



ROBINSON WILLEY

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June 2015

Pioneers of Affordable Heating Solutions

The right choice for Dudley MBC

Price, quality and performance are all critical factors for social landlords when specifying any heating appliance, which is why Dudley Metropolitan Borough Council turned to Valor and Robinson Willey to roll out a programme of heating upgrades across its portfolio of 23,000 homes.

With a combined range of more than 10 gas fires, electric fires and electric fire suites, tenants have a variety of options to choose from which are suited to individual needs - particularly for elderly, vulnerable and fuel-poor residents.

Councillor Gaye Partridge, Cabinet Member for Housing and Community Safety at Dudley Council, said: "Valor and Robinson Willey came out on top from a list of five manufacturers in our value for money exercise, based on price, quality and performance criteria. We knew therefore that the products could deliver for the Council, but more importantly they help us to meet the affordable heating demands of our tenants too.

"Thanks to the breadth of the range we can work closely with tenants to choose the right product for their needs, whatever the requirement. If a tenant has a gas fire in need of replacement, we can offer a like-for-like replacement. If they have young children and would prefer an electric fire or suite, they have that option too."

With a long history supplying the social housing sector, the combined Valor and Robinson Willey portfolio of affordable heating solutions offers peace of mind for Dudley Council and its tenants. This includes a host of features to improve safety and ease-of-use across the range, including safety cut-out, top positioned side control, variable thermostatic control and the highest possible safety standards.



**See us at
CIH Housing**



Valor will be showcasing its expertise in the social heating sector at the upcoming CIH Housing 2015 exhibition, with a selection of affordable heating solutions on display.

Come and see our market leading electric fires and suites, together with gas fires, and get a better understanding of why these products are well suited for affordable housing projects.

Energy efficiency, carbon reduction and lower bills for tenants are key for any housing provider and this will be a fantastic chance to see how our affordable heating solutions can help organisations to meet their sustainability targets, whilst also keeping heating bills to a minimum and easing fuel poverty for tenants.

We will be introducing new product ranges as well as demonstrating some of our best-selling heating solutions.

CIH Housing Conference and Exhibition 2015 takes place on 23-25 June at Manchester Central.

www.cihhousing.com



For news and updates follow us on Twitter @ValorFires



THE CHARTERED INSTITUTE OF HOUSING
HOUSING 2015
CONFERENCE + EXHIBITION
23-25 JUNE 2015 • MANCHESTER CENTRAL





Glendale DIMENSION Stove

Visit us at CIH Housing for a first look at the brand new Valor Glendale Dimension Stove, a new high-efficiency electric stove which combines stylish design with our unique patented hologram technology.

Designed as a clean, efficient and maintenance-free alternative to solid fuel stoves, the Glendale can simply be plugged in at the socket to deliver an authentic flame effect, with or without the fan heater, for year-round atmosphere and ambience.

Our patented Dimension technology uses 3D holographic imagery and LED lighting to

project an illuminated coal fuelbed image, which appears up to three times deeper than the fire's physical depth.

The Glendale Dimension Stove offers a 1.8kW heat output, remote controlled operation and all the safety features you can expect from a Valor product.

It is the first stove to be released in Valor's popular Dimension range of electric heating solutions, adding to the range of inset fires already available.



Brava Eletronic

We have launched a new version of the popular Valor Brava Radiant gas fire, which still offers the high efficiency and powerful heat output of the existing Brava Radiant manual model but with the addition of an improved, easy-to-use electronic ignition.

Featuring classic teak side and top wood panels to complement a variety of fire surrounds, the Brava Radiant Electronic boasts a battery operated ignition which is conveniently situated on the top of the fire for ease of use.

Combining an impressive heat efficiency of 80% and a 4.0kW heat output, the Brava is the ideal solution for any functional living space in need of affordable warmth and can be easily controlled thanks to the easily accessible top control with a choice of four heat options.

Mix & Match Range

Valor are launching a new mix & match range of inset gas fires – Trueflame and Airflame – providing increased flexibility for consumers and a more varied choice when it comes to choosing a gas fire.

Trueflame

The new Trueflame range consists of two engines – full depth convector and full depth Homeflame – both offering impressive high heat efficiency.

For fast added warmth the convector model helps speedily distribute heat, whilst this model delivers 64% efficiency and a generous 4.0kW heat output, the Homeflame model offers a 4.0kW heat output and offers high heat efficiency of 89%.

These new models are available with the option of a full or half trim in brass and chrome and with a choice of two fret designs, Blenheim and Downton. Both models offer stunning design effects which promise the flame realism of a real fire and come with Fireslide control for easy operation.



Airflame

The new Airflame range of gas fire comes with a choice of customisable options, putting personal preference back into the hands of our customers. Encompassing the revolutionary Airflame engine burner, widely recognised as the best burner on the market, this range boasts 60% efficiency with a 4.0kW heat output.

The Airflame range is available with the option of full or inlay trim in a brass or chrome finish and with a choice of two frets - Blenheim or Downton. Additional options include a manual or remote controlled engine and an optional LPG kit is available.

Bearing all the hallmarks of Valor's engineering excellence, the new mix and match range provides distinctive aesthetic options that serve to provide even more choice and flexibility, controlled thanks to the easily accessible top control with a choice of four heat options.



New Regional Sales Manager for Valor and Robinson Willey



Valor and Robinson Willey welcome Simon Chapman to the trade sales team as Regional Sales Manager for the North West region.

With almost three decades of experience in the plumbing and heating supplies industry, Simon's career began at British Gas in 1987. Having worked for Valor and Robinson Willey in the past, Simon has re-joined the team from another manufacturer operating in the social housing sector.

Simon's role is to facilitate increased sales of Valor and Robinson Willey products into merchants, wholesalers and both the public and private sectors.

Simon's industry experience, product knowledge and key customer relationships are going to be of great benefit to our trade sales team as they continue to supply marketing leading products to our customers across the North West region."

Simon can be contacted by email simon.chapman@gdcgroup.co.uk or telephone **07884 868321**.

Supporting future installers

For any installer, whatever stage in their career, gas fires can deliver a host of benefits. With improved efficiencies, flexible installation opportunities and reliable operation from a cheap, clean and readily-available fuel, there is no reason why they can't provide a good source of income for Gas Safe registered installers.

Valor is planning a number of initiatives this year to get installers of all ages thinking about gas fires again. Improving our relationships with future fitters is key to this and we have teamed up with three colleges across the UK, to dispel the myths that surround gas fires.

Plumbing and heating students at Sunderland College, Exeter College and Brockenhurst College, in Hampshire, will be able to gain practical experience working on gas fires donated

by Valor, which are set to be installed in a dedicated gas fire training facility at each of the colleges. It's all a part of our campaign to get installers of all ages thinking about gas fires and to dispel the myths surrounding the sector.

Richard Beaman, commercial director for Valor, said: "These will be the first of what we hope will soon become a comprehensive network of Valor training bays at colleges across the UK, where students can gain valuable, hands-on experience with market-leading products."

As well as providing products for training purposes, Valor will be on hand at all three colleges to provide support and advice to students, from explaining the different fire options and fuel efficiencies to talking independently about the positives of the plumbing and heating industry.



Why choose gas?



The Heating & Hotwater Industry Council (HHIC) sought out the expertise of Valor and Robinson Willey to create a new guide which helps to explain the benefits of gas to homeowners when looking for a new focal point fireplace in the home.

The guide features eight main reasons to 'go gas' when choosing a centrepiece including aesthetic appeal, impressive efficiencies, low running costs and high safety standards.

Roger Webb, director of the HHIC, said: "We are launching this guide to help people understand the many benefits of a gas fire and to showcase the inspiring designs available. There is a gas fire to suit old or new properties, all tastes and budgets, we want to help people make the right choice when creating the very heart of their home."

As the two leading manufacturers in gas fires Valor and Robinson Willey played an instrumental role in creating the content featured in the guide. "Why choose gas for your fires and stoves" is packed with advice and key selling points.

To obtain a copy of the booklet, please contact **0844 879 3588** or download from www.valor.co.uk





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Installer event highlights the benefits of gas fires

Gas fires continue to remain extremely popular in UK homes, boasting high-efficiencies, flexible installation, stylish design and, crucially for installers, high margin opportunities.

However, too many installers are still not making the most of gas fires. Four out of every five Gas Safe engineers have completed the HTR1 module which means they are registered to work with gas fires and wall heaters, but only a small percentage of those installed, replaced or commissioned a natural gas fire last year. To help dispel the myths surrounding fires, we hosted a discussion of installers, seeking out the opportunities, restrictions and barriers surrounding gas fire installations in the owner-occupied, private rental and social housing sectors.

We will be launching a series of discussion topics on the Valor website and in trade magazines which focus on the issue and highlight the reasons why gas fires should not be ignored, including:

- 11 million homes have a chimney and gas point. With that comes the potential to invest in a new breed of gas fires that combines convenience with the ultimate in flame realism and high heat output.
- It's clear from customers that the integrity of the flame effect will always be in demand. Since the decline of solid fuel as the main heating source, gas fires have become the 'heart' of the British home. Unbeatable when it comes to aesthetics, they offer consistent warmth and comfort.

• Improvements to technology mean that homes without a chimney can also enjoy the benefits of a gas fire. There is now a wide range of balanced flue gas fires, which simply require an outside wall for installation, offering some of the most energy efficient models on the market. For installers, this is a key innovation which is helping to ensure the longevity of gas fires in modern homes.

• Gas fires are more efficient than ever. The new generation of gas fires are capable of delivering heat efficiencies of up to 89% and heat outputs of 4.8kW - without sacrificing realism and authenticity. For some living rooms, this is more than enough to act as a primary source of heat.

• Natural gas is still the lowest cost fuel supplied for the same kW usage and is kinder to the environment with life cycle CO2 emissions nearly half that of mains electricity.



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