

The newsletter from Ideal and Stelrad's commercial team

Our xtra commitment to high efficiency

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With rising fuel prices and legislation changes placing greater demand on businesses to be more energy efficient, Ideal Boilers has responded by adding four new models to its market leading range of Imax xtra high efficiency condensing appliances.

Specifically introduced to meet increasing market demand for HE condensing boilers in the 320-560kW output range, the new additions build on the initial six models launched last year, providing even higher output and cost-effective solutions for all commercial and industrial heating applications.

Graham Williamson, Business Director of Commercial Heating at Ideal Boilers, said: "In the commercial arena, the changes to Part L2 and L2A of the Building Regulations are driving the Government's commitment to reducing carbon emissions.

"This, coupled with increasing energy costs and greater environmental awareness on the impact of climate change, is forcing businesses to look for more



energy efficient solutions for their premises. As one of the leading boiler manufacturers in the UK, Ideal Boilers is at the forefront of condensing technology and takes its responsibility to energy efficiency seriously.

"The aim is to offer our customers more choice and options of reliable and quality high efficiency boilers, backed up by a first class service offering."

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Our xtra commitment to HE

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With these new additions in place, the floor standing Imax xtra range now consists of 10 models covering outputs from 80-560kW.

Features of the new four Imax xtra boilers, which range from 320kW to 560kW in 80kW increments, include a compact design and quiet operation for easy siting in small boiler rooms.

High operating efficiencies and low Nox emissions are achieved at both full and part loads, with non condensing efficiencies of up to 97.7% nett (88% gross cv) at 80°C flow and up to 107.5% nett (96.9% gross cv) at 30% load in condensing mode.

Built around a robust cast aluminium heat exchanger, each model comprises two modules within one boiler, which operate down to a combined minimum modulation (20%-25% model dependent).

A wide range of option kits are



also available, providing simple, compatible systems with easy 230v wiring.

Optimum control is achieved at all times through the use of a microprocessor control. Readily accessible at the front of the boiler, it operates all the electrical functions, including ignition, flame detection, flow/return temperature sensors and output modulations.

Boiler status and fault diagnosis are also displayed, with remote indication of boiler run and alarm fitted as standard and a wide range of control options available.

The Imax xtra

- Range of 10 models from 80-560kW
- High efficiency and low standing losses – meets 2006 Building Regulations (Part L2)
- Wide modulation range for lower running costs
- Low Nox emissions meet BREEAM highest levels
- Case aluminium heat exchangers for long product life
- Operation at only 15mb gas inlet pressure
- Compact size
- 230v control outputs
- Wide range of control options
- High spec controls
- Low commissioning costs
- National distribution

Meet the Team: Carl Redburn, Commercial/Industrial Customer Service Representative

Carl has spent the equivalent of a life sentence jail term at Ideal Stelrad Group – 15 years in total. He started working life in the Army in 1974 and spent six years in exotic places such as Northern Ireland, Germany and Hull. He is a trained killer so be warned!

In 1980 he then decided to do some proper work and spent the next 11 years in the building trade.

1991 was the year that Ideal became blessed with his presence – he started on the shop floor (Foundry and Machine Shop) before moving on to a support role in spares.

He has since worked in Domestic

Customer Service before settling with the best department in the company (allegedly) – Commercial Customer Service.

Whilst working in Commercial Carl has dealt with all manner of calls and requests, including being asked for underground flueing and being offered a Glasgow kiss whilst dealing with a boiler issue!



Carl likes Hull FC and holidays abroad, whilst disliking Hull KR and no holidays! His aspirations are World Peace and more annual leave.

Spotlight on the great 'repair v replace' debate

For every new high efficiency boiler installed, more than 10 standard efficiency boilers will be repaired – but taking that route can prove to be a false economy.

Even though there has never been a better time for businesses to take advantage of a high efficiency heating and hot water system for their premises, when faced with a repair or replace scenario, many are being deterred from making the much needed investment in a more efficient system, preferring to postpone the work or eke out a few more years of costly service from an existing appliance instead of replacing it.

In this respect, the Building Regulations have created a short termism view amongst end-users, which has resulted in the market for spare parts growing rapidly.

This is because when faced with the possibility of a £2,000 repair of their existing system, compared to a £10,000 replacement for example, the majority will always go for the cheaper option as it looks more economically viable in the short term.

Unfortunately, this isn't the case and is one of the main issues in the repair versus replace debate. End-users are being distracted from making the much needed investment in a more energy efficient appliance because of the capital involved in the initial purchase price and cost of installation.

But the system's overall efficiency, running costs, service and



The Imax W high efficiency boiler.

maintenance will have a more important bearing on how much a system will end up costing.

The fact remains that repairing a SE appliance will only keep an inefficient boiler running longer, which will ultimately cost a business more money in the long run, both through the repair work needed to keep it running and the cost of running the appliance compared to a HE appliance.

Where boilers are concerned, it is better to take a planned approach rather than having to make a distressed and costly purchase when a boiler fails, which can have major implications on the smooth running of a business.

There is still a lack of awareness amongst end-users on what they need to do to comply with legislation changes and the impact it has on their business.

It is therefore vital that as an industry we guide them through this process, ensuring more energy efficient equipment is specified and the key benefits of this technology is understood.

Essentially, a condensing boiler recovers heat from the products of combustion (flue gases), causing the flue gas temperature to fall below its dew point and deposit condensate. There are further environmental benefits when a condensing boiler is operating at optimum efficiency, including reduced time in use, lower fuel demands and consequently less damaging emissions.

The second driver is the energy savings that can be made. A HE boiler when operating at full capacity potentially returns energy efficiency levels of up to an impressive 94%. Not only will this save end-users money off their fuel bills in the long run, but it will also help contribute towards the Government's ambitious targets of reducing carbon emissions by 20% by 2010 and 60% by 2050.

Typically, with heating and hot water accounting for approximately X% of a building services manager's fuel bill, if their commercial heating system is over X years old, it will be worth replacing it with a new, energy efficient model. For example, a SEDBUK A rated appliance like Ideal Boilers' Imax xtra can save businesses up to X% off their fuel bills.

However, it must also be recognised that condensing boilers

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The great 'repair v replace' debate

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are not the be all and end all, as a condensing appliance installed into a system using traditional design parameters will not gain the maximum benefits. To realise the full potential of a HE boiler, factors such as flue terminal position, changes in the

water distribution characteristics, updating controls and radiator sizes need to be considered. Overall, by communicating the key issues in the repair versus replace debate and concentrating on the factors that end-users really care about, namely return on investment, the reward for the end-user will be a

more energy efficient heating system and reduced fuel bills. The choice is clear – commercial buildings can stay with old, potentially unreliable systems and continue to pay over the odds for heating or they can take action now and invest to reap the benefits in the long term.



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- Visit www.idealcommercialboilers.com
- Email commercial_heating@idealboilers.com
- Call the commercial heating team on 01482 498690.