



NEWS

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STORMING AHEAD

Great response to Esprit launch

In our previous issue of Installer Connect News we told you the Ideal Esprit is a boiler you can't afford to ignore – and you certainly didn't ignore it!

You turned up in large numbers to see the Esprit at our recent launch events and your feedback has been truly tremendous. Thanks for helping to make the Esprit launch an unparalleled success.

Turn to Page 4 to find out more about how the Esprit has been received.



Now the Elise makes its debut

They say that all good things come in twos – well following hot on the heels of the Esprit boiler is the new Ideal Elise.

This heat only boiler comes in two sizes – H15 and H24 – and will fit snugly inside a standard kitchen unit.

See inside for the full story.



The new Ideal Elise is the perfect fit

Fancy a new boiler that's based on proven technology and proven reliability – welcome to the Ideal Elise, a boiler that will fit perfectly into your plans and your customers' homes.

A smart operator

The Elise is particularly highly efficient because it operates only when it needs to.

You know the score – you size a boiler to cope with the coldest day of the year, so on all those other bright and milder winter days the boiler sometimes uses more firepower than it needs.

Not so with the SEDBUK A rated Elise. Like the Esprit, this boiler can modulate its output to compensate for the higher temperatures. Saving fuel and money.

Keeping it simple

Ever come across those boilers where you work out where a fault might be by counting the time delay between flashing lights?

You'd expect there to be an easier way, and you'd be right! With the Elise, if there's any problem you'll get a clear letter and number code display. Look it up in the booklet and it'll tell you what area of the boiler to check out. We've also made flue siting much easier – thanks to our telescopic flue and central flue position you will be able to quickly and accurately measure and fix the flue.

Go GREEN with the Elise

Install the Elise and you will be doing your bit for the environment without it costing you a penny.

There's nothing to buy (apart from the boiler) and nothing to offset. Put simply, you'll be installing a boiler that's pretty mean when it comes to nitrogen oxide emissions, which means its environmentally friendly.

Here's the technical background – the Elise achieves NOx levels of less than 40 mg/kWh, which is the level exceeding the best required by British Standards, usually referred to as Class 5.

That means that it achieves maximum credit points for boilers under the Code for Sustainable Homes, a points-based environmental rating scheme used to illustrate the quality of overall design in new build sites.

So save the planet – install an Elise!

Your Installer Connect contacts



Introducing your Installer Connect contacts – Jill Higo (on the left of our photo) and Leanne Fewster can be contacted on 0800 138 1153, Monday to Thursday 8 am to 4.30 pm and Fridays 8 am to 4 pm. Jill and Leanne are here to help make it even easier for you to claim points and receive rewards. Please send in your invoices regularly to claim points.



Your points statements will now be sent quarterly, but you can also call us for a balance update.

Also let us know if you need any Freepost envelopes, reward forms or registration forms.

To get more information about Installer Connect:

- Visit our website on: www.installerconnect.com
- Free Fax us on: 0800 138 1154
- Telephone us on: Freephone 0800 138 1153
- Write to us at: Freepost PO Box 103, National Avenue, Hull HU5 4JN

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

Where can I install the Ideal Elise?

Virtually anywhere, we're delighted to say. The Ideal Elise is a boiler that's built to please. It will be happy all around the house – so let's look at the possibilities.

In a kitchen cupboard

A very popular option and one that's easy to do, thanks to the compact size of the Elise.



In a basement

Yes the Elise will go in a basement and no, you don't have to be concerned about where you can drain the condensate.

We know that the laws of gravity generally dictate that the drain should be below the boiler (not easy in a basement is it?) but thanks to our condensate pump option you can simply pump the condensate up to the drain. This pump also comes in handy for installations in floor-standing cupboards where you need to get the condensate past other cupboards for it to reach the drain.

In an apartment

Once again we have the tools to enable you to do the job. Invariably in apartment installations you'll need to provide long flue runs, and our two diameters of twin pipe flue system will allow you to do just that. In fact we are the only manufacturer to offer compact 60mm twin pipe and we've also got the widest range of flue options in the industry.

As a replacement boiler

No problem – and because, more often than not, the condensing Elise will be replacing a standard efficiency boiler sited near a kitchen or bedroom window, we've given you the option of a high level flue kit to ensure that the plume of steam generated by condensing boilers will be released high up and out of the way.

In a loft or garage

Again no problem – and if your customer has any concerns about gaining quick and easy access to the boiler we've also provided an optional remote user control kit. With this fitted, your customer can check out the boiler without having to clamber into a cramped loft or a cold, overcrowded garage.

Coming your way soon

- Look out in January for the launch of a combi version of the new Ideal Elise.
- We're also bringing out a distance learning DVD, which will give you the full low down on installation, servicing and commissioning of the Ideal Esprit. So, you've seen the boiler – now look out for the film!



Installers check out the new Ideal Esprit at the Installer Live event in Coventry.

THANKS FOR YOUR ESPRIT FEEDBACK

You came, you saw and you conquered any apprehension you might have had about giving Ideal a try. Below are just some of the comments you've made about the Esprit at our launch events across the country.

"I had not bought an Ideal boiler in the last five years, but the Esprit has made me change my mind."

"I like how there's plenty of room inside the boiler to get your hands in. That saves time and it also removes frustration."

"The preformed right angle bends are a great idea. It means you can do a neat and quick job in connecting the pipework."

"I'm pleased you're providing a wide choice of programmer. It means I can offer electronic versions to younger customers and manual ones to older people who might struggle with the electronic settings. I like the remote wireless options too – customers don't like you messing up their decorations with wiring."

"My customers will find the Esprit easy to operate, and the preheat On/Off switch will put them in control."

"The pre-wired mains cable is a good thing. It means I don't have to get an electrician in just to wire the boiler into a socket or spur."

"You've kept it simple and it looks a quality build. I'll certainly give it a try."

Still time to get the fastest lap time!

You've still got time to test your driving skills against other installers to win a three-day trip to the Monaco Grand Prix.

Our Ideal Grand Prix simulator has been extremely popular at Installer Live, Phex and Interbuild, and there's still some events remaining.

Before we close the competition, there's Phex, Chelsea, on 21 and 22 November and regional events as listed below. So check out the dates and contact the Installer Connect Hotline on 0800 138 1153 to find out specific venues.

12–15 November: regional events in the East Midlands and East Anglia

26–30 November: the North West

3–6 December: Scotland

10–13 December: Yorkshire and the North East