



Issue 3 APRIL 2007



TREMENDOUS RESPONSE TO OUR INSTALLER CONNECT TRAINING VANS

The first wave of our Installer Connect training vans hit the road during January to March, generating tremendous feedback from installers.

If you weren't among the hundreds of installers who visited the vans during the first quarter of the year, check out the dates on Page 2 to find out where the vans will be during April and May – and we'll be keeping you posted about dates for June onwards as soon as they are confirmed.

Len Dobson, Ideal Business Development Manager in the Southern Division, summed up the reaction from installers to the vans' first outings:

"Many of the installers have said the vans are a great idea and they appreciate how we are bringing the products and the training to their local areas.

"Some installers who came had never fitted or seen our boilers before and had thought they were bigger than they actually are – they were pleased to learn that they easily fit into a standard kitchen cupboard. Our trainers showed people how to service the boilers and they gave them an overview on installation and fault finding."

"We received a very good turn out each day and people were also keen to take away brochures on our boilers and

radiators, including technical information."

Paul Graves, Business Development Manager in the Eastern Division, echoed those comments and said that people even turned out in January when it was snowing to learn more about Ideal's products.

As well as receiving support and advice from our technical trainers/service engineers, installers were also able to watch a widescreen plasma TV presentation on our boiler ranges.

Inside the vans

- Examples of our Classic, Icos, Isar, Mini & Excel HE boilers
- Solar panel system
- All the technical information and literature you will need
- Graphics illustrating product selection, flue usage and radiator applications
- Refreshments – after all, learning can be thirsty work!

Where you can visit our training vans

April 2007

Independent Merchants

5 April: Pochins, Leicester. 10 April: Nicholls, Banbury, Oxford. 11 April: Builder Depot, New Southgate, London. 17 April: Gibbs & Dandy, Bedford. 18 April: Ebbens Ltd, Hemel Hempstead. Plumbcity, Colchester. Gibbs & Dandy, Luton.

Central

5 April: Graham, Derby. 11 April: Graham, Nottingham. 12 April: PTS, Derby. 17 April: PTS, Basford, Stoke. 18 April: PC, Mansfield. 24 April: PTS, Nottingham. 25 April: PC, Lincoln.

May 2007

Independent Merchants

8 May: Patons of Walton. 9 May: HPS, Lewisham. 15 May: HPS, Dover. 16 May: SNH Trade, Birchington. 22 May: C&G, Erith. 23 May: TDL, Aylesford.



29 May: Harris and Bailey, Croydon. 30 May: Sussex Plumbing, Eastbourne.

Northern

8 May: Plumb Center, Mexborough. 9 May: Jacksons, Mexborough. 14 May, PTS, Barnsley. 15 May: Grahams, Bradford. 25 May: PTS, Halifax. 29 May: Grahams, Barnsley. 30 May: Plumb Center, Barnsley.

Southern Division

8 May: PC Orpington. 9 May: Graham, Sutton. 15 May: PTS, Orpington. 16 May: PC, Mitcham. 22 May: Plumb Center, Yeovil. 23 May: Plumb Center, Exeter. 29 May: Plumb Center, Torquay. 30 May: Plumb Center, Honiton.

WHAT'S INSIDE THE VANS



Remember, when you visit the vans they will be carrying a range of 'goodies', including:

- Examples of our Classic, Icos, Isar, Mini and Excel HE boilers
- Solar panel system
- Technical information and literature
- Graphics illustrating product selection, flue usage and radiator applications
- Refreshments

Your Installer Connect contacts



To get more information about Installer Connect:

- Visit our website on:
www.installerconnect.com
- Telephone us on:
Freephone 0800 138 1153
- Free Fax us on:
0800 138 1154
- Write to us at:
Freepost YO 543, York YO19 5ZZ

To find out more about our products check out the following websites:
www.idealboilers.com and www.stelradradiators.com



TAKING YOU THAT BIT FURTHER

With Our Fantastic Petrol Voucher Offer!

VOUCHER ALLOCATION

SUPPLIED AS ASDA, SAINSBURY
OR TESCO VOUCHERS

1 Boiler £20

3 Boilers £70

5 Boilers £150

10 Boilers £350

Every time you purchase an Ideal Isar, Icos or Icos System HE boiler, we'll give you a Petrol voucher!

Get some extra Va Va Voom in your tank – but hurry, offer is only valid if you purchase between 1 April 2007 – 30 June 2007.



To claim your vouchers simply complete the form below and submit with proof of purchase - attach a verified copy invoice only with claim form to: Lorraine Hawes, Ideal Boilers, P O Box 103, National Avenue, Hull HU5 4JN. Ideal Boilers must receive all claims no later than 31 July 2007.

BOILERS PURCHASED	QUANTITY	DATE	INVOICE NO.
ISAR HE			
ICOS HE			
ICOS SYSTEM HE			
TOTAL			
NAME:		COMPANY:	
ADDRESS:			
TELEPHONE:		POSTCODE:	
E-MAIL		FAX:	
DELIVERY ADDRESS: (IF DIFFERENT FROM ABOVE)			
SIGNATURE		DATE	

PLEASE INDICATE NUMBER OF BOILERS CLAIMING FOR:

1 Boiler 3 Boilers 5 Boilers 10 Boilers

PLEASE TICK PREFERRED VOUCHER CHOICE:

Asda Sainsbury's Tesco

TERMS AND CONDITIONS:

Purchases apply to Ideal isar HE, icos HE, icos system HE.
 Purchase must be made between 1st April 2007 and 30th June 2007.
 Claims must be received by Ideal Boilers with verified invoices attached no later than 31st July 2007.
 Ideal Boilers reserve the right to check and verify all invoice claims and can refuse claims without notice.
 Despatch & delivery will follow acceptance of claims - please allow up to 28 days for delivery.
 Open ONLY to UK residents aged 18 or over, except employees of Ideal Stelrad Group, their families and their agents.
 Promotion for one off sales only - excludes all negotiated contracts and price supported business.

Not available to contract supported/British Gas installers.
 Images supplied for illustrative purposes.
 No cash alternatives.
 Ideal Boilers cannot accept responsibility for lost or corrupt claims.
 Cannot be used in conjunction with any other Ideal Boilers or Stelrad Radiators promotion.
 All tax implications are the responsibility of the purchaser not Ideal Boilers.
 If your choice of voucher is not available Ideal Boilers reserve the right to offer alternative vouchers to the equivalent value.
 Boiler purchases subject to contract support are not valid for the promotion.

