

Heating homes

Ideal Stelrad's newsletter for local authorities and housing associations



Familiarity breeds contentment

New Ideal HE boilers maintain the tradition of the iconic Classic and Mexico brands

By Steve Young
Ideal Stelrad National
Energy Efficiency and
Specifications Manager



Ideal Stelrad is offering further choice to local authorities and social housing organisations by launching two additional high efficiency boilers – the Ideal Classic HE and Ideal Mexico HE.

Both boilers carry forward into the HE sector the iconic names of two of the company's most popular and longest-established standard efficiency boilers.

For example, we recently celebrated the one millionth installation of a Classic SE boiler, and the floor-standing Mexico SE has proved to be equally as popular and durable.

Installers and specifiers who have become so familiar over the years

with the benefits of the Classic SE will find it's the easiest of transitions to switch over to its successor, the Classic HE (pictured above). It's the same reliable, trustworthy product, but it now has increased efficiency through the addition of a recuperated aluminium heat exchanger and it also now fits into a standard kitchen cupboard.

Similarly, the Mexico's move into the HE sector provides a high efficiency solution to those instances where you need to replace a floor standing boiler but do not wish to carry out major works – the Sedbuk A rated Mexico HE will easily slide into position as a high efficiency replacement.

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If you need a rad, think Stelrad

As the UK's leading supplier of radiators, Stelrad offers the widest and most readily available range of products for all installation requirements.

Two of the most popular choices in the local authority and housing association sector are the Stelrad Compact and the Stelrad Elite.

Stelrad Compact (above left): With 233 models, there's a Stelrad Compact radiator to fit the most challenging of requirements. There's 10 heights, ranging from 300mm to 2204mm, and lengths from as little as 400mm up to 3000mm. Radiators can be fitted to floor-standing brackets where situations such as tiled walls can make installation more difficult, and

included in the range is the Stelrad Compact Towel Rail for use in bathrooms, cloakrooms, kitchens and utility rooms. For areas where wall space is at a premium, the Compact Vertex provides the solution.

Stelrad Elite (above right): As Britain's top-selling radiator, the Elite range covers 216 models, in four heights and with lengths from 100mm to 3000mm.

The range includes one of the smallest radiators available on the market from stock – just 400mm long. There's also one of the slimmest double panel radiators available, at just 77mm wide.

Both the Stelrad Elite and Stelrad Compact are subjected to a two-coat paint process to give a perfect, run-free finish.

Familiarity breeds contentment

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With a product line up ranging from the Sedbuk A Icos, Isar, Istor and Mexico through to the Sedbuk B Classic, Excel and Mini, Ideal Stelrad offers 'one stop' shopping for all HE boiler requirements.

We have now become the UK's leading suppliers of HE boilers in a sector which already accounts for over 30 per cent of the total boiler market.

That figure is set to rise substantially now that we have passed 'HE Day' on April 1 – the date from which changes to Part L of the Building Regulations came into effect, stating that only boilers that are high efficiency will be able to be installed in the majority of situations.



The new floor-standing Ideal Mexico HE.

Affordable central heating: we can help you to locate funding

Over the last decade, fuel poverty has been one of Britain's most serious social issues. The most widely accepted definition of fuel poverty is when a household needs to spend more than 10% of its income on meeting fuel costs and heating the home to an adequate standard of warmth (between 18 and 21C.)

Fuel poverty is caused by a number of contributing factors such as low household income, unaffordable energy costs, inadequate thermal insulation and inefficient and uneconomic heating systems. Therefore, it is clear that the heating industry has a very important part to play in combating the problem.

The Government has demonstrated its commitment to eradicate fuel poverty by investing a further £140 million into the Warm Front Scheme. Backed by Defra, the scheme will provide affordable central heating and insulation to even more households which have been classified as fuel poor.

Other Government initiatives, such as the Affordable Warmth and Decent Homes schemes, have also resulted in the upgrade of heating systems in some three million homes over the last five years. This has certainly done a great deal to promote high efficiency (HE) installations and, as a consequence, to reduce fuel poverty.

The Energy Saving Trust (EST) was the first organisation to promote high efficiency, initially by offering £200 cash-back for every HE boiler purchased. Backed by significant marketing activity, this raised the



The Icos (above) and Isar (right) have already proved to be very popular with social housing providers.

profile of energy efficiency amongst the general public.

When this scheme ended, other organisations recognised its impact and a number of different schemes developed as a result. These have played a valuable part in promoting high efficiency boilers by passing on savings negotiated with manufacturers and disseminating information about the importance of energy efficiency.

These schemes are very beneficial to social housing providers, as the amounts of money available will assist in the installation of HE boilers.

Funding is also available for fuel switching (from oil, electric and coal to gas) and in areas such as Scotland, where there are certain exemptions to current legislation, the funding per boiler may well be higher to promote and provide high efficiency products. Ideal Stelrad can assist social housing providers by locating funding.

We now have 22 HE models in

our range, and we have considerable experience of high efficiency schemes. We are also the only UK manufacturer to offer a unique boiler and radiator package.

Indeed our Icos and Isar ranges have already proved to be very popular with social housing providers, because of their high levels of reliability and ease of installation. The benefits of social housing providers being part of a scheme are:

- assistance in reaching Decent Homes Standard
- reduced fuel cost for their tenants
- a reduction of Carbon emissions into the atmosphere
- sourced funding will make transition more affordable.

For assistance with locating funding, contact Steve Young, Ideal Stelrad National Energy Efficiency and Specifications Manager on 07802 775311.

Check out our new websites for both Ideal and Stelrad

Check out our Ideal and Stelrad websites – www.stelrad.com and www.idealboilers.com – to see how we have given them a major update to reflect the growing use of the internet.

The changes we have made will make it far easier for you to access information and download all our literature, both installation leaflets and sales brochures. We can also guarantee that the literature you download will be the latest versions available.

As 2006 is the centenary year of Ideal Boilers, our Ideal website also showcases the company's products from the last 100 years through an interactive slide show.

The new Stelrad website now includes colour palettes showing the spectrum of colours available across our radiator ranges.



The Ideal Excel HE boiler.

Excel by name and excels by nature!

The recent addition of the Ideal Excel HE to our portfolio of HE products further strengthens the choice available to councils and housing associations.

Following changes to Part L of the Building regulations, it is important that there is a wide range of stylish, efficient and competitively priced products available for social housing providers.

The Excel HE has maximum domestic hot water outputs from 23.4kW to 32kW (80,000–109,000 Btu/h). Depending on the model, it is capable of providing up to 13.1

litres of domestic hot water per minute at 35 degrees centigrade.

Available in three different models – Excel HE24, HE28 and a high output HE32 – there is a suitable output Excel HE boiler for any size of property.

CONTACT US

For more information on our products, contact Ideal Stelrad on 0870 8498056

Please send me information on:
(Tick as appropriate)

- Ideal High Efficiency (HE) boilers
- Ideal Standard Efficiency (SE) boilers
- Stelrad radiators

Name and Company: _____

Company Address: _____

Telephone: _____

Please post to: Lorraine Hawes, PO Box 103, National Avenue, Hull HU5 4JN or fax on: 01482 498210.

