



**TURN STRESS
INTO SUCCESS**

**WIN!
A NEW
£30K
VAN**

**INSTALLER
PROFILE**

*"To fit 128
Vaillant
boilers in a
year with
just two
blokes and a
van - that's
not bad"*

*Mark Kimberley,
Midlands H&P*

**HOW
WE
CAN
HELP
YOU IN
2019**

**TAKING
VAILLANT
ON THE
ROAD**

Advance

Issue 5
Spring 2019

*Vaillant
celebrates
the 120th
anniversary
of its hare logo*

**HAPPY
BIRTHDAY
HARE!**

The installer magazine from Vaillant



Your guide to Vaillant



Installer technical helpline

0344 693 3133

Homeowner technical helpline

0344 736 0049

technical@vaillant.co.uk

Order literature

01773 596013

literature@vaillant.co.uk

Training enquiries

0345 601 8885

**training.enquiriesuk
@vaillant-group.com**

Sales enquiries

0330 678 0878

UKSales@vaillant-group.com

General enquiries

0345 602 2922

info@vaillant.co.uk

Renewables helpline

0330 100 3540

aftersales@vaillant.co.uk

Commercial helpline

0207 022 0927

commercial@vaillant.co.uk

Advance hotline

0330 678 0878

**advance-support
@vaillant.co.uk**



Don't forget the Advance Installer App has click-to-contact options



HELLO

Hello and a warm welcome to the first edition of *Advance* in 2019.

2018 was a huge year for Vaillant. With the return of our multimillion-pound TV advertising campaign and the introduction of our first-ever Installer Congress events, we really put you at the forefront of everything we did.

I'm extremely proud to say that 2019 is set to be no different, with Vaillant putting extra emphasis on supporting you and your business on a daily basis.

From further investment towards helping your customers recognise Vaillant as the number-one choice for heating and hot water products, to our new exciting business support campaign (read more on page 8), we hope that you're as excited as we are about what this year has in store.

In this issue, you'll find out about some of the exciting developments on the horizon, such as serviceASSIST, pick up useful tips on boiler installation and servicing, and find out more about some of the other exciting projects we'll be working on throughout the year.

Don't forget, we're always looking for feedback, so if there is anything in particular you would like to read about in the next issue of *Advance*, don't forget to tweet us @vaillantUK using #AdvanceMag.

Klaus Jesse

Klaus Jesse
UK Managing Director



What's inside?

4 IN THE PIPELINE

Vaillant views, news and innovations

8 THE YEAR AHEAD

How we'll be supporting you throughout 2019

10 INSTALLER PROFILE

Mark Kimberley of Midlands Heating & Plumbing on the company's journey

12 COURT'S CORNER

Everything you need to know about water treatment

14 HERE TO HELP

Supporting you with serviceASSIST

16 HEAT HEROES

Why homeowners will love the ecoTEC plus

18 GOING GREEN

Essential information about our new renewables range

20 BUSINESS CLINIC

Social Media Masterclass part two

22 HOW TO BEAT STRESS

An expert's guide to reducing stress at work



For Vaillant: UK Marketing Director: Alice Woolley One Off Campaign Manager: Katie Robinson One Off Marketing Executive: Aneta Richardson UK Marketing Manager: Tim Nichols Head of Product Management: Paul Honeyman Technologies Director: Steve Keeton **For August:** Group Editor: Donna Hardie Associate Editor: Alex Smith Head of Design: Ian Taylor Designer: Melissa Casey Group Chief Sub-Editor: Eva Peaty Account Director: Genevieve Riddle Features writers: Karl Wright, Ed Smith Production: David Sharman Pictures: Susan Banton Published on behalf of Vaillant UK, (registered office: Nottingham Road, Belper, Derbyshire DE56 1JT) by August, a trading division of Publicis Limited, 82 Baker Street, London W1U 6AE. T: +44 (0)20 7830 3743 W: augustmedia.com



IN THE PIPELINE

Spring 2019

News, views, innovations and more to help your business run as smoothly as a Vaillant boiler

CASH IN YOUR CREDITS

Have you been collecting your Vaillant Advance credits?



As a loyal Vaillant installer, you get cash and credit rewards for every Vaillant product registered through Advance.

From branded workwear and literature to help you make a great impression on your customers, to handy little gadgets to help you on the job, our catalogue is always being updated with new goodies to spend your credits on. Check out just some of the items available below.

To make the most out of your Advance account, make sure your profile bio and address details are up to date!

Item	Credit value	Description
End-user brochures	0	These little brochures are perfect for quoting on any of our domestic boiler ranges.
Premium pen (single)	20	High-quality metal ballpoint pen with an LED light. Ideal for writing in gloomy environments.
Vaillant Playmobil figure	40	This Vaillant Playmobil figure is perfect for you, your customers or your kids!
Vaillant cuddly hare	60	The Vaillant cuddly hare is the perfect gift to leave with your customers. A great way to build loyalty!
Vaillant foam kneel mats	80	Lightweight and durable, these are an excellent alternative to knee pads.
Dickies short sleeve polo shirt	90	High-quality fabric and construction and a smart design make this polo shirt an essential item.
Dickies soft shell jacket	150	A top-notch lightweight jacket. Wear on its own or combine with something heavier for ultimate warmth.
Dickies Eisenhower multipocket trousers	180	Dickies' most popular multipocket trousers, the Eisenhower, will stand up to any task.
Dual head Fluxuator tool	190	This version can be used to apply flux to both 15mm and 22mm copper pipes.
Vaillant dust sheet	200	This 12x9 ft Vaillant-branded dust sheet is guaranteed to reduce mess and look extra professional.



POINTS MEAN PRIZES

These installers had a great ski trip to Zell am See in Austria, courtesy of the Advance To Go incentive scheme. Our Barcelona weekend is now fully booked, but you can still get £300 cashback by registering installs with Advance.

Vaillant out and about



HIP awards are a hit

For the second year running, Vaillant sponsored the HIP UK Heating Apprentice of the Year competition. The winner, Lewis Blakely from Coleg y Cymoedd college in Wales, was announced at the grand final, which took place in Cheltenham in March.

As a proud supporter, Vaillant donated 14 boilers to colleges training new installers. Trainers from Vaillant's Centres of Excellence also took part in HIP's Meet the Lecturer series of events, giving apprentices advice and support.



Showtime

Vaillant will be back bigger and better than ever before at Installer2019 in Coventry on 7-9 May, and this year's stand is set to be the most impressive yet. With a team on hand to answer all your questions, and a range of domestic products on display, you can get technical advice on everything from our domestic boilers, cylinders and controls, right down to light commercial solutions for larger homes - all in one place. Not only that, you will also be able to find out all about how Vaillant are supporting you and your business in 2019.

BSS TEAMWORK

Vaillant's Commercial Systems team took to the road in February, exhibiting at this year's BSS annual conference in Wales. The team also helped BSS experts support installers looking to move into commercial work. For more about our commercial systems, visit vaillant.co.uk/commercial

SUPPORT FOR STOPCOCKS

Vaillant is a proud sponsor of the Women's Installers Together event, organised by Stopcocks Women Plumbers and set to be held in London on 4 July.

"It is vital that we do as much as we can as an organisation to show our support for Stopcocks, and encourage more women to join the industry," said Vaillant UK Marketing Director Alice Woolley.

SAVE THE DATE FOR CONGRESS

Our congress events proved to be a huge success with installers last year, which is why we will be running them again in 2019. This is a unique opportunity for Vaillant directors to meet installers and gain feedback on Vaillant's future plans. The two events will be held in the North and South of the country; watch this space for further details on locations and dates.



Happy birthday to Vaillant's hare

The famous Vaillant hare is celebrating its 120th anniversary!

The now well-known Vaillant hare logo was born on Easter Sunday 1899, when Johann Vaillant was gripped by a picture he'd seen in a magazine of a hare hatching from an egg (above).

He knew straight away that the image should become the brand's identity and so he officially copyrighted it. Since then, the Vaillant hare has become synonymous with the brand.

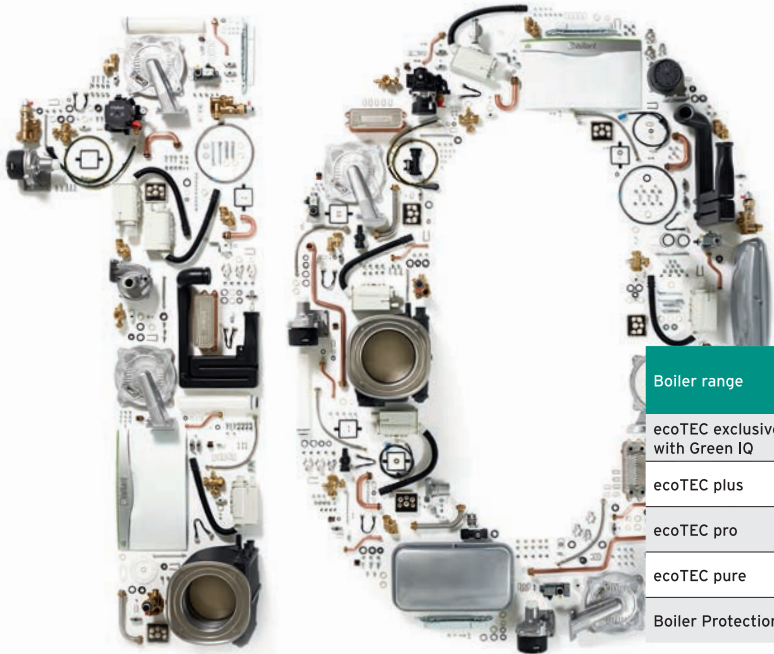
As Vaillant's products were adapted to meet architectural demands of the age, the company's trademark was redesigned a number of times.

In 1953, the word 'Geyser' was temporarily added, highlighting Vaillant's connection with its ground-breaking Geyser technology. A few years later, the egg was given a protective box to symbolise power, strength and competence.

Later, the shade of green was introduced, making the logo unmistakable. The trademark has since been developed and modernised over the years, just like the company itself.



In the pipeline



Don't forget to boost your business with our extended guarantees...

Register your installations with Advance and benefit from our extended guarantees exclusive to loyal installers. Here's a quick guide to Vaillant guarantees:

Boiler range	Out of the box	New guarantee when registered with Advance	Advance + Protection Kit	Advance cashback	Advance credits
ecoTEC exclusive with Green IQ	5 years	7 years	10 years	£15	30
ecoTEC plus	5 years	7 years	10 years	£15	30
ecoTEC pro	2 years	7 years	-	£10	20
ecoTEC pure	2 years	7 years	-	£10	20
Boiler Protection Kit	-	-	-	-	20

SEALING THE DEAL

It is no longer necessary to replace the door seal on heat exchangers in the ecoTEC pro, plus and exclusive models every five years. As long as the flue gas analyser (FGA) shows the correct combustion, the seal can remain.

When the products were introduced, we insisted that the seal was replaced at regular intervals as part of the usual servicing and maintenance regime. Now, with more than six million of these patented heat exchangers now sold and operating across Europe, we are pleased to remove the requirement for replacing the seal at timed intervals provided that FGA checks show good combustion. **But please note: The burner door seal MUST be replaced, whenever (and every time) the burner door is removed.**



How to claim your extra protection

Receive the full benefits of our extended guarantees by registering both your boiler and the Boiler Protection Kit on Advance! Remember to follow our terms and conditions to validate your extended guarantee and don't forget about these two important points:

- **Installation and commissioning of the boiler must be carried out within six months of despatch from the warehouse.**
- **The extended guarantee must be registered within 30 days of installation.**

Full terms and conditions can be found at vaillant-advance.co.uk)))

FLUE GAS ANALYSER

10 tips to save you time and money

How to make the most out of a flue gas analyser (FGA), courtesy of Kane International Ltd's Sales & Training Manager **Jan Haider**, a Gas Safe-registered engineer with more than 38 years' experience



Summer is nearly here once again. Great news - unless your FGA is not working. If it's faulty - or incorrectly calibrated - then it may affect your ability to carry out important jobs. Here are my top tips to ensure you are always ready to go.

Make sure that your FGA has a current certificate of calibration

Only use authorised calibration companies that are approved by the manufacturer. FGAs without a current proof of calibration do not comply with BS 7967 and won't give accurate results.

Get your analyser serviced or recertified when you least need it

Get it done while you are on holiday so you don't lose any working time.

Don't leave your FGA in your van

If left in a cold van overnight and taken into a warm kitchen it might be compromised by condensation.

Register it with the manufacturer

Kane allows registered owners to book in for a fixed-price service, calibration

and recertification. This ensures you aren't left without your FGA for longer than necessary and you don't incur unexpected charges.

Contact the manufacturer before you buy if you're unsure

When buying pre-owned FGAs, always check their history, ask for a serial number and confirm that they match. If buying online, confirm the company is an authorised distributor.

Set the FGA's date and time correctly

Also make sure the FGA is within the calibration period and there is sufficient charge in the battery to carry out the test required. Verify that the water trap is clear and dry and switch on fresh air.

Don't put your probe in the flue and then switch the boiler on

On start-up, some boilers create very high levels of CO - high enough to destroy your FGA's CO sensor.

Watch your water trap levels

Water ingress into an analyser is not only bad, but expensive, as it's not

covered by the guarantee. Dirty filters may also affect the FGA's performance.

Hang your probe and hose up after use to allow any condensate to drain out

Hanging hose loops can trap water and result in a flood of water swamping the water trap. Moving the depth stop cone to the end of the shaft also protects the thermocouple tip, and wiping the shaft dry stops build-up of condensate residue.

Keep a printed record of test results

Vital if something goes wrong later.

For more information on the Kane range of products visit kane.co.uk. Follow them on Twitter @kaneanalysers



WIN A NEW KANE 458

We're giving away a new Kane 458 flue gas analyser worth £567! Made in the UK, it features direct CO₂ measurement and CO sensor over-range protection. And it's fast becoming the FGA of choice, as ease of use and durability make it ideal for both new and experienced engineers.

The winning entry will receive the Kane 458 with a wireless module fitted, allowing you to connect to the Kane printer app available for both iOS and Android devices - a great prize for your business!

HOW TO ENTER

All you have to do is spot the deliberate mistake on the picture shown right. Tweet your answers to @vaillantuk using #AdvanceMag and #kanegiveaway by Friday 31 May. Winners will be notified by Friday 7 June. Terms and conditions apply - visit vaillant.co.uk/advancemag for further details.

From a nationwide Merchant Tour to a series of Business Support Clinics - support for installers is at the forefront of our strategy for 2019



**HELPING
YOU BOOST
YOUR BUSINESS**

The people who know the most about running a business are the ones who actually run them. When you're in charge of your own company, it's up to you to do the hard graft to make it work. You take the rough with the smooth.

At Vaillant, we understand this. So, this year, we're aiming to make life for our installers a little bit easier with the launch of our Business Support campaign.

Our classic green VW Vaillant camper van will be travelling the length and breadth of the country and stopping off to offer support to installers in whatever way we can, whether that's answering questions about Vaillant, providing information about the ways the company supports installers, or spreading the word about our Business Support Clinics.

ADVICE FROM THE PROS

At the heart of the initiative are nine flagship Business Support Clinics, held across a number of venues including our Centres of Excellence. Experts from companies like Checkatrade and global marketing agency Saatchi & Saatchi will offer insight into building an online presence and branding your business, while sales and marketing, tax and finance professionals will be on hand to offer advice ranging from online marketing strategies to saving time on paperwork. The experts will also be available for one-to-one sessions to offer advice tailored to your business.

And, as if that wasn't enough, installers will also be able to pick up a copy of Vaillant's specially developed *Little Book of Business* - which includes plenty of handy business recommendations and tips - both on the tour and at the Business Support Clinics. Our goal is to help installers run their own business - not only so they can make it as successful as possible, but also so they're able to achieve a good work-life balance. //

To find out when the Merchant Tour and Business Support Clinics are coming to a location near you, or to find out more about how you could win a shiny new van, visit vaillant.co.uk/businesssupport >>>

**WIN A
£30K VAN
DRESSED IN
YOUR BUSINESS
BRANDING**

T&Cs
APPLY



MORE SUPPORT FOR INSTALLERS

For many installers, a van is one of the most crucial tools of their trade. And having a brand-new, reliable, good-looking one would be a boost to any business. So, we're offering you the chance to win just that: a Volkswagen T32 Transporter to be precise. And even better, we'll deck it out in the branding of the winning installer - so you can drum up trade and

represent your company while on the road.

How can you be in with a chance of getting hold of the keys? Well, just like running your own business, you're the master of your own destiny. There are several ways to enter, and no limit to the number of entries. The more you rack up, the better chance you have of winning. //

In the spotlight: Midlands success

“To fit 128 Vaillant boilers in a year, with just two blokes and a van - that’s not bad”



We speak to Midlands Heating & Plumbing’s Mark Kimberley about how the company upped its game - by downsizing

Mark Kimberley (on the right in the main picture) and his brother Paul started their business 19 years ago, and it’s changed a lot since then.

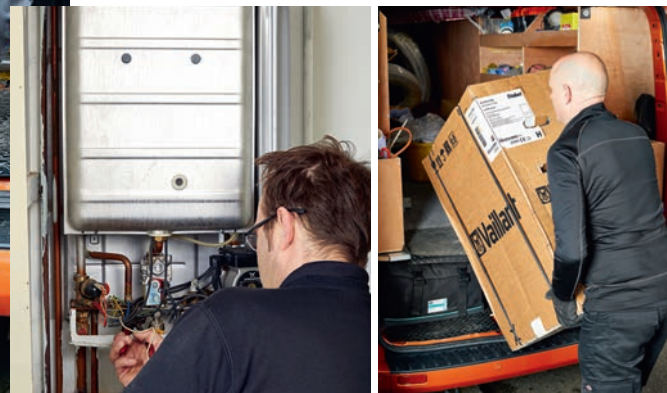
At one point their company, Midlands Heating & Plumbing, had taken on more than 30 staff in order to work on major council contracts. Then, when the recession hit in the wake of the 2008 financial crisis, things changed. “We had to look at things,” says Mark. “We needed to restructure.”

So the brothers scaled back their operations in an effort to become more efficient. Now it’s just the two of them, but the strategy has worked. “We’re the most efficient we’ve ever been,” says Mark. “To turn over £250,000 and fit 128 Vaillant boilers in a year, with just two blokes and a van - that’s not bad.”

ALL ABOUT FEEDBACK

The business has changed in other ways, too. Online rankings and review sites have a huge impact on companies in many sectors. And, says Mark, boiler installation is no exception. “These days everything’s about feedback - whether it’s restaurants or the trades. We learned quite quickly that this was important. You need to keep everything spot on.”

And how do you do that? “Answer the phone whatever time of day it is,” says Mark. “Plumbers in general have a bad name, just like builders and



In the spotlight

Here are some **TIPS OF THE TRADE** from our Vaillant installers

ON SAVING TIME ON PAPERWORK:

@JPElectrical4 -
@QuickBooksUK and **@tradifyhq** streamline charging for jobs and logging time and mileage. And using online certificate software means we can issue certs before even leaving the site.

@grbservices - We've gone digital now - that in itself makes things easier to access and get done. Also, chipping away little and often is better than letting things build up. **@MasterGasApp** is great for documentation, ditto **@QuickBooksUK** for quoting, invoicing and receipts.

ON GENERAL TIME-SAVING HACKS:

@JPElectrical4 - **@vetopropac** saves me so much time hunting around in the bottom of bags and boxes for tools. Everything has its place and is easily visible, so you can find it or see if something isn't where it should be.

@bitznpcz - Carry all the tools you need to the job rather than make multiple trips to the van... I love the **@MilwaukeeTool #packout** for this, but can't justify the price.



other tradespeople. Often they just answer the phone when they want, but if someone's boiler isn't working, they'll keep calling until they can find someone to fix it. Unless I'm on the phone to another customer, I'll always pick up."

It seems to have worked. The company's score on Checkatrade is a perfect 10, with more than 150 pieces of feedback over two years.

VAILLANT BACKUP

Working with Vaillant has helped. "They've been fantastic," says Mark, who adds that several people at the company have dealt with customers directly when they have experienced a problem. "That's unheard of [with other brands]. But it's right that we look after our customers."

Over the years, the main challenge for the business has been maintaining a steady pipeline of work. But Mark and Paul have reached a point where growing the business is not their primary concern. "At the minute the only thing we can fine-tune any more is the paperwork for our accounts," says Mark.

Besides, working round the clock is not the goal. "I don't want to work myself into an early grave. If we finish at 10am one morning, we can go home. It's not all about the money."

So, looking to the future, what's next for the business? "I'm working hard towards paying off my mortgage," says Mark. "It's been me and our brother for four years. When the mortgage is paid and I'm happy to take a bit less money, we might restructure and bring more people on board - but gradually this time." **///**

Gain free marketing support by signing up to Vaillant Advance at vaillant-advance.co.uk **)))**

Photography: James Winspear



KEEP IT CLEAN

Steve Court discusses the latest options for water treatment and filtration that will ensure peace of mind for installers



Steve Court
Training Development
Manager, Vaillant UK

Advancements in boiler technology mean manufacturers can confidently guarantee their products for up to 10 years, offering peace of mind for both engineers and homeowners. However, this is usually dependent on regular system maintenance, as dirty system water can disrupt even the most sophisticated boilers.

Most installers will have come across their fair share of heating systems that have suffered due to poor water quality. In fact, a staggering 60% of system failures, particularly the pumps, are a direct result of poor water quality.

Not only that, installers who proactively address water treatment during installation or servicing will almost certainly create a more efficient heating system for their customers, who will benefit from lower energy consumption and reduced running costs.

KNOCK-ON EFFECTS

Water quality issues within systems can be complex and potentially highly expensive for homeowners. Component life expectancy can be reduced, systems can leak and the overall operating performance compromised.

When undertaking any water treatment job before installing a new boiler, it is important to start with an initial visual survey and look for signs of system problems such as the presence of limescale, cold spots on the radiators, recent pipe repairs or boiler noise. A need to bleed systems regularly can also point to issues.

Undertaking a simple turbidity test during the initial site visit can indicate the correct steps to take to improve system performance before the new boiler is fitted. The results of this test will give a parts per million (ppm) reading of total dissolved solids (TDS) that will clearly dictate the correct course of cleaning action needed, whether that's a complete power flush or using a system cleaner left to circulate for at least 24 hours and up to two weeks.

A litmus test can also be taken to measure the pH level. The ideal pH should be between 6.5 and 8.5 - acidic water is corrosive to some materials and alkaline water is harmful to others. If the pH is too high, 9.0 for example, special consideration should be given to systems containing aluminium (such as the radiators or heat exchanger), which will be vulnerable to attack, whereas a low pH, 5.0 for example, will cause steel and copper to break down. It's important to remember that certain cleaning products can have an adverse effect on the system if not fully flushed out after the cleaning process is complete and the system filled with the final clean water and inhibitor. The pH balance should be recorded at this point to note that all the metals in the system are being protected.

TESTING HELP

Vaillant's Boiler Protection Kit includes litmus paper in order to perform this test, along with a magnetic filter for the removal of magnetic and non-magnetic particles from the system water, as well as useful information on system water quality maintenance.

Inhibitor levels should also be checked at least once annually - again, the boiler service visit is an ideal time to schedule this. Chemical water treatments such as inhibitors are essential to maintaining a central heating system and are

consequently included within Part L of the Building Regulations and BS 7593.

Ultimately these checks do not take long, and ensure that the installer can give the homeowner the appropriate advice on which cleaning method to follow, and the consequences of leaving a system dirty. It is worth noting that the installer does not have to enforce the Building Regulations, but they do have a duty to inform the end user of any problems with the system.

While installation of a new heating system will focus on system drainage and water treatment, when it comes to regular servicing installers can make a long-lasting difference for customers. Vaillant provides water treatment training on every one of its boiler courses, alongside its dedicated water training course, due to the importance of the subject.

For many customers, the main priority is to have an effective and reliable heating system. Installers therefore need to ensure that they clearly communicate to homeowners the importance of water quality, so that their system operates as effectively as possible. //

Come and join Steve and the team on a training day at a Vaillant centre near you. Visit vaillant.co.uk/for-installers **»»»**

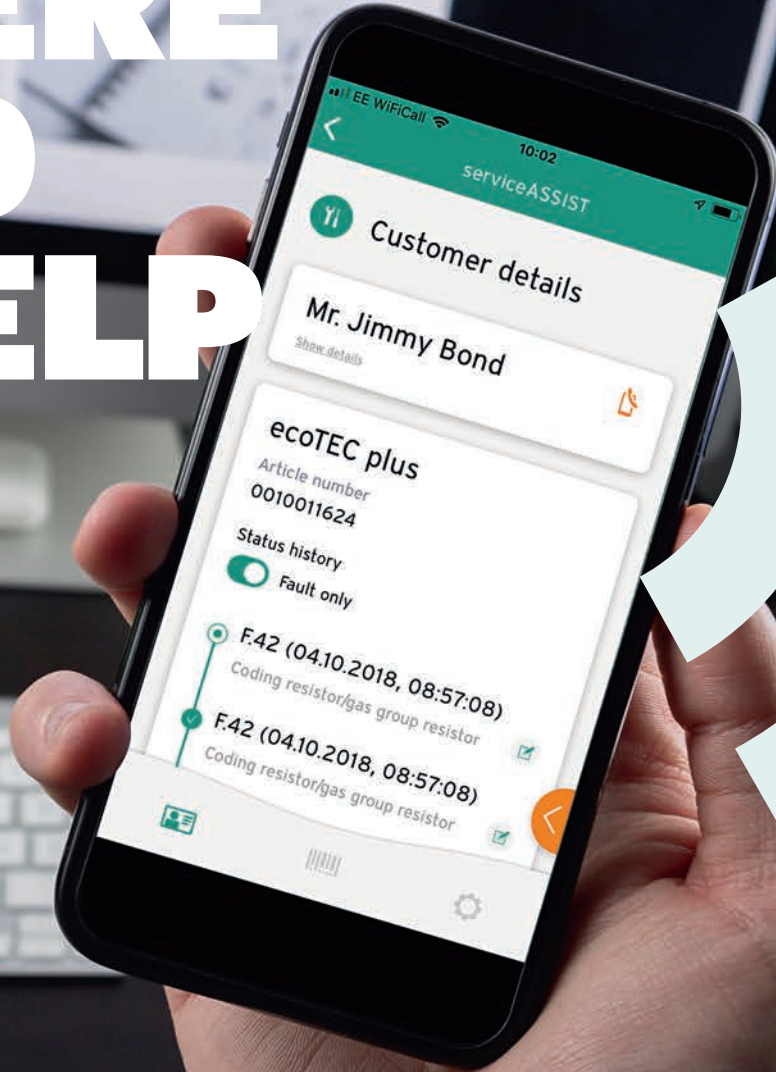
"A staggering 60% of system failures, particularly the pumps, are a result of poor water quality"



The Boiler Protection Kit includes litmus paper to measure the pH level of the system water, as well as a magnetic filter to remove particles

Filter	Article number
22mm filter Boiler Protection Kit	0020278309
28mm filter Boiler Protection Kit	0020278310

HERE
TO
HELP



Diagnostics at your fingertips - welcome to our new serviceASSIST app

We've been testing a new app with selected installers ahead of its September launch. ServiceASSIST is a great new troubleshooting tool that allows you to take remote control of your customer's boiler. The easy-to-use app installs on your iOS or Android smartphone and lets you log on to and remotely monitor the boiler from anywhere, thanks to Vaillant's vSMART technology.

And that's not all serviceASSIST can do for you. If you register a boiler install with serviceASSIST, it will alert you in the event that the boiler develops a fault. Often, you'll know there's a potential problem before the customer does. And if you need real-time status updates, you can get them at the touch of button.

EASY-TO-USE PORTAL AND APP

As well as allowing you to log on to and troubleshoot a specific boiler, Vaillant serviceASSIST helps you keep track of all the boilers you've installed. The app is linked to a web portal, which shows you at a glance all the devices you have installed and provides you with an overall picture of the boiler's health.

If a boiler needs servicing or has developed a fault, the portal will alert you to this. It will also

contain links to possible fixes in the troubleshooting database. We are able to make calculated assumptions on what part is required when a particular fault has occurred.

SAVING TIME ON SITE

When you do require a site visit, you'll be better informed about the nature of the fault before you even arrive at your customer's home. You'll be prepared with any relevant information from the boiler's long-term fault history and will have already been able to source all the parts you need.

No more lengthy fault analysis on site or relying on the customer to tell you what they think has happened to the boiler.

Together, these benefits add up to faster fault resolution, less time on site and higher revenues per call. That's good for installers. But it's also great for homeowners, who get their problems fixed faster and with less disruption.

For many homeowners, this also means long periods of uninterrupted and – from their perspective – fault-free heating and hot water. As the remote troubleshooting technology allows you to detect and fix issues so early, homeowners will often never know that there was a problem. **✓**

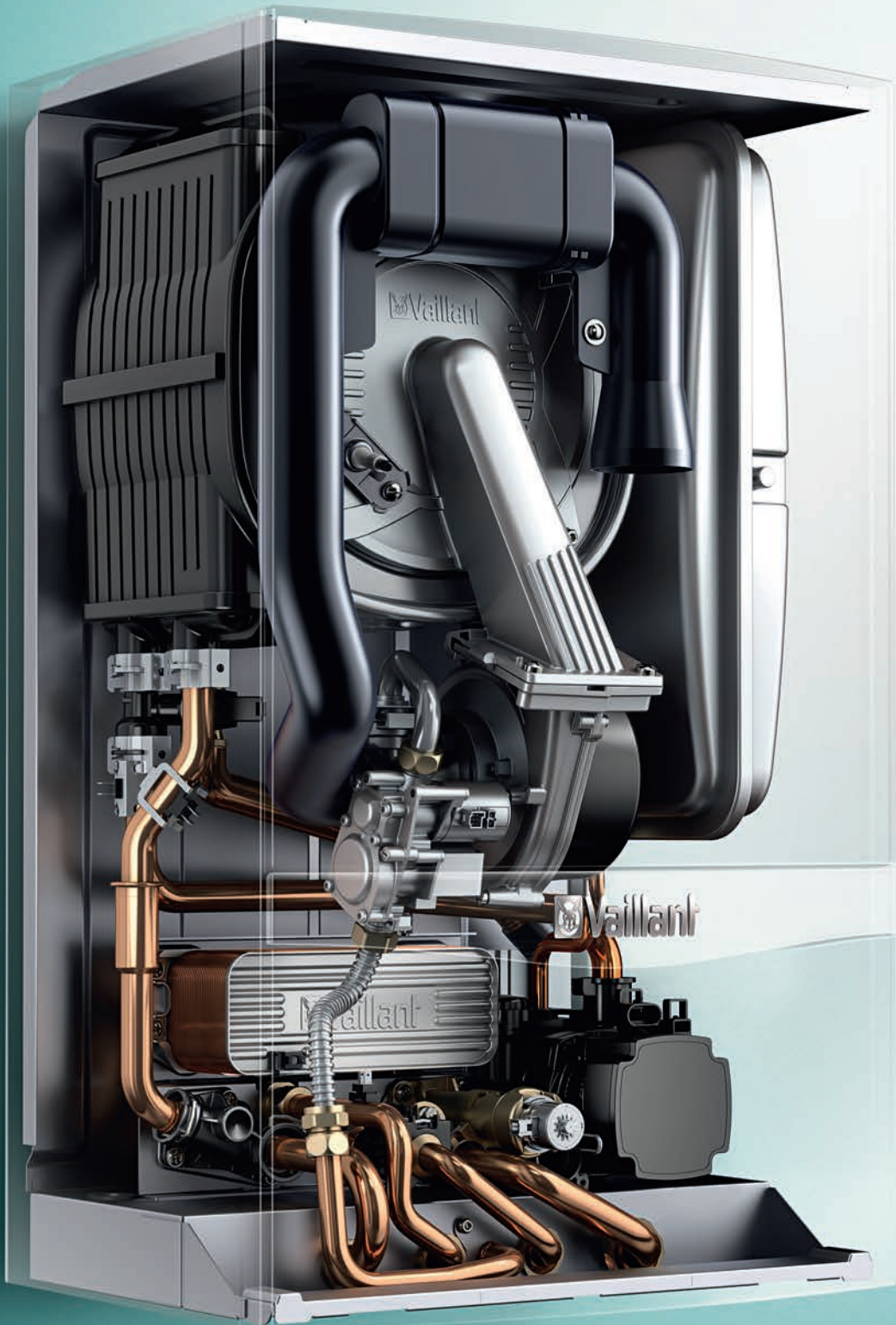
What can Vaillant serviceASSIST do for you?

Here are nine reasons why serviceASSIST will help you work faster and smarter, so you can make your customers happier and make more money. You can:

- 1 Remotely monitor each boiler by its article number, serial number and guarantee status.
- 2 See a fault and status-code history for every boiler at the touch of a button.
- 3 Remotely monitor key appliance data points, so you're always in the know.
- 4 Get fault notifications, even before the homeowner knows there's an issue.
- 5 Store important notes and photos against devices and faults for quick reference.
- 6 Get fault-code information with data-driven diagnostics.
- 7 Use the app's map overview to show the location and status of all your installs.
- 8 Remotely adjust the time and temperature schedules for a customer's boiler.
- 9 Get fast access to the very latest up-to-date appliance documents.



Heat heroes



The ecoTEC plus... selling for success

With the ecoTEC plus being installed in more than a million homes across the UK, it's a firm favourite with homeowners

From ease of installation right down to its reliability, we already know exactly why installers love the ecoTEC plus, but here are eight reasons why homeowners will love it just as much as you do!

1 Guaranteed for up to 10 years

Peace of mind when it comes to heating and hot water is always top of mind in every home, especially when it's for 10 whole years.

2 Recognised quality

The ecoTEC's outstanding quality and reliability is supported by the Which? Best Buy accreditation, making it a solid boiler choice for any homeowner.

3 Ultra-quiet

Designed for a peaceful home, the ecoTEC plus range of combi and system boilers has been awarded the Quiet Mark for its reduced noise.

4 Compact and stylish

With its super-stylish iconic design, compact dimensions and some rear flue options, the ecoTEC plus is a great fit for almost every home.

5 Efficient

Eco-friendly and ultra-efficient, every boiler has an ErP rating of A or above. Add a Vaillant control for even more efficiency and to help customers reduce their heating bills.

6 Convenient

Heating can be controlled remotely with the touch of a button using Vaillant's vSMART heating app, available for both Android and Apple iOS.

7 Versatile

High output, low output, combi boilers, system boilers... there's something for everyone, even LPG models for off-grid homes.

8 Quick

Some models deliver hot water in as little as five seconds, with no need for either a bulky storage tank or cylinder, making it a great option for smaller properties. **▶▶▶**

For more on the ecoTEC plus range of boilers, visit vaillant.co.uk **▶▶▶**



Renewables

HELPING YOUR CUSTOMERS GO GREEN

Vaillant launches the Renewable Heating Calculator and two energy-efficient air-to-water heat pumps to help consumers make greener choices

The year may still be young, but Vaillant has already taken some big steps to help installers and customers become greener and save money.

In April, Vaillant launched the Renewable Heating Calculator, an easy-to-use online tool that shows homeowners how much they can save by switching to renewable heating (see opposite).

And last month it unveiled two new energy-efficient heat pumps, the aroTHERM split and the aroSTOR, designed to give customers abundant, affordable green heating and hot water.

The aroTHERM split air-to-water heat pump generates heat for the home using energy from the air outside

Vaillant offers a range of renewable solutions – including air-source pumps, ground-source pumps, water-source pumps and solar-thermal panel connectors – designed to cater for every type of property. Stylish, space-saving and efficient, the range helps householders save money and cut their carbon footprint.

aroTHERM SPLIT

This new split air-to-water heat pump provides piping-hot water and central heating for all types of buildings. The aroTHERM split offers a range of outputs, making it suitable for almost all UK homes. It can be installed as a standalone unit or used to supplement the customer's existing set-up, creating a gas-and-air-pump hybrid system.

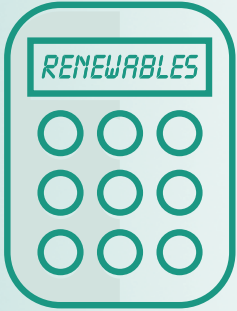
aroSTOR

This is a combined heat pump and hot-water cylinder solution. The floor-standing air-source heat pump is easy to install, while the standalone cylinder fits into a compact space and can heat water, within the unit, to as high as 60°C. The heat pump also comes equipped with a 1.2kW titanium electrical backup heater. **///**

For more, go to vaillant.co.uk/homeowners/products/renewables-solutions **///**



The aroSTOR standalone cylinder is easy to install and comes in two sizes to meet every need



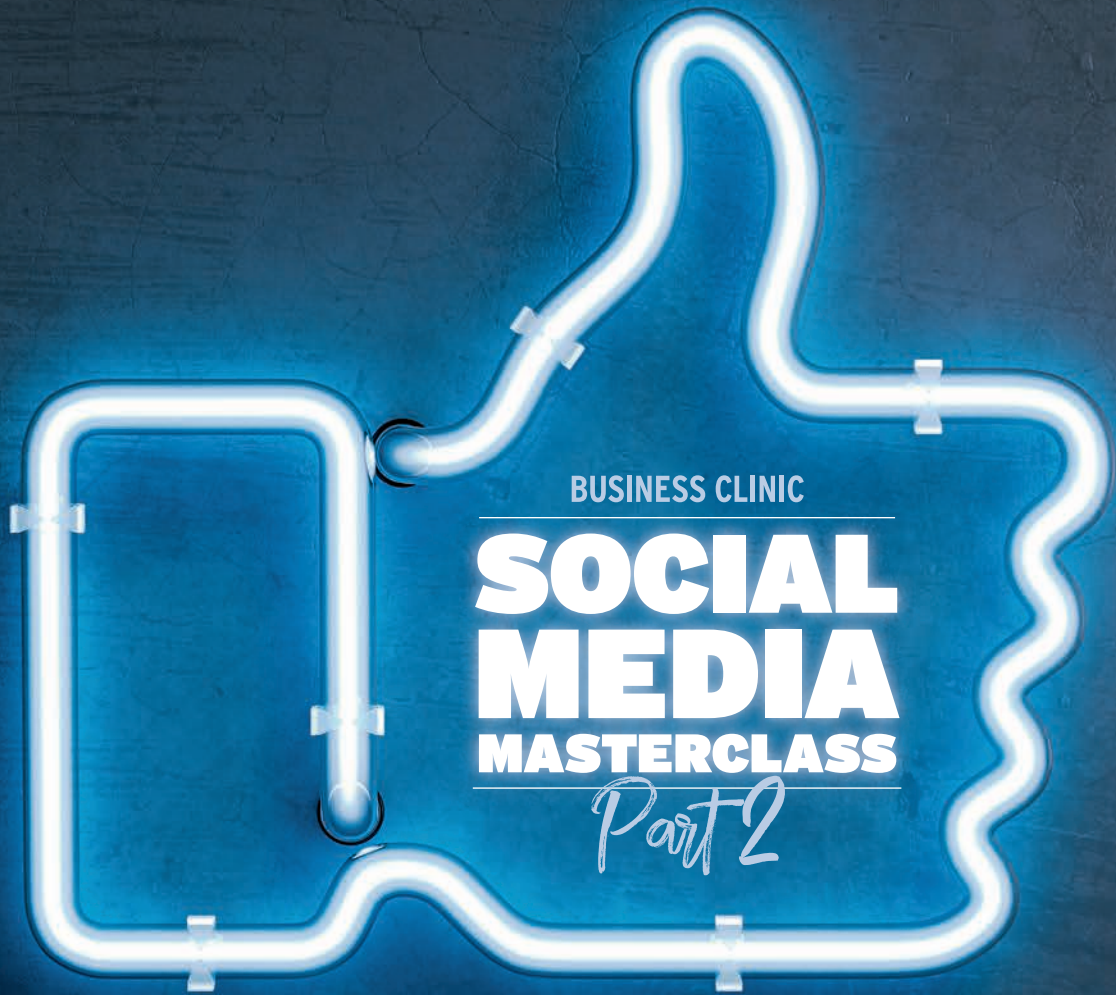
ONLINE RENEWABLE HEATING CALCULATOR

Designed to help homeowners choose the right renewable heating and hot water technology for their home, Vaillant's new online Renewable Heating Calculator is easy to use.

Homeowners will simply need to answer a few questions about their home by clicking on the relevant options, and the calculator will reveal the best new heating technology for your property, how much money you could save by employing it and by how much your CO₂ emissions could be reduced. It also shows you whether you are likely to be eligible for cashback under the government's Renewable Heat Incentive – and if so, roughly how much.

"The heating calculator is great for homeowners and a fantastic conversation starter for installers," says Kathryn Langley, Vaillant's Campaigns Manager for Specification, Commercial & Renewables. "If you're working on an estimate for a customer and you want to get them to consider renewables, the calculator is the perfect tool. Once the customer sees the financial and carbon savings, many will open up to the idea." **///**

The Renewable Heating Calculator can be found at vaillant.co.uk/renewablescalculator **///**



The dos and don'ts of posting

Join us for the second instalment of Social Media Masterclass as we cover the top 10 dos and don'ts of posting as a small business owner

DO



1 Post on the "right" platforms. The best of the best? Facebook, Twitter, LinkedIn and Instagram.

2 Utilise each platform's strengths. Facebook is best for getting people to visit your website, while Twitter's better suited to customer service. And LinkedIn? That platform is all about the blogs.

3 Keep it short and sweet. Keep it short, sweet and to the point - i.e., 80 characters for Facebook, 71-100 for Twitter and 50-100 for LinkedIn.

4 Use images. On average, posts with pictures receive over 100% more engagement than those without, so don't forget to pick a pic!

5 Upload images with the correct dimensions. The secret to success: 1200 x 630 pixels for Facebook, 506 x 253 pixels for Twitter and 522 x 368 for LinkedIn. Using the wrong dimensions could mean that images take a long time to load or don't appear at all.

6 Post during the "golden hour". For Facebook that's during the weekend from 12-1pm. For Twitter: Wednesday from 12-1pm and 5-6pm. LinkedIn: midweek from 5-6pm. And MySpace: between the hours of 11-12pm or not at all!

7 Plan ahead. The best way to maintain consistent growth is by planning ahead. Use scheduling tools such as MeetEdgar, Sprout Social and Hootsuite to ensure your content is always being delivered "on the regular", as the kids say.

8 Use location tagging. This will help you get noticed, especially by local customers and businesses. Win/win.

9 Be yourself. The only chance you have to stand out from the crowd of more than 2.77 billion social media users is by being genuine. So be yourself!

10 Learn from the pros. Follow @vaillantuk on Facebook and Twitter to see how it's done.

DON'T



1 Post too frequently. Excessive posting is one of the top reasons for being unfollowed. So don't exceed more than one post per day, per channel.

2 Forget to add links to your business's website. Bonus tip: enter your web address into bitly.com to get an itty-bitty bitly link that'll take up less space in your post.

3 Use #too #many #hashtags. Two is fine. Try #integrating them into the #post too, rather than dumping them at the end like this. #Vaillant4Eva #BoilerBoyz #Installer4Lyfe

4 Ignore negative feedback. Confront "constructive criticism" directly - but whatever you do, don't be negative. You're representing your business as well as yourself, so keep it professional.

5 Repeat the same content again and again. Instead, mix it up a little: a news story here, a spicy meme there. You get the picture.

6 Use inappropriate hashtags. This one's a no-brainer but we'll say it anyway: research hashtags before you use them. They often have unexpected meanings - and some can be a little, shall we say, saucy.

7 Post anything you might regret. If in doubt, leave it out. Simples.

8 Feed the trolls. Repeat after us: don't feed the trolls. However tempting it might be to get involved... don't. It'll just make it worse.

9 Sell, sell, sell. Promoting your business in every post will only push people away, losing you followers and leads in the process. So don't go all in on a hard sell - try a softly, softly approach instead.

10 POST IN ALL CAPS. Seriously, don't even think about it.

As an Advance installer we give you credits to spend on workwear and merch, just for tweeting us using #advance. Join the programme now at vaillant-advance.co.uk)))

Find out how to use analytics in next issue's third and final instalment of Social Media Masterclass



MANAGING BUSINESS STRESS

Running your own business can be tough, and to mark Mental Health Awareness Week (13 - 19 May), we offer our top tips on coping with workplace stress

We've all had days when things start to get on top of us. And in this business, installers work alone - leaving us with fewer options when things start to pile up. What's an installer to do? We spoke to London-based psychologist Laretta Wilson, who specialises in mental health issues such as stress, anxiety and depression, to find out.

How do you deal with stress when you can't escape its source (work)?

Laretta: The first thing to do is ask yourself where that stress is coming from. Is the source external or is it coming from yourself? If it's the former, work out what practical steps you can take to remove it. If it's internal, you need to learn how to manage yourself and your own thought processes.

Sometimes, simple techniques such as breathing exercises can quickly help you get in a better frame of mind. But at other times the problem may run deeper.

People often overthink situations: dwelling on imagined outcomes that are unlikely ever to happen. The sufferer then should ask themselves how likely it is that the bad scenario will occur, and then try to adjust their frame of mind accordingly.

For independent tradespeople, who work in the day and do their admin in the evenings, there's often a feeling of never being able to catch up. What's a good way to deal with this?

Laretta: Again, the first thing to do is establish if the stress is warranted. Could someone reasonably expect you to do the work faster? If the answer is yes, take positive steps such as better time management.

But if you're anticipating problems and that's creating stress for you - for example you've had a day of long-running jobs and you're worried that all your subsequent customers will be unhappy - stop and ask yourself how this train of thought is helping you. If it isn't, try to let it go.

When you have lots of jobs on, all equally important, even knowing where to start can be stressful. Can you give our readers any tips on how to de-stress enough to prioritise?

Laretta: Don't start trying to find a solution when you're gripped by the fight-or-flight feeling. Take some deep breaths. Then take some positive steps to put yourself back in control.

You might want to make a list of tasks in order of priority and then do them in that order, remembering that you can only do one thing at a time. Just the act of ticking off a job can have a tremendous positive benefit for your state of mind.

How about stress caused by other people, for instance colleagues, or angry or unreasonable customers?

Laretta: The first thing to do if someone is being aggressive or unreasonable is to recognise that the issue is with them. No matter what you've done, they're the ones behaving badly. Often, their behaviour may have more to do with stress in their own life than it does with you. So try not to take it personally.

Next, ask yourself what you want from the interaction. If the answer is to get the job done and get out of there, often a good tactic is to stay calm and empathise with the person, without admitting fault. You could say something like this: "I can understand why you're frustrated. I'm going to help."

If it's the reader who is the kind of person who invites conflict, what can they do to escape that dynamic?

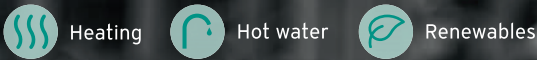
Laretta: The first thing is to recognise that you're inviting conflict, maybe because you have to have the last word or be right. Try to recognise what you're doing that provokes a reaction from others. Is it a tone or an attitude? People who have high-conflict personalities often feel overwhelmed, so a lot of what we've been talking about will still be relevant. **///**

For more advice from Laretta on dealing with stress and other issues, go to londonpsychologist-centre.co.uk/blog **///**

We asked our installers how they balance time on the tools versus time spent with loved ones...

@grbservices - There are always times when you have to put a shift in, that's the job, but with a busy diary it's easy to get carried away. I put mop-up days in so that I can get to an emergency, quote or catch up with paperwork so I'm not missing evenings and weekends so much.

@BearPlumbing - You can't help others unless you take care of yourself first. I stand by that. It means I can handle other things better and not burn out. So if taking care of me means more family time, or working out, so be it.



Helping you take care of business so you can take care of life.

We're backing your business with FREE advice from an elite team of business experts.

From advice on marketing, tax, legal and accounting, to everyday business support - our workshops are built to help your business thrive.

Sign up now for a free one-to-one Business Support session near you at vaillant.co.uk/BusinessSupport

Proudly supporting installers

**PLUS
WIN A VAN***

Catch us at your local merchant
vaillant.co.uk/BusinessSupport

*Terms and conditions apply

