

A Greener Future

Getting the most from your home heating

SAVING
BRITAIN
MONEY



Reduce your fuel bills and help the environment



Win a Greenstar 'A' rated boiler for your home

 **WORCESTER**
Bosch Group

Dedicated to heating comfort

→ Welcome



Find out how you can save money on your fuel bills this winter, urges Richard Soper, managing director of Worcester, Bosch Group:

“Heating systems are, by and large, a low interest category for consumers, but when you take into consideration the escalating fuel prices in this country and our ongoing concern for the environment, it’s worth paying a bit more attention to the subject as the nights get colder.

“Did you know that some older boilers (10 – 15 years old) can be as low as 60 - 70% efficient? This means that you could be wasting as much as 30 - 40 pence of every pound you spend on your fuel bills. If you were to update to a new, condensing SEDBUK ‘A’ rated Greenstar boiler, at least 90 pence of every pound spent on fuel will be used to provide heating and hot water for your home. Not only that but, installing a

condensing boiler can increase your home energy rating by an entire band, i.e. from an energy rating of E to D.

“As a result, we have launched a brand new advertising campaign under the banner ‘Saving Britain Money’ to make sure homeowners know that there are things that can be done to reduce these ever increasing fuel bills. There really has never been a better time to talk about heating and this magazine will provide you with plenty of information on a variety of heating and hot water solutions. If you have any further questions, do not hesitate to call.”

T: 08705 266241

Worcester: Saving Britain money

Worcester, Bosch Group has launched a nationwide ‘Saving Britain Money’ advertising campaign. With rising energy costs and soaring fuel bills high on the news agenda, the common denominator across the Worcester range of gas and oil-fired boilers and renewable heating technologies (solar water heating, air source and ground source heat pumps) is that the products can save homeowners a significant amount of money on fuel bills.

Under the tag line ‘Saving Britain Money’, Worcester has created the campaign to highlight to British families the savings that can be made by updating your heating system. The campaign will appear across a variety of national newspapers and magazines this winter, so look out for the advert.





BOSCH

BOSCH voted 8th Superbrand in the UK

Results of the Superbrand survey have revealed that Bosch has been voted the 8th most popular brand out of a potential 500 companies in the UK. Voted for by a group of over 2,200 consumers, this result was published in the 2008 - 2009 Superbrands survey.

According to the Superbrands Council; "A Superbrand has established the finest reputation in its field. It offers customers significant emotional and tangible advantages over other brands, which (consciously or sub-consciously) customers want and recognise."

Which? Gives Worcester the thumbs up on after care

Leading consumer body, Which? asked more than 4,000 of its members whether they were satisfied with their boiler breakdown and service cover, and found; "The winner by far in our survey was Worcester, Bosch Group, which was rated highly for customer care and value for money and had an overall customer satisfaction score of 68%."

Worcester's closest competitors scored 57% each, 11% below Worcester's score. Worcester prides itself on customer care and the contact centre team in Worcester work hard to ensure calls are answered promptly and problems are resolved swiftly.

Worcester: Taking our environmental responsibility seriously



As part of Worcester's ongoing commitment to being an environmentally responsible manufacturer, we have a number of policies in place to ensure that we are minimizing our impact on the planet.

Customers are encouraged to register their new Worcester Greenstar condensing boiler on the Worcester website (www.worcester-bosch.co.uk) so that Worcester can plant a tree in partnership with The Woodland Trust. So far almost 5,000 trees have been planted, which started in early 2007.

Worcester has outlined its commitment to significantly cut CO₂ emissions produced by the business and achieve zero waste to landfill sites by 2009.

Setting new standards for the industry, Worcester's approach is based on producing the absolute minimum carbon from the outset, rather than producing CO₂ and then offsetting it later on down the line.

By working with suppliers, employees and the local community in the location of its factory sites, Worcester's preventative approach to reducing CO₂ production forms part of its dedicated plan to improve the environment for future generations, as well as helping to influence others about future fuel and material uses.



Find the right



All of Worcester's Greenstar gas and oil-fired boilers are SEDBUK 'A' rated for efficiency. Greenstar LPG boilers are available to homeowners who are not able to access gas or oil. This chart is intended as a guide only, or more information visit www.worcester-bosch.co.uk/homeowner/product/find-a-boiler or discuss your specific requirements with a Worcester Accredited Installer. To find an accredited installer in your area visit www.worcester-bosch.co.uk/homeowner/products/find-an-installer

boiler for you

A COMBI OR COMBINATION BOILER

is best suited for your property. It will provide continuous hot water on demand to all taps at mains pressure, with no need for a hot water storage cylinder.



YES

A SYSTEM OR REGULAR BOILER

may be best to suit your needs. Regular boilers are suitable for homes with a traditional heating and hot water system, requiring more space for a hot water storage cylinder and expansion cistern.



NO

System boilers are ideal for large homes, needing a hot water cylinder to feed several hot water outlets within the home.

You could also consider investing in renewable technologies such as Worcester's Greenskies solar water heating system, Greenstore ground source heat pump or Greensource air source heat pump. See pages 8 & 9 for more information.

Boilers

All you need to know

FACTS

- Since 2003, electricity prices have risen by around 50% and gas prices by around 90%*
- The average household electricity bill has risen by £141 and the average gas bill by £300*
- A further 40% rise is predicted by the end of the year, which could account for a crippling £1,467 of a household's annual budget*

*Source: Consumer Direct



Martyn Bridges

With costs soaring in all areas, it's easy to dismiss spending money on a new boiler, opting instead to pay out for regular repairs. However, if the predictions are true and gas and electricity prices continue to rise, a new boiler could in fact be a significant investment, helping to reduce your fuel bills and save money in the long-term.

Householders who have had their existing boiler for ten years or more could save up to £250 a year, by simply upgrading to a condensing model.**

Worcester's Greenstar range of gas and oil-fired condensing boilers are all over 90%

efficient and are 'A' rated for efficiency, which means they are better for the environment as well as reducing fuel bills.

There are three main types of high-efficiency condensing boilers – combination or 'combi', system and regular.

Combination or 'combi' boilers heat your home and provide instant hot water without the need for a hot water cylinder. Combi boilers are an increasingly popular choice in UK homes and in fact, account for well over half of all the new domestic boilers installed in Britain every year. (two out of three boilers in the UK are combi's.)

Regular boilers are suitable for homes with a traditional

heating and hot water system. Unlike a combi, regular boilers work on the principle of stored water and require a separate hot water cylinder, which determines how many bathrooms can be supplied. Regular boilers require more space than either a combi or system boiler, needing a feed and expansion cistern and cold water storage cistern in the roof space.

System boilers also use stored water which allows them to feed several hot water taps at a time, making them ideal for large homes. In contrast to regular boilers, system boilers have most of the major components of the heating and hot water system built in, making them more efficient and less space consuming.

**Compared to a boiler over 10 years old, using a full set of heating controls in conjunction with a high-efficiency condensing boiler. Source: Energy Saving Trust

Don't just take our word for it, even the professionals install Worcester's condensing boilers in their own home. Paul Gitting runs Whitworth Gas Heating, in Lincolnshire. He lives, with his wife and two daughters, in a three-bedroom semi-detached property in Sutton Bridge, which was in serious need of a central heating upgrade. Paul explains:

"We've lived in our home for nearly ten years and with gas prices on the rise we decided now was the time to upgrade our heating system. We chose a Worcester Greenstar CDi gas-fired combi boiler – and what a difference it has made.

"Being in the industry and having first hand knowledge of the benefits of a condensing boiler, it seemed ridiculous that we continued to pay through-the-roof prices for our fuel bills when I knew we would reduce our heating costs with this simple installation. Since upgrading to a Worcester condensing boiler we've saved around 45% on our heating



Paul Gitting

bills and with gas prices on the rise, this will continue to increase!

"It's great to get home at any time of the day or night and have as much hot water as we need straight away. An added bonus is that the boiler keeps itself ready to supply hot water so we hardly have to wait for the water from the tap to get up to temperature, saving water too – which is great if you're on a water meter.

"Having worked with Worcester for many years I choose their products because they are so reliable and you can trust them to deliver."

Martyn Bridges, director of technical support at Worcester adds, "Most of us don't think about our heating system until something goes wrong, despite the fact that a boiler that isn't regularly serviced will cost us much more in fuel bills.

"Even if your boiler is not all that old it is really important that you use a qualified engineer to undertake an annual inspection, especially leading up to the winter months, to ensure it is running at its most efficient. What's more, a regular 'check up' will help to prolong the life of your boiler, avoiding a lot of costly repairs and even some part replacements."



Top Tip:



Sarah Colligan

When talking to your installer about replacing your boiler, don't forget to talk about temperature controls. Sarah Colligan, brand manager at Worcester explains:

"The value of getting the correct heating controls is often overlooked. But the fact is that, depending on the size of your boiler and the heating load within, the operating efficiency of a condensing boiler can be significantly enhanced by up to 13% when installed with the correct controls. By reducing the temperature on your thermostat by 1°C you could save 10% off your annual fuel bill."

Worcester also takes the hassle out of finding a qualified and reputable installer in your local area, visit www.worcester-bosch.co.uk/findaninstaller

'FREE' ENERGY

Renewable technology in action

As well as our award winning high efficiency boilers, Worcester is a market leading provider of renewable technologies;

Greenskies solar water heating system

The most popular renewable technology, Worcester's Greenskies solar panels work by absorbing solar energy to provide hot water for your home, even on cloudy days. Annually, solar panels will provide 50%-70% of a home's hot water supply, allowing you to turn off your boiler in summer months. The heat generated by the panels is pumped directly into a twin coiled water cylinder and the boiler works alongside this technology to ensure a constant supply of hot water all year round.



Greensource air source heat pumps

Worcester's Greensource air source heat pumps extract energy from the outside air and use it to heat a home and its hot water supply, replacing the need for a boiler. Worcester has recently launched two options; air-to-water which heats a building through radiators or an underfloor heating system and air-to-air systems which produce warm air that is circulated for space heating. They work very effectively even when the outside temperature is as low as -20°C.

The air-to-water system is fairly new to the UK but extremely popular in Scandinavia and eliminates the need to rely on costly non-renewable sources of energy (such as gas or oil) at all. It uses electricity to run the pump but, when correctly installed, can produce up to four times more heat energy than the electrical energy consumed.



Greenstore ground source heat pumps

Ideal if you're building or renovating your own home, ground source heat pumps (GSHP's) take solar energy stored in the ground and use it to meet the heating and hot water needs of an entire household. This technology also replaces the need for a boiler and

is an perfect partner for underfloor heating and radiators.

Ground source heat pumps are run by electricity, but users can reduce this cost by subscribing to a green tariff scheme, which offers discounts on electricity used to promote renewables. As energy bills are reduced, GSHP's offer a payback which significantly better those of other renewable technologies.

As we become ever more aware of 'green' technologies and the need to reduce our heating bills Worcester is offering its customers a £2,000 cash-back scheme throughout 2009. Alternatively, the Government provides a grant to help cover the costs of the initial outlay as part of its Low Carbon Buildings Programme, offering eligible households a maximum of £2,500. To find out more about the Government grants available for the installation of renewable technology products visit www.lowcarbonbuildings.org.uk

Money talks; what you can expect to pay and get back *

Heating method	Installation costs	Annual savings (£)	CO ₂ savings per year
Greenskies solar water heating system	Expect to pay between £3,200 and £4,500 depending on your property	£50 per year – Gas £65 per year - Oil	325 kg 365 kg
Greensource air-to-air source heat pumps	£1,500 - £2,000	£185 per year – Gas £370 per year – Oil	830 kg 6 tonnes
Greensource air-to-water** heat pumps	£7,000 - £8,500	£185 per year – Gas £370 per year – Oil	830 kg 6 tonnes
Greenstore ground source heat pumps	Each installation is unique to the property but typically cost from £8,000 - £12,000	£250 – Gas £490 – Oil	1.2 tonnes 1.8 tonnes

* - Source: Energy Savings Trust, visit www.energysavingtrust.org.uk

** - Based on an air source heat pump providing 100% of space heating

Your questions answered



Experts at Worcester answer some of your questions

Q: I need to replace my old boiler, I've heard people talking about 'condensing' boilers but what's the difference and why should I choose a condensing model?

A: Martyn Bridges, director of technical support at Worcester, Bosch Group says; "A condensing boiler is a high efficiency modern boiler that recovers and uses heat that would otherwise be lost up the flue – for instance, all of Worcester's condensing boilers are over 90% efficient, which means they use over 90% of the produced fuel to heat the home. Whereas a standard efficiency boiler, those over 10 years old, are usually only around 60-70% efficient.

"According to the Energy Saving Trust, if everyone in the UK with gas central heating installed a high efficiency condensing boiler, we would save enough energy to heat 3.3 million homes for a whole year and save around 12.5 million tonnes of CO² emissions."

Q: How does your home's size determine the size and type of boiler you choose?

A: Martyn Bridges, director of technical support at Worcester, Bosch Group says; "In a nutshell, the larger the floor area, the larger the property and therefore the larger the boiler. In addition, an installer would take the number of bathrooms in the home into consideration. The three different types of high-efficiency condensing boiler; Combi, Regular (often referred to as a 'traditional' or 'conventional' boiler) and System boiler deliver all the benefits of high-efficiency technology, but are suited to different homes and lifestyle requirements.

"A larger home usually means that there are more bathrooms and therefore a requirement for instantaneous hot water from perhaps a number of outlets at the same time. In this case, you would probably need a hot water cylinder to store enough hot water to meet the requirement

and therefore a Regular or System boiler will be most suitable. A smaller home, with just one bathroom or perhaps one bathroom and an en-suite shower would have less call for multiple simultaneous outlet operation, so a high efficiency condensing Combi boiler, which heats the water on demand will be suitable. Combi boilers now account for well over half of all the new domestic boilers installed in Britain every year – as one compact unit will meet all your heating and hot water requirements."

Q: We have recently built a sun room at the back of our house, but in the Summer, it is extremely warm and in Winter, it gets very cold. What can we do to keep the room warm in Winter and cool in Summer that isn't going to be a drain on our fuel bills?

A: Neil Schofield, head of sustainable development at Worcester, Bosch Group says; "Consider installing a renewable technology such as an air-to-air heat pump which uses the energy from the outside air to generate warm air heating or cooling for the home. In the same way a fridge extracts energy from the air and uses it to cool the inside of the fridge, air source technology extracts energy from the outdoor air and uses it to pump warm air into the home. In the Summer, you can reverse the process and use it as an air cooler and purifier. The life expectancy of an air source heat pump is around 20-25 years without the need for annual servicing, which makes it an ideal investment. It costs around £1,500-£2,000 depending on installation."



Martyn Bridges



Neil Schofield

Find out more



■ **Visit the homeowner section of Worcester's website; www.worcester-bosch.co.uk for further information on the products and services available, such as;**

- Finding an installer: You can type in your postcode to find a list of reliable qualified Worcester Accredited Installers in your area.
- Seeing how other homeowners have made a difference by installing new heating and hot water technology in our energy houses section.
- Working out what boiler would be most suitable for your home by answering a few simple questions.
- Getting more information on renewable technology.

■ **Want to talk to us in person?**

Find us at Grand Designs Live or at one of the Homebuilding and Renovating Shows that run across the country throughout the year. Visit the events section of our website for more information.

■ **We also have two permanent display stands:**

The Building Centre, 26 Store Street, London, WC1E 7BT
Tel: 020 7692 4000 www.buildingcentre.co.uk

National Self Build & Renovation Centre,
Lydiard Fields, Great Western Way,
Swindon, SN5 8UB
Tel: 01506 409 616 www.buildstore.co.uk

For more information on Worcester, Bosch Group's range of products and services, visit: www.worcester-bosch.co.uk

To enquire about renewable technologies, call: **01905 752780** or email: renewable.energy@uk.bosch.com

For after sales boiler care, call: **08705 266241** or email: technical.enquiries@uk.bosch.com

For general enquiries, call: **01905 754624** or email: general.worcester@uk.bosch.com





Win!

One of Worcester's Greenstar condensing boilers, all of which are SEDBUK A rated for efficiency as well as a Greenskies solar water heating system, including installation...AND your home will become one of the energy houses featured on our website.

To enter, simply answer the following question and send the cut out voucher below to: Worcester Press Office, 43 Calthorpe Road, Birmingham, B15 1TS.

Q: How much of your hot water would you expect to get for free if you installed a solar water heating system?

Answer: _____

Name: _____

Address: _____

_____ Post Code: _____

Daytime Telephone No: _____ Email: _____

I would like to receive further information from Worcester, Bosch Group

Please do not contact me with further information

Terms and Conditions - 1) The closing date for receipt of entries is 24:00 GMT on 31st March 2009. 2) The competition is open only to owners of domestic properties located within the mainland UK. 3) No purchase is necessary to enter the competition. 4) Only competition winners who require a Regular or System boiler will be eligible for the solar installation. Other boiler models are not compatible. 5) Only one entry per household is allowed. 6) Prizes are non-transferable and there is no cash alternative. 7) The Promoter reserves the right to substitute prizes of equal or greater value at any time. Full terms and conditions can be found by visiting www.worcester-bosch.co.uk/competition