

heating homes

Ideal Stelrad's newsletter for local authorities and housing associations



IDEAL STELRAD: YOUR RELIABLE CHOICE



By Steve Young,
Ideal Stelrad
Specification
Director

As we go into 2006 a major theme of our advertising campaign will be to highlight the proven reliability of our products and also to get over the message that working with you, our customers, specifiers and installers, the combination of Ideal and Stelrad means that "together we are heating".

With Stelrad being the No 1 radiator company we are in the unique position of being able to offer you a total one-stop package of boilers and radiators, including our extremely popular Elite and Compact panel radiators.

When considering high efficiency boiler installations, rest assured that our Icos heat only and dedicated system boiler range and Isar combination boiler range represent "Your reliable choice".

- Flexibility of siting
- Ease of installation
- Exceptional Reliability
- Versatile Design
- Simple servicing and maintenance
- Highly Flexible Fluing System
- Compact size
- Incomparable Quality

Energy rating **A**

i Ideal **Stelrad**
Together we are heating
idealboilers.com stelrad.com

Orders are pouring in for these boilers and we are achieving outstanding sales – simply because they fit absolutely every installation requirement and they have a proven track record of reliability.

Local authorities and housing associations have recognised that as pioneers in the high efficiency boiler sector we have developed a range of products that have no equal.

Not only are we getting initial orders from all parts of the UK but you are also coming back to make these boilers a firm fixture in your

ongoing heating programmes.

If you are one of the many local authorities or housing associations already installing the Icos and Isar then you have certainly specified the most reliable option, and if you haven't yet put these boilers to the test then get in touch with me now on 0780 2775311 and find out why they are the fastest-moving boilers on the market.

We are also more than willing to discuss extended warranties where required.

High demand for the Isar and Icos

Our SEDBUK A Isar and Icos are leading the way in the high efficiency sector as more and more local authorities and housing associations put them on their specification lists.

They're the only boilers you'll ever need because they will do everything you could ask of them and have reliability that's been proven in the field.

Where the requirement is for heating and hot water, the **Isar HE** is available in three outputs, providing between 9.5 and 14.4 litres of hot water every minute at



The Icos HE and Isar HE are in demand for social housing installations.

35 degrees C temperature rise.

Icos HE boilers range from the low output HE12, suitable for a small terrace or a one-bed flat, to the 24kW version, which is perfect for larger homes. And if any of your properties have sealed

systems, our **Icos HE System** range will satisfy those requirements.

All in all, the Isar and Icos ranges represent the very best in high efficiency boilers – they are your reliable choice!

TWO CASE STUDY EXAMPLES: IDEAL

Lincoln City Council have specified Ideal Isar HE and Icos System HE boilers for their 2005/06 heating programme which will cover approximately 300 installations.

Lincoln City Council, who own over 8000 properties, have been supporters of Ideal Boilers since 1992 by specifying Classic and Mexico boilers and have now moved over to our high efficiency products.

Chris King, of Lincoln City Council, said: "After deciding to move to Ideal's HE range of boilers we have been extremely pleased with the performance, small size and reliability of the boilers."



Pictured: Graham Twell (Gas Contracts Surveyor), Geoff Wheat & Chris King (Gas Team leader)

"The support and training offered by Ideal has allowed the Council to provide an efficient heating solution for our tenants," he added.

The boilers will be installed by Rhodes & Hamilton Ltd and Lincoln City Council's own Operating Services Department.

Even more choice from Stelrad

Stelrad has further increased the choice of models within its comprehensive radiator range by launching a new version of its LST low surface temperature radiator.

The new Stelrad LST is supplied as a casing and emitter only pack and is designed for those specifiers and installers who want to specify their own valves and pipework.

At the same time, Stelrad's existing LST2 has been rebranded as the LST Plus.

The LST Plus is a complete, one box pre-assembled package and is the only LST radiator whose casing is fitted before the heat emitter. This approach has enabled Stelrad to substantially reduce the number of fixings required, and dramati-



Stelrad's LST Plus low surface temperature radiator.

ically reduce installation times. It is also very easy to specify because the casing comes fully factory assembled, complete with valves and controls. A kick grille/pipework cover is also included as standard

The LST Plus also provides an integral remote sensing thermostatic valve as standard. An arthritic adaptor is supplied for special needs environments.

A total of 24 casing models are available with 72 outputs. Robust packaging on the LST Plus protects the casing and the emitter during storage and transit.

The LST Plus and LST have an attractive flat panel casing which is fully reversible, so it can be rotated to have the controls either left or right handed.

Fully compliant with all safety standards, the LST and LST Plus meet the requirements of the NHS Guidance Note for 'Safe Hot Water and Surface Temperature'.

HIGH EFFICIENCY BOILERS IN ACTION

Ideal Stelrad first started working with East Riding of Yorkshire Council back in 1996 and since then have built up an excellent relationship and a true partnership.

Ideal Stelrad Business Development Manager Peter Samphire said there was a real commitment from both partners to work increasingly together.

He added: "Dave Harrison and Gavin Nichols, their Gas Supervisors, know that we can support their every need and fulfil the demands placed on Ideal Boilers and ensure that the service provided is fast, efficient and second-to-none."

Dave Harrison said: "We could not have as good a relationship with



Ideal Stelrad BDM Peter Samphire (centre) is pictured with Gas Supervisors Dave Harrison (left) and Gavin Nichols of East Riding of Yorkshire Council.

any other boiler manufacturer than we do with Ideal. We have very close ties with various people at Ideal. The overall package Ideal provides is superb and issues are resolved quickly."

East Riding of Yorkshire Council replaces between 600 to 800 boilers a year with the Ideal Isar HE. The installations are conducted by various contractors, the largest being The Gas Company.

Gavin Nichols also praised the technical training Ideal Boilers have provided. "We have especially welcomed Ideal's approach to training which is both on-site and off-site," he said.

"The quality of training provided is superb and all the installers have really benefited from Ideal's friendly and informative approach."



PLUMING SOLUTIONS

New fluing options will help provide a solution to vapour plumes

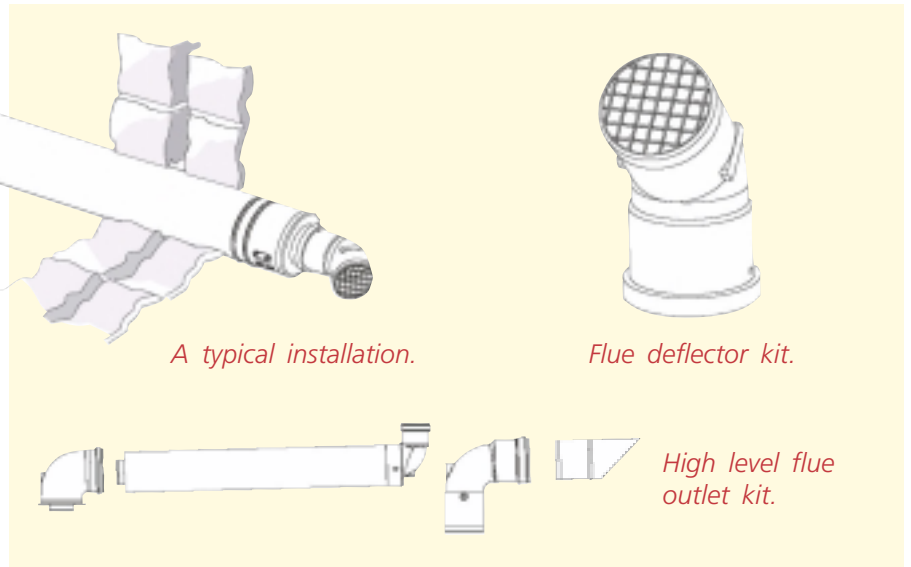
The plume of vapour at a high efficiency flue terminal can be a nuisance in some installations. Ideal Stelrad has responded by introducing a range of solutions to help the specifier or installer overcome these issues.

Marketing Director Dave Simpson said: "Historically, some installers and members of the public have been put off from using high efficiency technology due to problems associated with plumbing and flue gases."

"We have recognised this and have significantly invested in the range of fluing options available," he added.

"With the switch to HE that has now taken place, and in order to make things as easy as possible for installers and specifiers, we have taken this one step further and have developed flue plume kits which will provide everything required for a specific installation."

Within the new range of flue plume solutions two basic options are available – flue deflector kits divert the plume away from nearby features and surfaces, whilst high level flue outlet kits exhaust the



A typical installation.

Flue deflector kit.

High level flue outlet kit.

boiler flue gases and plume at a high level away from normal view.

These kits are now available for our Icos HE, Isar HE and Istor HE, and the recently-launched Excel HE, Classic HE and Mexico HE.

In addition to the expert fluing option kits, a pocket-sized guide is also available for those installers and specifiers who are looking for technical and fluing information on our comprehensive range of products.

The illustrations featured above show the range of flue plume solutions available from Ideal Stelrad.

Hexagon specify Ideal

Hexagon Housing Association have specified Ideal as their partners for their long term heating programme.

There will be approximately 200 installations in 2005/06 and up to 400 per year in 2006/07 and 2007/08. Hexagon have regeneration projects in Dulwich, Elephant & Castle and the Gateway area of London.



I hope you've enjoyed reading the articles in this issue of Heating Homes and I trust they will give you some food for thought. If you would like further information on any of the topics featured in Heating Homes, or would like to arrange a meeting, please contact me on 0780 2775311

**Steve Young, Ideal Stelrad
Specification Director**

