in the industry. Here, Phil Bunce, our Training Manager, explains the training we offer in Scotland:

“We have two trainers based in Scotland – one of whom operates our mobile training vehicles, travelling around our training provider partners, undertaking courses using their premises where we have donated products.

“Our mobile trainers offer installers access to a variety of boiler models fitted within the vans including a working CDi Compact and CDi Classic. To further enhance the training we offer, each of our mobile training vehicles are currently having a revamp and will include two dry boilers, which will allow installers to strip down appliances and fully get to grips with their respective components.

“Whilst our trainer is based near Edinburgh, he is able to visit all areas around Scotland and can visit a site where installers are working if required.

“In addition to the mobile workshops, we also have an oil demonstration lorry which is ideal for those installers who are becoming more adept to oil installations. The seven and a half tonne oil lorry comprises of four working appliances and will travel anywhere in the UK upon request. Installers also have the opportunity to complete their OFTEC assessment within the vehicle, therefore ensuring they have everything they need to be fully competent with oil-fired boiler installations.

“The other source of training we offer in Scotland is through our partnerships with independent colleges who act as satellite Worcester training centres. Our main bases are as follows:

- Elgin College
- Dundee College
- First Class Gas, Glenrothes
- P&J Training, Glasgow
- Ayr College
- Boarders College, Hawick

“In each of these locations, we can deliver our various training courses, covering our full Greenstar boiler range, plus our extensive portfolio of renewable technologies.

“Whilst we don’t have dedicated Worcester training and assessment academies in Scotland, we can offer full training courses to those installers who operate north of the border.

To arrange training, contact our training department on 0330 123 0166. To view a map of each of our training locations around the UK, turn to pages 26 and 27.

Next level training

Given the vast number of product-based training courses we offer at Worcester, it is easy to forget the industry focused courses we offer to help with your ongoing professional development. Here, Phil Bunce offers a reminder of one such training programme – our Domestic ACS training and assessment programme, which runs from our flagship Worcester Training and Assessment Academy, based at our head office.

“We hear from a lot of installers who don’t realise we offer ACS – which is a vital requirement for those working in the domestic market. What we offer is a four day training and assessment programme for domestic installers who have less than 12 months of their existing qualification remaining. The course and assessment is provided at the competitive rate of £700.

“Included within the course is the core CCN1 module, which can be regarded as the overview element. This is conducted alongside each of the winder elements - the CENWT module, which covers the competent installation of boilers and water heaters, the CKR1 module for domestic cookers, and also the HTR1

module, which looks at domestic space heating. At present, this programme is only available at our Worcester academy, but will also be offered at our new Wakefield academy from 2014 onwards.

“Currently, we are also going through the approvals process to allow us to offer the LPG version of the course, so we can widen our offering beyond natural gas. This forthcoming change showcases how receptive our training department is to accommodating installer demand and market trends.

“Beyond the ACS programme, we also offer the COENCO1 course, which allows installers to move from working on domestic boilers to commercial

installations of over 70kW. Modules included within this course are CIGA1 which covers indirect fired appliances, ICPN1, which focuses on pipework, and also TCPNA for testing and purging.

“One problem with many training centres is that many are unable to give installers the opportunity to work with larger boilers as most facilities are only equipped with the smaller appliances, due to space restrictions. At our Worcester Academy however, we have put a lot of thought into ensuring installers are able to work on larger appliances when they come to training for the commercial industry with working boilers up to 750kW in output.

“At Worcester, we pride ourselves on offering courses which cater for all the demands installers may be put under across every element of their profession, from the required legal training, to courses on new products. With this in mind, the training area of the Worcester website should always be considered the first point of call for any installer looking to grow their industry skills, expertise and qualifications.



Brian Murphy and his team of technical advisors answer some of the most common questions they receive from installers at this time of the year

Technical Q&A

I am just about to install a heat pump into a customer's property and they have questioned whether the product is MCS approved so they can make a claim as per the recently announced domestic Renewable Heat Incentive (RHI).

A. All of our ground source and air to water heat pumps, including the Greenstar Plus Hybrid system, are MCS approved and are therefore eligible for the RHI. This is on the condition that you are also an approved MCS installer. Detailed information on product compliance with the domestic RHI can be found on the DECC website: www.gov.uk/decc.

I was servicing one of your boilers and noticed that the PRV was dripping; I replaced the PRV only to find that the new valve continued to drip, could you tell me what causes this to happen.

A. There can be several reasons for the PRV to drip, dependent on the type of boiler installed. These range from the filling link being left attached and passing, to the cross leaking of domestic water mains pressure into the primary water circuit, and the expansion vessel requiring attention.

If we focus on the expansion vessel it is always good practice to check the pre-charge of the expansion vessel when servicing a sealed system appliance. This should be done with the appliance isolated from the system and drained down. You can then check the pre-charge pressure of the expansion vessel, which should be obtained from the data label, using a pressure gauge with a suitable scale. Recharging of the expansion vessel can be done using a cycle tyre pump. If the diaphragm has failed, the expansion vessel will need to be replaced.

When replacing a pump connected to one of your Greenstar Regular boilers, do I have to fit a low energy circulating pump as per ERP directive 1st Jan 2013?

A. Following the introduction of the ErP directive at the start of this year, there is a mandatory requirement for low energy circulating pumps to be fitted, which need to have an energy index of no more 0.23 when classed

as standalone. Due to the fact that with our Greenstar regular boilers, the pump is wired and controlled directly from the boiler PCB, the mandatory fitting of a low energy pump is not required at this point in time as the pump will not be classed as being standalone.

I am looking at fitting a new Worcester combination boiler for one of my customers, who already has a solar system in place. Are any of your combination boilers solar compatible?

A. The Greenstar CDI Compact boiler has a compatible solar pre-heat accessory, which can be fitted to allow pre-heated solar water. This accessory monitors the temperature of the incoming cold supply to the boiler. If the boiler is supplied from a solar cylinder, the temperature of the incoming water could be as high as 60°C, which would remove the need for the boiler to fire. If there has not been enough solar gain in the day, the boiler will fire and bring the temperature of the incoming water to the required temperature, as set on the control panel on the front of the boiler.

The part number for this accessory is 7716192735.



WIN A GREENSTAR DANESMOOR SYSTEM BOILER

To celebrate the launch of the latest addition to our oil-fired boiler range, this month we're giving away a NEW Greenstar oil-fired Danesmoor System boiler to one lucky Installer's Choice reader.

To be in with a chance of winning, all you need to do is complete the word search below before sending your completed entry form to the address at the bottom of the page.

Good luck!

T	Q	I	M	M	U	I	E	G	R	H	D
O	Z	N	L	F	T	J	R	W	E	O	G
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T	M	G	E	G	B	R	Z	X	C	M	V
Z	Q	D	G	L	Z	X	U	V	L	H	U

WORDS TO FIND ARE:

BOILER	INNOVATION
DANESMOOR	OIL
GREENSTAR	SYSTEM



Name: _____

Business Name: _____

Business Address: _____

Daytime Telephone Number: _____

Email: _____

Send your entry back to our editorial office: **Installer's Choice, October Competition**, Willoughby PR, 43 Calthorpe Road, Edgbaston, Birmingham, B15 1TS.

Closing date: Friday 8th November 2013. Terms and Conditions apply.

KEEP IN TOUCH

This month we profile our network of Training and Assessment Academies, to highlight the locations you can go to in order to attend one of our courses.

Clay Cross

Clay Cross in Derbyshire, the heart of Britain's oil-fired heating market, is where our oil-fired boilers are manufactured. The Clay Cross Training Academy is a specialist centre of excellence for oil and renewable training and now hosts each of the new additions to our oil-fired boiler range.

The academy features two main oil training areas. One concentrates on typical installation faults, the other showcases appliances installed to best practice compliance with Part L of the Building Regulations.

As well as our full range of oil appliance and OFTEC courses, last year

saw us open a spacious new renewables lab, meaning we can offer greater emphasis on renewables training. The academy is equipped to cater for training on technologies including our new range of Ground Source, Hybrid and Split Air to Water Heat Pumps.



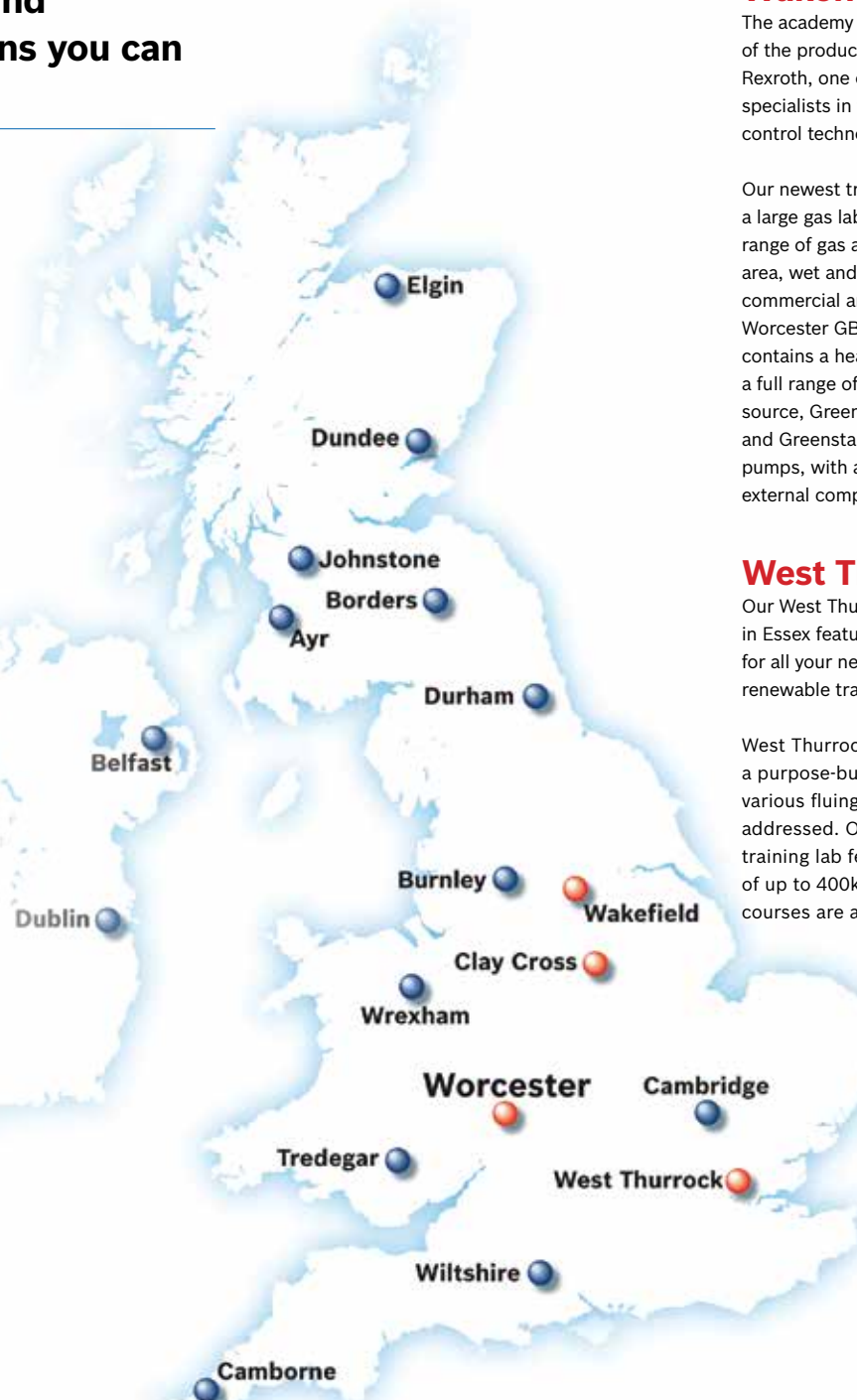
Worcester

Our award-winning, state-of-the-art Training and Assessment Academy at our headquarters was the first of its kind. Last year saw us raise industry training standards, as we invested £1.2 million in an innovative and spacious high tech training arena.

25% of the new 400m² facility is devoted to an open-plan domestic training area with life-size single storey brick buildings. It features working Greenskies solar thermal systems, working in partnership with Greenstar gas-fired appliances, enabling you to get to grips with the importance of system design and operation.

The training academy also runs certified Domestic and Commercial

ACS courses. The Domestic course is designed for installers who are renewing their domestic qualifications and now incorporates a module on Flue Gas Analysers. The commercial course equips you with the relevant qualifications for the changeover from domestic to commercial gas work and features commercial appliances with outputs of up to 400kW.



Wakefield

The academy is built on the grounds of the production facility of Bosch Rexroth, one of the world's leading specialists in the field of drive and control technologies.

Our newest training facility boasts a large gas lab featuring our entire range of gas appliances, a flushing area, wet and dry boilers, and a light commercial area with a cascade of Worcester GB162 boilers. It also contains a heat pump room with a full range of Greenstore ground source, Greenstore air source and Greenstar Plus hybrid heat pumps, with a courtyard for all the external components. Delegates also



benefit from a solar room with fully working components from our entire Greenskies solar range, a pitched roof for practical training, and a large commercial training room.

West Thurrock

Our West Thurrock Training Academy in Essex features large labs to cater for all your needs in gas, oil and renewable training.

West Thurrock's gas lab features a purpose-built bungalow where various fluing methods can be addressed. Our open commercial training lab features appliances of up to 400kW. Commercial ACS courses are available at the centre,

as well as various commercial product courses.

In addition, the facility's heat pump lab allows installers to obtain hands on experience on our full range of ground and air source heat pumps.

There are also two extensive classrooms featuring the latest multimedia technology, which can be opened out into one large conference room.

College Links

In addition to our own training and assessment academies, we have also worked closely with leading colleges and independent training centres for more than 20 years – a successful enterprise which in 2007 was enhanced further with the launch of our College Links Learning Scheme. This means Worcester-inspired training can be offered via an additional 13 colleges nationwide.

For more information on our training offering, and to download our detailed training brochure, visit www.worcester-bosch.co.uk/training.