

**Advance** »

THE SUSTAINABILITY ISSUE

# GREEN IS GOOD

How you can be a more sustainable business (and how Vaillant's doing it too)

The installer magazine from Vaillant



#PROUDLY  
SUPPORTING  
INSTALLERS

# Your guide to Vaillant



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Installer technical helpline

**0344 693 3133**

Homeowner technical helpline

**0344 736 0049**

**technical@vaillant.co.uk**

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Order literature

**01773 596 013**

**literature@vaillant.co.uk**

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Training enquiries

**0345 601 8885**

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

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Sales enquiries

**0330 678 0878**

**UKSales@vaillant-group.com**

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General enquiries

**0345 602 2922**

**info@vaillant.co.uk**

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Renewables helpline

**0330 100 3540**

**aftersales@vaillant.co.uk**

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Commercial helpline

**020 7022 0927**

**commercial@vaillant.co.uk**

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Advance hotline

**0330 678 0878**

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



Don't forget: the Advance installer app has click-to-contact options



# HELLO

The route to the decarbonisation of home heating is making headlines, which is driving interest from the general public about the type of heating products they should use. Now, more than ever, consumers are interested in their heating systems and how they can reduce their impact on the environment by selecting the right solution.

So, what could a low-carbon future look like in the heating industry, and what does it mean for our installers?

We've focused heavily on sustainability in this issue of Advance. We look at how we can all become more sustainable to protect the world around us, and what our installers could do to ensure sustainable business growth in the changing times ahead.

In this special feature, we discuss small changes you could make to ensure your business gains green credentials, and explain what we're doing in the UK at Vaillant to meet our international target of being carbon neutral by 2030.

Finally, we give you a clear view about the status of hydrogen for boilers, the realistic timescales for this green gas technology, and where heat pumps fit in following recent government announcements.

Don't forget, if there are any topics that you'd like to read about in the next issue of Advance, just tweet us at @VaillantUK using #Advancemag

**Klaus Jesse**  
UK Managing Director



## What's inside?

### 4 IN THE PIPELINE

Vaillant views, news and innovations

### 7 BUSINESS SUPPORT

How our online tools can help you grow your business

### 8 SUSTAINABILITY

Simple steps installers can take to become more sustainable - plus how we're working to lower our impact

### 12 INSTALLER PROFILE

The Boiler Repair Man talks finance

### 14 MASTERCLASS

Part two of our guide to planning growth campaigns

### 16 EXTREME TESTING

See how we put our products through their paces in our high-tech test labs

### 18 HEAT HEROES

How connected homes are building a better future for all

### 20 NET ZERO

Where do hydrogen and heat pumps fit into our low-carbon future?

### 22 COURT'S CORNER

A practical step-by-step guide to drain-off points

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# NEW ACCESSORY FILTERS THROUGH

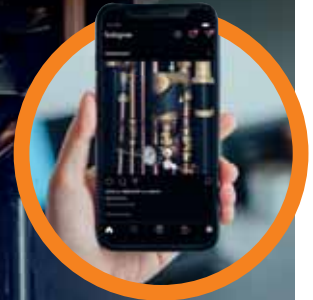
This handy add-on for our Advance Boiler Protection Kit makes maintenance a breeze

We've launched a great new multifunctional accessory for the Advance Boiler Protection Kit.

The part acts as a drain point for the filter, and incorporates a dosing point for system additives such as inhibitor. It is completely reusable and can be kept among your tools as a handy assistant. It also gives you the ability to read the pressure of the system without the need for power.

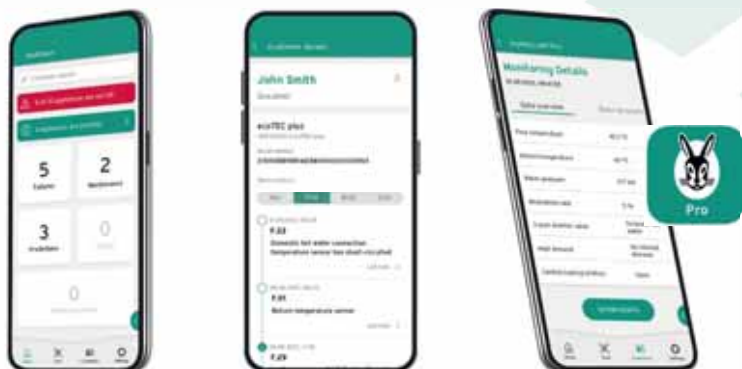
The accessory simply screws into the drain point of the filter. The new drain point is located at the bottom of the accessory, while the dosing point (similar to a radiator bleed key) faces forward for easy access. The manometer is the furthest-forward part of the accessory, making it easy to read the pressure, even in the tightest of spaces. Once the system is refilled, it can be removed and used on the next job.

Get this part for 200 credits via the Advance catalogue >>>



Thanks to Shoaib Awan of The Gas Expert (@thegasexpert) for sharing these great pics on Instagram. Don't forget to share your installs with us on social media and tag @VaillantUK in your posts





## 2021'S TOP INSTALLER



# IF THE APP FITS

Get the most out of the myVAillant Pro app with these useful tips

Installers can offer their customers even better service and support via the myVAillant Pro app, thanks to our eBUS communication technology.

The app enables installers to remotely monitor their customers' boiler installations and see detailed performance data for the boiler, fault code history and diagnostics – all at the click of a button.

What's more, with homeowners now using myVAillant, our new smart heating app, it's even easier for you to show your customers how they can monitor their heating.

### Just some of the myVAillant Pro app's clever features

- Live monitoring** This lets you see the status of the heating system, live – wherever you are.
- Water pressure monitoring** As we know, some faults can occur due to low water pressure. With the correct guidance, these can be rectified by the homeowner, saving you time and resources.
- Add boilers from your Advance registrations** The Advance and myVAillant Pro apps are now more synced,

meaning you can add a new boiler directly from your Advance registrations.

- Connect previous installs** You can now backdate and connect previous installs directly from the app.
- Resending consent emails to homeowners** The app allows you to resend the consent email to the homeowner should they miss the first one.
- Added payment options** You can update your myVAillant Pro account at your convenience.

Huge congrats to Grant Gundelfinger (pictured, right) of Leeds-based Mayfly Group Ltd, who was crowned as the nation's best installer at this year's Heating Installer Awards.

Grant – who has also won the Yorkshire regional title three years running – was presented with his award at the InstallerSHOW in Coventry in September. Check out his work on Instagram @copper\_skills and on Twitter @theleedsplumber.

And a hearty well done to Paul Clark of Concept Plumbing & Heating in Wirral (@conceptph1 on Instagram and Twitter), national runner-up and regional winner for the North West.

## TRY PREMIUM - FOR FREE!

We're offering every Advance member free access to the Premium tier of myVAillant Pro for a limited trial period. Premium offers water pressure predictions, guided repair and van-stock recommendations, alongside all the features of our Basic and Standard packages. The trial runs until April 2022 and includes unlimited connected devices – so don't miss out!

Scan to download for iOS



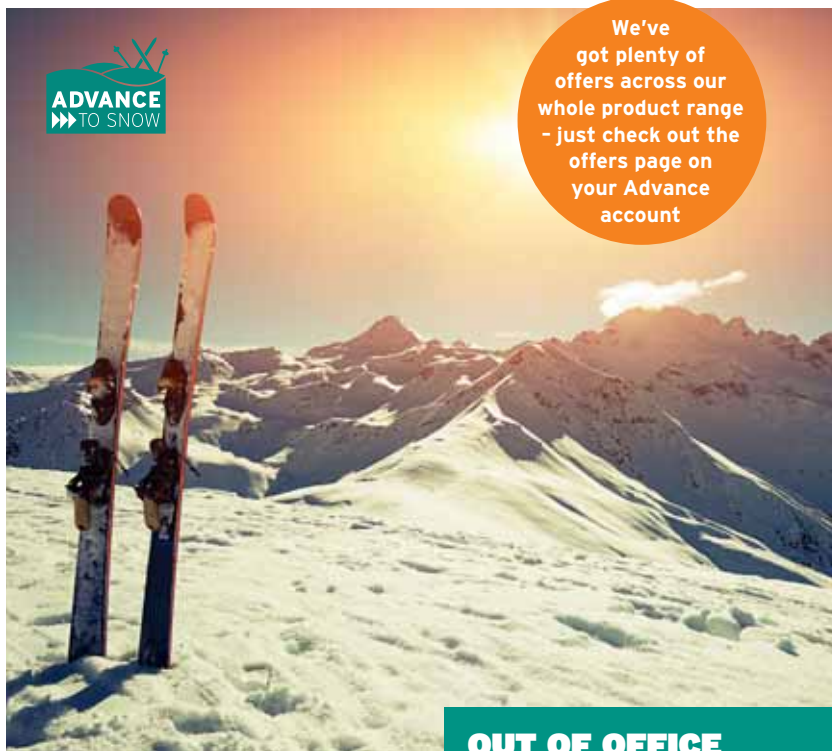
Scan to download for Android

Visit [vaillant.co.uk/myvaillantpro](http://vaillant.co.uk/myvaillantpro) to see the full list of features and to sign up for the free trial >>>

In the pipeline

# WHAT'S NEW WITH ADVANCE?

Discover ways to get more out of your membership



We've got plenty of offers across our whole product range - just check out the offers page on your Advance account

## GRAB NEW GEAR

Check out the latest products from the Advance catalogue:

- **LED flashlight gloves (180 credits)**  
These fingerless gloves have LED lamps to light up your work
- **Anti-slip dashboard mat (40 credits)**  
Keep your van's dashboard tidy with this Vaillant-branded mat
- **aroTHERM Bluetooth speaker (500 credits)**  
Wirelessly play your favourite tunes while promoting our aroTHERM heat pump range with this nifty speaker

## OUT OF OFFICE

Every year, we offer our Advance Pro, Mastertech and Renewables installers an all-expenses-paid trip to reward them for their loyalty. Just hit your personalised target and compete with other installers near you to get a place.

We've got some great trips lined up. Advance To Snow heads to the ski resort of St Anton in the Austrian Alps, while in 2022, our Advance To Go prize is a European break for two, with a choice of Barcelona, Milan or Lake Garda.

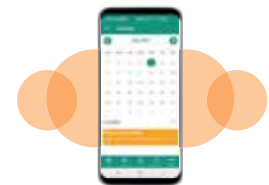
## RENEWABLES CLUB



We're proud of our exclusive club for our Renewables installers. The club lets installers

enjoy extra cash and credit rewards on renewables product registrations, as well as other incentives.

Speak to your Regional Business Manager for more details, or log into your Vaillant Advance account today.



## DO MORE WITH OUR APP

Our Advance app is the Swiss Army knife of apps for members. There's a barcode scanner for easy product registration, plus lots of news on offers, incentives and Vaillant as a whole.

One cool feature is the built-in calendar, which provides busy installers with reminders about any upcoming service appointments or local events. So start using the app today!



Scan to download for iOS

Scan to download for Android



Log on to your Advance account at [vaillant-advance.co.uk](http://vaillant-advance.co.uk) >>>

## AUGMENTED REALITY

With showPOINT, our handy new augmented reality app, you can demonstrate how a heat pump could look and sound at your customer's home so they can experience Vaillant products like never before.

The app's AR technology virtually places our heat pumps in your customer's house or garden, and demonstrates to them just how quiet Vaillant products are. You can also play videos on how a heat pump works to show to homeowners.

Scan the QR code to discover showPOINT:



Download for iOS

Download for Android



# Our online tools are here to help

## DIGITAL TRAINING

We're always working to enhance the way we support our installers. Training is a great way to upskill and diversify your services. However, we know that taking days away from the tools can be costly.

After the success of our online training courses over the past couple of years, we've now looked at how we can offer installers industry-accredited qualifications online, too.

We've partnered with Cert-ain Certification to offer industry-accredited training that fits around you. Offering a blended learning approach of online theory and in-centre practical training, the courses cover Water Regulations, Unvented Hot Water Systems and Energy Efficiency.

Installers can invest in their learning without extended time away from work. We've been working hard to reassess our trainers to ensure they meet Cert-ain's strict criteria.

At Vaillant, we are proud to support our installers and their businesses with a range of online content and tools

## HOW-TO VIDEOS

Following on from the success of our online business clinics, we've created a series of how-to videos covering a range of business support topics.

Our new series, smartTALKS, will soon be available on demand via your Advance account, covering topics such as marketing your business, creating a strong brand or setting up your own marketing campaigns.

The smartTALKS are designed to fit around you and your schedule. Whether you're setting up your brand from scratch, or looking to run a successful lead-generation campaign, our smartTALKS offer something for everyone.

Tell us what subjects you'd like us to focus on in the future by emailing us at [advance-support@vaillant.co.uk](mailto:advance-support@vaillant.co.uk)

## PERSONALISED LEARNING

Our training team is working hard to develop a brand-new e-learning platform that will make training more accessible to our installers.

With a low-carbon future on the horizon, it's more important than ever to keep up to date with the latest advancements and legislation.

Coming soon, our new e-learning platform will offer a mix of on-demand content and let Advance installers book and manage their own training schedule.

The platform will also set individual learning pathways for installers, based on your preferences and expertise, and will offer personalised recommendations on training content.

## Sustainability

Martin McTague from the Federation of Small Businesses shares some ideas about the steps installers can take to reduce the environmental impact of their business - and save money in the process



**Martin McTague**  
Vice Chair for Policy and Advocacy, FSB

**C**limate change is the biggest issue facing our world today. Although most of us try to do our bit at home, for busy small-business owners like our loyal installers, it's not always obvious how to make meaningful changes that will help the planet but not cost the earth.

However, going green is a smart move for all kinds of reasons. There's a growing expectation from customers and clients for small businesses to demonstrate a proactive approach to sustainability - so as well as helping to lower carbon emissions, it can also boost your business's appeal.

We asked Martin McTague, National Vice Chair for Policy and Advocacy at the Federation of Small Businesses (FSB), to share some smart, simple ways that small businesses can embrace a low-carbon future.

"Small firms want to play their part in the transition to a net-zero economy, but they don't have the same level of resources to devote to the issue that big corporates have - and often don't know where to start," says Martin. "However, the good news is that there are many

easy changes that small businesses can make, which will help both the environment and their bottom line."

With that in mind, here are some ways to boost your sustainability credentials.

### Invest in electric vehicles

Ditching the diesel van in favour of an electric (EV) or hybrid vehicle has a massive impact on your carbon footprint. Research by the European Energy Agency found that, even with electricity generation, the carbon emissions of an electric car are around 17% to 30% lower than driving a petrol or diesel car.

"The government [is] aiming to stop sales of petrol/diesel cars by 2030, [so] small-business owners can look to less-polluting vehicles with more confidence," says Martin. "The technology is improving all the time, as is the charging infrastructure for EVs." So you can confidently use one

# BE A LEANER, GREENER BUSINESS



for business purposes, with lots of leasing options now available.

Businesses that make the switch to EVs are likely to quickly see a positive financial impact, too. Although the vehicles are a cost initially, the price of running an electric van is around 2p per mile.

Plus, there's a huge range of government incentives to make going electric more appealing, such as a plug-in grant on vans, up to the value of £2,500. Electric vans are also exempt from vehicle excise duty, which will save you another £275 per year.

And if setting up the charging stations is a worry, the government also subsidises this through the voucher-based Workplace Charging Scheme. You can put this towards the upfront costs of the purchase and installing charging equipment.

Lastly, 100% electric vans are exempt from London's Ultra-Low Emission Zone

and the Clear Air Zones that are being rolled out in cities across the UK. If you drive an EV, you also don't have to pay London's congestion charge.

### Travel less

"It's often said that the greenest mile is the mile not travelled," says Martin.

"However, some level of business travel will always be inevitable, especially for tradespeople. Using technology... to reduce fuel use makes business and green sense."

Installers have access to remote diagnostics tools like myVAILLANT Pro, which can help you to avoid unnecessary journeys and aid job planning for those times when visits to a customer are vital. This will allow you to plan what tools to take on a job so you can lighten the load carried in your vehicle. That will result in lower running costs and lower emissions.

"AI tools such as satnav and online map apps can be used to plan the most efficient routes, while removing unneeded equipment from vans will lower fuel consumption," adds Martin.

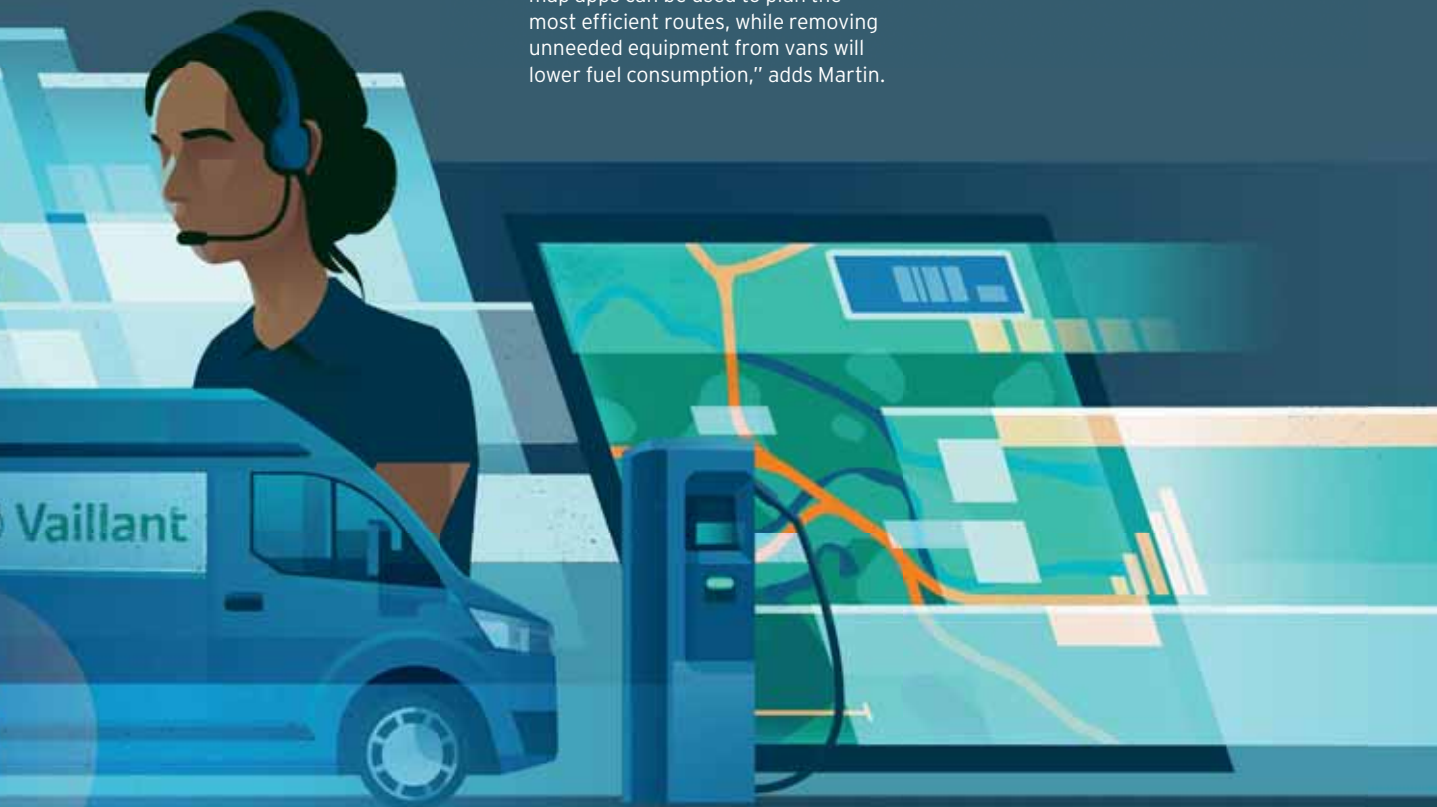
### Go digital with your paperwork

Digital quoting helps you avoid printing paperwork, saving you money and reducing the amount of paper you use, which is good for the environment. For example, The Trade Toolbox offers a suite of easy-to-use online business tools (read more on page 12).

### Use the tools and advice online

"The government has launched the SME Climate Hub ([businessclimatehub.org](https://businessclimatehub.org)), which has a range of tools and advice to get you further along the road to net zero," explains Martin.

"FSB has also partnered with other business organisations and energy networks to create a central and free advice service for small businesses, the Zero Carbon Business Portal ([zerocarbonbusiness.uk](https://zerocarbonbusiness.uk)), and our own sustainability hub can be found via our website ([fsb.org.uk](https://fsb.org.uk))."



# OUR JOURNEY TO A ZERO-CARBON FUTURE

At Vaillant, we're focused on lowering our carbon emissions and becoming a more sustainable company. Here's how we're doing it

The international community has committed to limiting global warming this century to 1.5°C.

As a global company, we're determined to do our part and make a contribution towards achieving this target.

As part of the Vaillant Group's SEEDS sustainability programme, we've set ourselves concrete climate targets. We're aiming to gradually reduce our CO<sub>2</sub> emissions by 50% by 2030, and for the company to become completely carbon neutral.

### How Vaillant is becoming a climate-neutral company



#### Using green electricity

Using electricity from renewable energy sources, especially at our production sites, means we can cut our group-wide CO<sub>2</sub> emissions by up to 18,000 tonnes each year.



#### Renewing our UK fleet

Over the next few years, we're set to significantly reduce the

emissions caused by our vehicles across the UK business. We've already begun investing in the infrastructure we need to support our shift to an electric fleet. For example, we have installed more than 10 charging stations at our UK head office in Belper, Derbyshire, and we'll be adding many more over the next few years. One in three of our company cars is now either hybrid or fully electric - and by the end of next year, we'll increase this to more than half our fleet.



#### Offsetting emissions

At the Vaillant Group, we plan to offset our remaining CO<sub>2</sub> emissions through our own long-term afforestation projects. By planting new areas of carbon-capturing forest in emerging countries, we intend to completely cancel out these unavoidable emissions by 2030.



**50%**

of CO<sub>2</sub> emissions will be cut across the Vaillant Group by 2030

**18,000 tonnes**

of CO<sub>2</sub> emissions each year will be cut by using green electricity across the Vaillant Group

**1 in 3**

of our UK company cars is either a hybrid or fully electric

**131,470 kWh**

of electricity has been generated by solar energy at our Belper office since 2011

**70%**

reduction in lighting load at our Belper office since 2011



### Environmentally friendly products

A significant chunk of emissions are produced by home heating systems. So to help our customers reduce their CO<sub>2</sub> emissions and save energy, we're expanding our product range with environmentally friendly heat pumps and highly efficient gas heating appliances.



### Planting Tiny Forests

We're proud to partner with Earthwatch to create our very first Tiny Forest. These dense, fast-growing native woodlands the size of a tennis court are an oasis for plants and animals, as well as an inspiring space for outdoor learning and reconnecting with nature. We'll be working with our specification clients to create Tiny Forests in urban environments and help make a difference to local communities.



### Modernising our Belper head office

In 2011-12, we invested £3.5 million in revamping our head office in Belper, installing innovative energy-saving technologies that made the building ahead of its time. These included:

- **Improved insulation and overclad:** improving thermal properties.
- **Green roof:** acts as a large soakaway for the additional roof area. It also provides thermal insulation during winter to retain the heat inside the building, while reducing the risk of overheating during summer. Plus, it creates a new home for local wildlife.
- **Solar energy:** a 12kW solar PV system provides electricity for the main building. In its first full year of use, it generated more electricity than the whole first-floor offices used. To date, we've generated 131,470 kWh from solar energy.
- **Low-energy lighting:** the building is fitted with LED lighting and controlled by sensors. This reduced the lighting load from 13W/m<sup>2</sup> to 4W/m<sup>2</sup> - a 70% drop.
- **Ground-source heat pump:** a 32kW ground-source heat pump was installed to provide underfloor heating in the new part of the building.



## HEAT PUMP PRODUCTION HEADS TO THE UK

We'll soon be making our low-carbon aroTHERM plus heat pumps here in the UK on our brand-new production line

**W**e're excited to announce that we have invested £3 million to expand our UK manufacturing facility to allow us to start producing Vaillant's award-winning aroTHERM plus heat pump here.

We'll begin making heat pumps alongside our UK range of high-efficiency boilers at our Belper, Derbyshire site from 2022.

We made this investment because the annual heat pump market is expected to grow by more than 300% by the end of 2022. Additionally, we're keen to contribute to the government's target of installing 600,000 heat pumps every year by 2028 as part of the transition to low-carbon heating.

This will not only secure existing jobs at the site for the future, but will also mean our workforce grows by around 45% as demand for the technology increases.

By extending aroTHERM plus production to Belper from Europe, we can serve the UK market in the same way, while continuing to innovate to meet the needs of British homeowners and regulations.

We know this diversification in the market brings new opportunities as well as challenges for installers and customers. That's why we offer training courses for our installers to support them in the transition to these new heating technologies.

We also have industry-leading product training and continuing professional development around the decarbonisation of heat. Installers can join these online, in one of our six Centres of Excellence or at other partner training locations across the UK.

Learn more about the award-winning aroTHERM plus at [vaillant.co.uk/aroothermplus](https://vaillant.co.uk/aroothermplus) >>>

# ON THE MONEY

Vaillant's partnership with The Trade Toolbox means installers can now offer finance to their customers - and it's helped Glasgow-based The Boiler Repair Man win new business and increase sales

**A**ndy McQueen's heating installation business The Boiler Repair Man started off - as so many do - as one man and his van. Covering large parts of western Scotland as well as his native Glasgow, he now employs another seven people.

He's worked closely with Vaillant almost from the start. "There are a number of reasons for this," says Andy. "Brian McLaren [Vaillant's Regional Business Manager for the area] is always straight-talking. When I started out, I worked with other manufacturers, too. They'd often promise in order to get the job, but then not deliver. Brian and Vaillant always do what they say."

### Sales boost

It was a conversation with Brian - in which Andy "had a good moan" about his previous finance provider - that led to him joining The Trade Toolbox. It's a new suite of business tools exclusively for Vaillant's registered Advance installers, and includes a customer finance service.

"I had a finance partner in the past," explains Andy. "But customers just

weren't interested. It cost us a £1,500 sign-up fee and we never used it once.

As soon as Vaillant launched its partnership with The Trade Toolbox, offering finance solutions, "Brian gave me a call and we talked it over," he continues. "It sounded like a good deal to me, so I signed up."

He hasn't been disappointed. In just a few months, the financing service - which lets customers pay for heating systems in monthly instalments - has helped to spark several new opportunities to sell Vaillant products.

"Since we started with The Trade Toolbox in May, we've had eight customers use finance to buy Vaillant boilers and heating systems," says Andy. "I think we might have won two of those anyway, but the others wouldn't have happened. So out of that pool of prospects, that's a 300% increase in sales."

### Quick and easy

This isn't the only benefit of using The Trade Toolbox. As well as making more sales, having the option of easy-to-use financing also helps Andy and his team upsell and cross-sell, ensuring his customers can afford the very best boiler for their needs.

"The reason we never got any interest in the old financing scheme was that it was too complicated for customers, with lots of things to fill out, and it was too expensive for them," Andy reckons.

"With The Trade Toolbox, the process of signing up for the finance is easy, so that barrier is gone. And having extra spending power means customers can choose a premium boiler and other premium options on their system."

### BREAKING NEWS!

The Trade Toolbox has acquired Hiber, which means members will have access to an app that offers even more amazing features to help take the stress out of running your business. Keep an eye out for more details!

## WHAT'S IN THE TRADE TOOLBOX?

### Consumer finance

Offer your customers interest-bearing and interest-free finance options with easy fixed monthly payments

### Remote surveys

Review potential jobs without setting foot in the customer's property - keeping you both safe and saving you time and money

### Risk assessments

Remove the admin headache and keep your employees and customers safe with the digital assessment tool



### ANDY'S TOP TIPS FOR GETTING THE MOST OUT OF CONSUMER FINANCE

**1** "Have a quote calculator on your website - it helps generate leads and to separate customers who are serious about buying from those who aren't."

**2** "Use your finance offer to help you upsell and cross-sell - such as if you know a higher-spec boiler is a better fit for a customer, even if they can't afford it outright."

**3** "Use online advertising like Google Ads to direct people in your area to your site and to promote that you offer financing for new boilers."

### Branching out

Andy and his team are now expanding into both commercial and renewable installs - and Vaillant's backing has been instrumental in helping the company diversify and offer a wider range of solutions to its customers.

In commercial, he's had crucial support from Simon Melbourne, Vaillant's System Sales & Design Manager, who has helped them spec up new jobs and match the system specs to the customer's needs.

As for renewables, Andy became a big fan of the aroTHERM plus air-source heat pump after seeing it in operation in a Vaillant training centre (where he also took a BPEC Heat Pump course).

"We saw how well they perform," he says. "With domestic gas being phased out, it's where the future's going to be."

And with the help of both Vaillant and The Trade Toolbox, The Boiler Repair Man is heading into this future in great shape.

Find out more and sign up at [thetradetoolbox.com/vaillant](http://thetradetoolbox.com/vaillant) >>>



### Online quotes

Create and send quotes to your customers by text or email for approval at the click of a button

### Plus these customer service boosters...

### Cloud-based service

Use The Trade Toolbox on any internet-ready device for a rapid service with no downloads for you or your customers

### Training

Sign up for The Trade Toolbox and benefit from Vaillant training and guidance on offering finance to your customers

### Marketing support

Request dual-branded leaflets and social media assets, and download a finance calculator that can be embedded into your own website for customers to understand your finance plans

Finance is not provided or arranged by Vaillant, nor does Vaillant provide any advice in relation to the same. All opinions in this article are the installer's own.

The Trade Toolbox is a trading name of Hassle Free Boilers Ltd. Registered in England, Company No. 8357963. Authorised and regulated by the Financial Conduct Authority, Trafalgar House, Kemble Airfield Enterprise Park, Cirencester, Gloucestershire GL7 6BQ.



**“Keeping customers purposely engaged is key to building a strong business”**

**S**etting a plan for four income-boosting growth campaigns across the year is a sure way to build your business in a purposeful manner.

The past 18 months have forced us all to re-evaluate how we can grow our businesses. However, one thing is certain: keeping you and your business at the forefront of customers’ minds will make a big difference to you - and your customers - now and beyond.

Having one awareness campaign in each business quarter keeps you in front of your customers in a relevant and useful way - enough to ensure you and your services remain fresh in their minds, but not enough to irritate or bore them so they disengage. Keeping customers and prospects purposely engaged is key to building a strong and sustainable business.

In the previous issue of Advance, we covered database mining and social media. Here are two more growth campaigns - recommend-a-friend and local advertising - that can also yield great results.

# GROWTH CAMPAIGNS MASTERCLASS: PART TWO

In the second of a two-part feature, we focus on two more business-boosting quarterly marketing campaigns with Vaillant Business Clinic expert Audrey Chapman



**Audrey Chapman**  
The Sales Resolution

## Campaign 3

## RECOMMEND A FRIEND

This is probably one of the most valuable ways there is to reach new customers. Being introduced through a word-of-mouth recommendation is hugely powerful. When you do a great job, your customers will be delighted to recommend you to family, friends and co-workers.

Having some certainty around selecting the right company for a boiler installation is a great relief for customers, and all it takes is a friendly email to your database, asking previous satisfied customers to consider putting in a good word.

But it's not just about the customers who have bought from you; it's also those who didn't buy. Whatever reason they had for not going ahead at the time, you shouldn't exclude them from your recommend-a-friend campaign. If they were happy with your service, that is often enough for them to feel confident that anyone they recommend you to will be treated well, too.

### Five tips for a successful recommendation campaign

#### 1 Make the email easy to read.

You could include some words about how no one likes to make a mistake in selecting who looks after their central heating needs.

**2 Send the email to all installations as they complete**, when you are at the front of your customer's mind.

**3 A few times a year, send your recommend-a-friend email to all your non-converted quotes.**

**4 Offer a small thank-you voucher** for £25 or £50 for a recommendation that ends in a sale to motivate people to endorse you.

**5 In order to be GDPR-compliant, always make sure there's an opt-out section.**



## Campaign 4

## LOCAL ADVERTISING

While social media is probably the most powerful tool you have to reach new customers in a cost-effective manner, there are other ways.

Local press and communities are an important way of reinforcing that you are a trusted local installer. And when layered with other promotional activity such as social media, a recommend-a-friend campaign and keeping in touch with your database, it can be highly effective.

### Five tips for advertising locally

**1 Using local press in late summer and early autumn** can boost your visibility as the busy winter period approaches.

**2 Do your research.** Local publications vary in their readership and circulations, so make sure you're targeting the right audience. And always look into their advertising rates and what offers they have available - many publications

have special deals for last-minute slots or new advertisers.

**3 Consider an advertorial.** This is an ad which has the appearance of an article written about you. The publication will normally help you with this.

**4 Invest in outside help.** A graphic designer can help create a professional-looking ad for you. They'll be better placed to ensure the visual appearance works with the rest of your brand.

This way, your company will be easily recognisable. And always have all ad copy checked by a proofreader before it goes to print: it can be pretty embarrassing if your company name is spelled wrongly or there are errors in your contact details.

**5 Quote a reference code on your ad** for any enquiries - so you'll be able to track how individual pieces of advertising are working.

Missed the first part of Audrey's masterclass? Visit [vaillant.co.uk/advancemag](http://vaillant.co.uk/advancemag) to read the summer 2021 issue of Advance >>>

# TESTED TO EXTREMES

At our high-tech test centre, we go to great lengths to ensure that our products will perform at their best - wherever they're used

**A**s a Vaillant installer, you'll be familiar with the high quality of our gas and renewable heating products. But what you may not know about is the level of research and development (R&D) that goes into ensuring that all of our products are not only highly efficient, but also easy to install, maintain and service - and that they'll work anywhere, in all conditions.

Everything we produce is made with our installers in mind. We pride ourselves on taking on board your feedback and opinions, and always have them at the forefront of what we do. This in turn ensures that we can continue to deliver the best products.

## High-tech testing

As a whole, Vaillant Group produces around two million gas heating appliances every year for customers in more than 60 countries. Our test centre in Remscheid, Germany, puts these products through a range of gruelling tests to make sure they can withstand the harshest conditions.

The ultra-modern test rigs and special laboratories in the test centre allow us to check, examine and certify all stages of product development, from the prototype phase to series production - all under one roof.

The centre has nine different laboratory areas and more than 180 test stands. These include a drop test room, a wind test room and a sprinkler laboratory for testing protection against moisture. Every product range undergoes more than 100 different rigorous tests - which help us to learn more about things like material properties, noise emissions or electromagnetic compatibility.

## Climate trials

Take the aroTHERM plus heat pump - which from 2022 will be manufactured in the UK (see page 11) - as an example. During testing, we expose the heat pump to a range of extreme conditions to ensure its quality, reliability, safety and efficiency. In our state-of-the-art climate chambers, we simulate temperatures from -20°C to +30°C

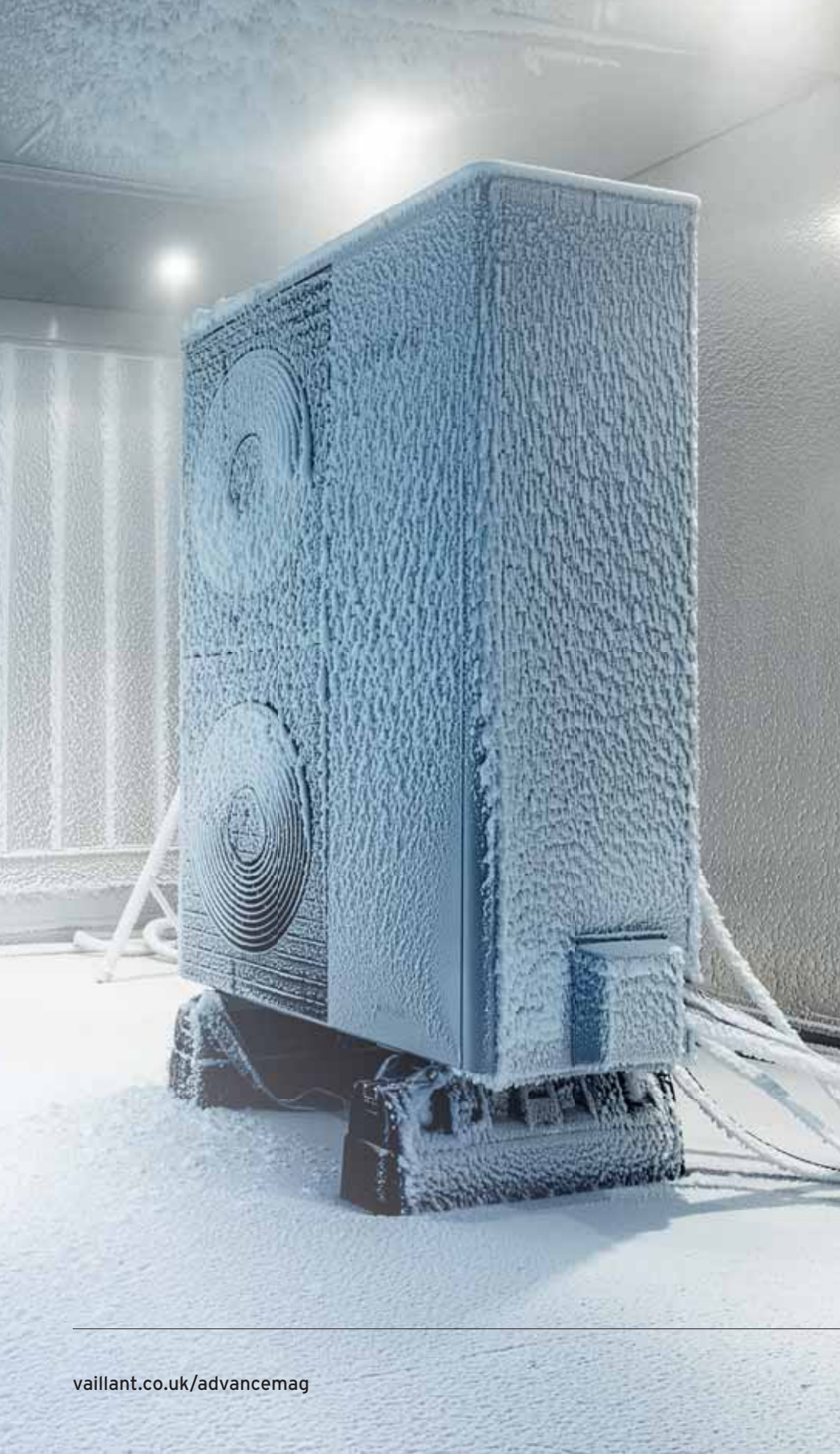
and humidity levels of 30-95% to ensure that the aroTHERM plus is suitable for use in virtually any location in the world.

But our work doesn't stop there. The information we get back from these tests is vital in helping us to develop future products. This means we can continue to ensure that our products deliver top quality and great performance, as well as being user-friendly - and continue to make life easier for our loyal installers.

Learn more about our products and technology on our online training courses. Visit [vaillant.co.uk/training](https://vaillant.co.uk/training) to book your place >>>

**The test centre has nine different laboratory areas and more than 180 test stands, including a drop test room, wind test room and sprinkler laboratory**





## INSIDE OUR TEST LABS



Our labs in the Remscheid test centre are state-of-the-art



The labs can drop to temperatures of -20°C



This ensures our heat pumps will work worldwide, in any climate



Testing results in great quality and constant innovation

## Heat heroes

### sensoCOMFORT

This smart control can be operated via app and automatically adjusts the heating for maximum efficiency



### myVAILLANT

Packed with smart features, this app lets the homeowner operate and monitor their heating system - wherever they are



# SMART THINKING

How can Vaillant's connected products benefit you, your business - and your customers?

Emerging technologies like the internet of things, 5G, artificial intelligence, augmented reality and virtual reality are increasingly integrated into our everyday lives. These technologies are becoming more affordable and have more value, and using them has never been easier.

When it comes to home heating, smart technology allows Vaillant's products to be even more sophisticated, appealing



**ecoTEC plus**  
Our high-performance boiler range is compatible with our intelligent controls for the ultimate in efficiency

**myVAILLANT Pro**  
Thanks to eBUS, this complete solution lets installers remotely monitor their customers' appliances from their mobile device

**ambiSENSE**  
Smart TRVs that allow the homeowner to wirelessly adjust the temperature and timings for individual rooms

to homeowners who are looking to make their lives easier. And as we become an increasingly technology-driven company, our connected products - which use eBUS, the dedicated language that allows Vaillant products to talk to each other - will provide even more value to your customers, with energy management solutions helping them to reduce their bills and their carbon footprint.

Connectivity also offers benefits for you as the installer. For example, remote diagnostics is a game-changer, enabling easier fault diagnosis, real-time monitoring and management, the assessment of failure codes and quick planning and scheduling of service and repair calls.

By being able to remotely diagnose boiler issues, you can reduce the amount of repair work you need to do - this alone could result in a large cost saving. It will also save you time and money (and fuel) as you won't need to drive to your customer's house.

### We're better connected

Some 36% of consumers are willing to change their car brand to obtain better-connected features. So could heating installers similarly win more business by offering a connected solution? We've found some compelling stats that show how smart products can transform your business...

- A huge 62% of consumers prefer a solution such as remote diagnosis to prevent unnecessary visits.
- 41% of repairs require two visits or more - so remote diagnostics can save you from making these extra trips.
- Being forewarned is to be forearmed. Some 10% of repairs are difficult to diagnose on site. The myVAILLANT Pro app provides an instant diagnosis so you can get to the heart of the problem straight away.

Sources: McKinsey ACES Consumer Survey, 2014-19; StraightOne Digital Market Research 2018

## HOW MYVAILLANT PRO CAN HELP YOU WORK SMARTER

### Improved service efficiency

Be notified immediately of a fault on a customer's appliance alongside insights on how to rectify the problem, allowing you to plan ahead and have a more efficient first visit.

### Detailed fault history

Get time- and date-stamped service and fault history for each connected appliance.

### Diagnostic insights

Receive data-driven insights on failures to aid repairs and spare part identification.

### Appliance documents

Easily find installation guides, user instructions and wiring diagrams with exploded views.

### Plannable business

Schedule multiple service and repair visits more efficiently by using failure and spare part insights.

### Intelligent repairs

Improve first-time fix rates by knowing what parts you need before you arrive.

### Remote appliance monitoring

Review appliance data while on the move and manage the time programmes set on a customer's thermostat.



# TARGETING NET ZERO

Mark Wilkins explains what the government's strategies for decarbonising home heating mean for Vaillant and our loyal installers

**H**ydrogen and heat pumps have been the industry's hot topics of 2021. Now, with the government publishing its long-awaited Hydrogen Strategy in August and Heat and Buildings Strategy in October, low-carbon technologies have become even more of a talking point.

## Hydrogen's role

The Hydrogen Strategy has been welcomed by the heating industry, as green gas will play an important role in decarbonising heat in buildings and achieving the UK's net-zero targets. Introducing up to 20% hydrogen into the wider natural gas grid is a positive

first step, and the strategy provides key milestones for progressively building the network up to 100% hydrogen.

At Vaillant, we fully support hydrogen as a heating solution. We're already developing hydrogen-ready appliances ahead of the government's decision on hydrogen's role for home heating, due by 2026.



**Mark Wilkins**  
Technologies &  
Training Director,  
Vaillant UK

However, with 26 million homes on the gas grid, trials and testing will be fundamental during the next decade if the UK is to achieve its decarbonisation goals. The 2030s will see wider rollouts and further trials of hydrogen, but, as the strategy suggests, the transition may take decades.

## Timeline for hydrogen heating

In the 10-point plan published last year, the government set out its ambition for a hydrogen village by 2023, a hydrogen neighbourhood by 2025 and a hydrogen town by 2030.

However, if the first town is only converted to hydrogen in 2030 - and

there are an additional 4,000-plus towns in the UK - then any hydrogen-ready boiler installed in the late 2020s may never see hydrogen in its lifetime.

### Decarbonising heat and buildings

Time is of the essence when it comes to decarbonising heat - and heat pumps provide the best way to do this today.

In the future, though, we'll see a mix of hydrogen-fuelled boilers and heat pumps heating our homes, as there is no silver bullet to lowering the carbon emissions from the UK's diverse housing stock.

At Vaillant, we look forward to working with the government to support its ambitions of phasing out natural gas boilers by 2035, as well as contributing

to consultations to ensure the UK meets its 2050 net-zero target. In the Heat and Buildings Strategy, the government announced a grant of £5,000 for early adopters of heat pumps, which we anticipate will be launched in April 2022.

### We're investing in heat pumps

We're committed to going above and beyond to help the UK reach its net-zero target, and we've already invested significantly in this area. For example, from next year, we'll be manufacturing heat pumps in our factory in Belper, Derbyshire, to help meet the increasing demand for these products.

### What can installers do next?

With further testing, consultations and British Standards needed, it's clear that the government isn't yet ready to support a wider rollout of hydrogen. So, when looking at methods to decarbonise your installations, it's worth doing so with today's technology, using heat pumps.

However, in the UK, we need to substantially increase the number of heat pump installers to support both the ambitions laid out in the Heat and Buildings Strategy and the government's 'levelling up' agenda. At Vaillant, we offer a range of training courses to give you the knowledge and skills to fit these products, and we're developing new courses independently and with trade associations to ensure we can continue building the heat pump installer base.

Finally, installers should learn more about the impact hydrogen will have on the heating industry. So, we recommend attending our hydrogen training courses or speaking to your Regional Business Manager.

Head to [vaillant.co.uk/training](https://vaillant.co.uk/training) to sign up for our courses on heat pumps, decarbonisation and hydrogen >>>



Scan the QR code to listen to Mark Wilkins' expert views on hydrogen and diversifying your business with renewables on The Vaillant Podcast

At Vaillant, we're testing different mixtures of hydrogen in our existing heating products and preparing 100% hydrogen-ready boilers (left and below), as well as developing our heat pump range (right)



# GO WITH THE FLOW

Steve Court explains how to quickly and easily drain Vaillant's ecoFIT range of combi and system boilers

**D**raining Vaillant's ecoFIT combi and system boilers is an essential part of routine maintenance, and it couldn't be simpler. But lately, I've been hearing that some of our valued installers are struggling to stop water running down the outside of the drain hose when doing so. The drain point on the ecoFIT differs from other boilers - let me explain...

## YOU'LL NEED:



An 8mm (5/16") ID (inner diameter) rubberised pipe



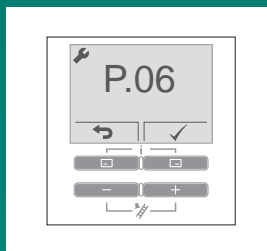
A bucket or suitable container to hold the drained water



A 6mm spanner or slotted screwdriver



**Step 1: locate the drain point beneath the boiler**



**Step 2: enter P.06 to fix the diverter valve to mid position**



**Step 3: isolate the boiler from the electrical supply**



**Step 4: close the flow, return and inlet valves**



**Step 5: attach the hose to the drain point**



**Step 6: open the drain valve until you hear air enter**

**1** Locate the drain point. Unlike the ecoTEC range, which has two drain points, the ecoFIT only has one. This is found directly under the pump next to the return pipe on the right-hand side under the boiler.

**2** Next, fix the diverter valve into mid position by selecting P.06. This ensures that the water in the main heat exchanger and in the hydrobloc will empty fully when the drain point is opened.

Use the buttons on the control panel in the following sequence:

- Press the and buttons together to call up the menu.
- Press the button.
- Use the **+** button to set the code to 17, then press the button to confirm.
- Press the button.
- Use the **+** button to select P.06, then press the button to confirm.

**3** Now isolate the ecoFIT from the electrical supply.

**4** Using the 6mm spanner or slotted screwdriver, isolate the boiler at the flow, return and cold mains water inlet.

**5** Attach a suitable length of 8mm hose to the drain point below the boiler.

**6** With a slow quarter turn of the drain valve anti-clockwise, begin emptying the water into the bucket. As the valve is first cracked open, you'll hear a rush of air - stop turning the drain as soon as you hear it.

The ecoFIT boilers have a special function that allows air to enter the outer edge as the drain point is opened. It's important to let this happen, as the air enters the hydrobloc to aid the full draining of the boiler. If you keep turning the drain point, the internal water pressure overcomes the air intake and water will run down the outside of the drain pipe attached to the outlet.

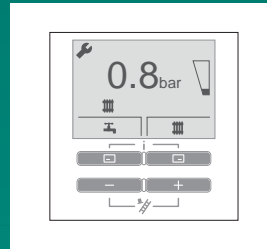
**7** After the initial pressure has dropped, the drain point can be completely opened until the boiler is fully drained.

**8** Once any work has been completed, you can refill the boiler. Open the flow, return and cold-water inlet valves, and turn on the electrical supply so that the screen can function. It will initially show a flashing pressure below 0.8 bar.

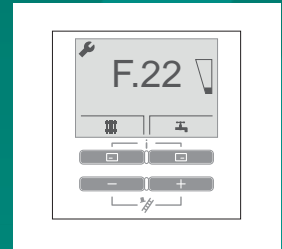
**9** The filling device (built into the sealed system models) can now be used to top up the pressure to the designed



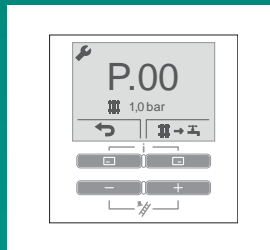
**Step 7: open the drain point fully to drain the boiler**



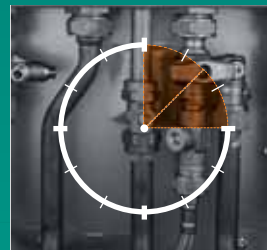
**Step 8: turn the boiler on, open the valves and refill**



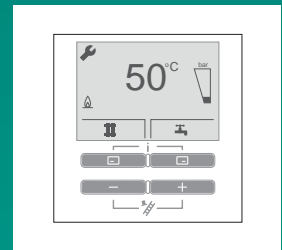
**Step 9: top up the pressure and clear the fault code**



**Step 10: enter P.00 to start the purge program**





**Step 11: the purge runs for 7.5 minutes per circuit**




**Step 12: return to the main screen to finish**

operating pressure. If the fault code F.22 appears, press the fault clearance key.

**10** Use the same sequence of buttons mentioned in step 2 to enter the P.00 code, then press the  button to confirm. This will start the purge program to de-air the hydraulic circuit and boiler.

**11** The purge program runs for 7.5 minutes per circuit (heating and hot water) and then terminates. The two circuits can be alternated manually by pressing the .

**12** Keep pressing the  button until the main screen is displayed to finish the sequence.



**Steve Court**  
Training Development  
Manager, Vaillant UK

# CAN A HEATING SYSTEM HAVE THE INTELLIGENCE TO THINK FOR ITSELF?

Full system solutions to meet all your needs.

At Vaillant, we're continuously innovating and pushing the possibilities of heating technology to provide full system solutions that synchronise and communicate with each other seamlessly.

The result? Reliable, state-of-the-art heating technology and efficiency for your customers. Effortless installation for you.

[vaillant.co.uk](http://vaillant.co.uk)

