

**Advance****BEHIND THE SCENES
AT A HEAT PUMP
INSTALLATION****CARBON
OPTIONS**What's the future
for gas boilers?**BUSINESS
MASTERCLASS**All you need to know about
search engine optimisation**ONWARDS
& UPWARDS***How Vaillant is backing your business*

The installer magazine from Vaillant

Your guide to Vaillant



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



HELLO

Welcome to issue six of *Advance* magazine, which aims to give you - our loyal installers - insights into all the latest Vaillant and industry hot topics. With two Vaillant Congress events now under our belt in 2019, and the Business Support Clinics continuing on until the end of the year, we hope to share even more knowledge about how we are going to continue our support for Vaillant installers, and what you can expect from us going forward into 2020 and beyond.

In these pages, we talk about decarbonisation and existing ways in which Vaillant can help reduce your customer's carbon footprint, and share our thoughts on the UK's emerging needs for the switch to hydrogen. We also take a look at an installation of our latest heat pump, the aroTHERM split, and give you useful tips on our domestic boilers and controls.

We hope you enjoy reading this advice-filled issue of *Advance* magazine and, as always, we'd love to hear your ideas for future magazine content. If there is anything you'd like us to cover in the next edition, just tweet us @vaillantUK using #AdvanceMag.

Klaus Jesse

Klaus Jesse
UK Managing Director



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IN THE PIPELINE

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

ADVANCE TO SNOW IS BACK!

Our first ever Advance to Snow incentive ski trip was a huge success, so we're bringing it back!

Our loyal Vaillant installers will once again be in with a chance to secure a spot on an amazing, all-expenses paid trip to Austria. This time, your target differs slightly from the previous one, and will take into consideration your existing Advance product registrations. **If you haven't already received your targets for this incentive, contact your local Area Sales Manager.**

DON'T FANCY THE TRIP? THEN CHOOSE THE CASH!

Log in to **Advance** to find out more



CHANGES TO ADVANCE

As part of our ongoing commitment to develop and improve our Advance loyalty programme, we have introduced a new tiered approach

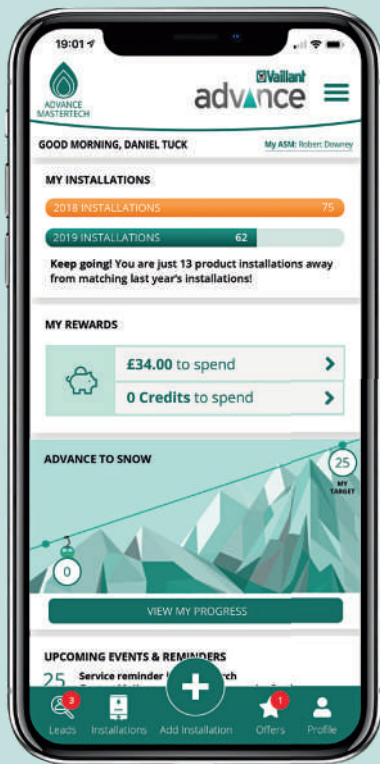
The three different tiers (Advance, Advance Pro and Advance MasterTECH) are based on an installer's loyalty to the Vaillant brand, rather than solely on the number of installations achieved in a year. This means that whether you're a small, medium or large business, you have the same chance of reaching the top tier. The benefits of the scheme will differ

from one tier to another, with credit and cash rewards increasing as you move up the rankings, and even more exciting rewards to unlock the further you go up.

The new tiered system is intended to be fair for all installers and will be constantly reviewed. We will work in the best ways with our loyal installers to ensure you get the most out of the scheme.



The aim of the new three-tiered system is to recognise our most loyal installers and reward them



A new improved dashboard gives you better visibility of your registrations, offers and more... all in one easy-to-navigate area!

In the pipeline

IT'S A WRAP! NEW ON ADVANCE

Van wraps are now available to download through Advance!

There are three different set designs to choose from, for Ford Transit, VW Transporter and Vauxhall Vivaro vans. All three designs are free and can be edited to your own specification. Simply log in to your Advance account and go to My Van Wraps, choose your design and pass them onto a van wrap company of your choice. You will then be able to take the Vaillant template and add your own branding and messaging.



**WIN A
£30K VAN
COMPLETE WITH
YOUR BUSINESS
BRANDING**

T&Cs
APPLY

AND DON'T FORGET...

you can still be in with the chance of winning a brand spanking new **VW T32** Transporter van! To find out more, visit vaillant.co.uk/BusinessSupport

COMING SOON
TO THE
ADVANCE
CREDIT
CATALOGUE!



FEELING FLUSH

A handy tool for the job

Make power flushing that little bit easier with the Spirotech flush connector. Connect this nifty device onto the system pipework without the need for any alterations, so each system can be thoroughly cleaned and flushed. The piece tightens onto

the manifold body (swivel) of the Boiler Protection Kit - simply drain off the system water, remove the filter housing and attach the flush connector. It comes with 10 spare O-rings, and further O-rings can be bought separately in packs of 10.

WHAT'S COMING UP?

Save the date!

The Vaillant team will once again be exhibiting at **PHEX Manchester** (16 and 17 October) and **PHEX Chelsea** (13 and 14 November). These events will give visitors the chance to get hands-on with our domestic range of products, speak to our team about Advance incentives and find out how Vaillant can further help you to boost your business. We look forward to seeing you there!



AUTUMN ADVANCE GIVEAWAY!

WIN
A MAKITA
DAB SITE
RADIO



We love to see pictures of our loyal installers working on Vaillant products and we enjoy seeing our loyal installers reading *Advance*. Tweet @vaillantUK with a photo of you or your workmates on site with this issue, using the hashtag #AdvanceMag, to be in with a chance of winning a Makita DAB site radio! Competition closes 31 October 2019. Terms and conditions apply.

Business support

WE'RE WITH YOU ALL THE WAY

now and in the future

We've been increasing our efforts to support installers this year with our Business Support Clinics and Installer Congress, and there's much more to look forward to...

Vaillant Installer Congress

We introduced our Vaillant Installer Congress events in 2018 as a way of gaining valuable feedback from installers around the country. The events gave installers the opportunity to voice their opinions about our products and future plans, which has proven vital in understanding how we can really help you grow and develop your business. The 2019 Congress events were no different. Held at the Royal Armouries Museum in Leeds and The Drum in Wembley, they gave us the opportunity to gain your feedback and expert insights, which will help us further shape and develop our strategic plans around you and your business needs.

Business Support Clinics

2019 is all about putting you, our loyal installers, at the forefront of everything we do. Reinforcing our long-term strategy to support installers all around the UK, including our lead-generating TV advertising campaign, our strategy this year is the first step of many to become your number one partner of choice, not only because of our wide product offering, but also the support we give you to help grow and develop your business.

Our Business Support Clinics are at the heart of this. Held at eight locations around the UK, they have armed our loyal installers with a



Photography: James Winspear

Installers visiting a recent Business Support Clinic at the Royal Air Force Museum in London benefited from the knowledge and advice of experts including Saatchi & Saatchi, Checkatrade and APHC



WHAT YOU SAY:

Installer feedback from Business Support Clinics

"All really useful, hard to find a fault... The event has made me consider how I run and market my business. I have been educated!"

"Picked up a lot of tips on how to make my business grow."

"The events were short, clear and concise... all useful in different aspects."



vast amount of knowledge and free advice from industry-leading experts such as APHC, Checkatrade and Saatchi & Saatchi.

"Our Business Support Clinics offer impartial, one-on-one access to experts on sales, marketing, tax, accounting and even your health and wellbeing, all tailored to address the challenges faced by the trade," says Alice Woolley, Marketing Director at Vaillant. "They are the first step in a long-term plan to develop even more hands-on support for our loyal installers, and are a direct response to your feedback."

Looking to the future

Also in the pipeline this year is the introduction of a much-anticipated Business Support Hub for installers. This platform is being developed based on the feedback we've received at our Business Support Clinics and Congress events and will provide you with a wealth of useful materials, such as the ability to add your own business branding to workwear, literature and advertising materials available on Advance, and much more.

The Business Support Hub will link in closely with your existing Advance account and give you the opportunity to use your Advance credits to further help you boost your business.

Our installer-focused events will continue into 2020, giving you even more opportunity to get expert advice tailored to your business. We want to continue engaging with our loyal installers on all levels and grow with your best interests in mind. //

Find out more about future installer events at vaillant-advance.co.uk)))



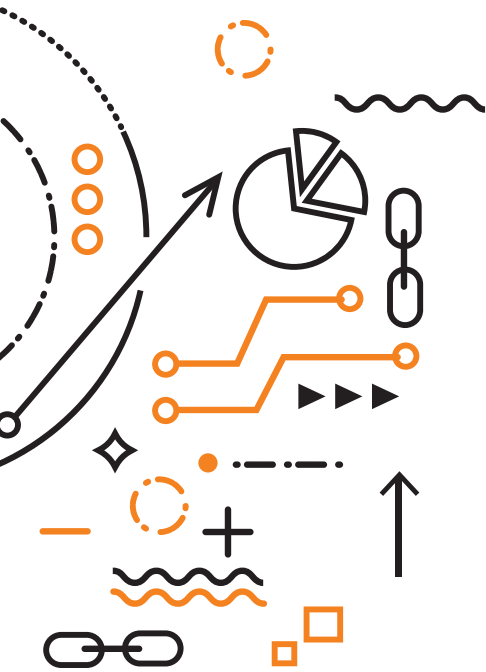
How to use SEO to boost your business

Installers visiting our Business Support Clinics were able to get specialist advice from renowned advertising agency Saatchi & Saatchi on how to market their business - including valuable tips on SEO

What is SEO?

SEO stands for search engine optimisation and is the work you need to do to ensure your website comes up when potential customers search on Google or other similar engines. Get this right and you can boost your business by becoming more visible to more customers.

Image: Shutterstock



TURBOCHARGE YOUR SEARCH RANKING IN 7 STEPS

1 Research keywords

Keywords are at the heart of successful SEO. Start by writing down as many words associated with your business as you can. Ask friends and family what they would search for. Think about what you do and where, "heating engineer" in "London", for example.

2 Use a research tool

A research tool will help you find any other keywords: ads.google.com or keywordtool.io are good places to start. You can also find more options for your list by checking the autofill suggestions when you type your keywords into Google.

3 Update your page title

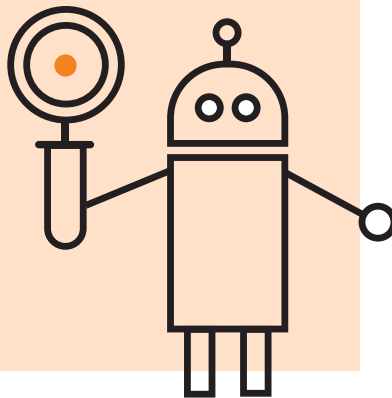
Take a look at your keyword list and consider how you might update your page title - this isn't your website's heading but rather the HTML <title> that sits behind it. You can find it in your content management system (CMS) or SEO plugin. The page title is what potential customers see in Google's search results.

4 Improve your meta description

Think of your meta description as a sub-heading below your title and include extra detail, including keywords if possible.

BONUS TIP

Register for Google Search Console, a nifty tool that will analyse your website and feed back on how to improve your search ranking.



5 Optimise page content

With your title and meta description in place, now's the time to update the content on your site to reflect your search insights. Weave your keywords into the headings and text throughout your site in as natural a way as you can - Google can tell if words are repeated excessively. Keep images near the copy they relate to and use keywords in the image name, alt text and description.

6 Spread the word

As well as optimising your website, there are other simple things you can do so it performs even better.

- Update all your business listings on social media and online directories with the same set of keywords you've used on your site.
- Try to use the same marketing terms and calls to action in all your listings.

7 Build links

This one takes a bit of practice! If search engines see that external websites link to yours, it promotes trust in your site and helps boost your page rankings.

- Find the directories and portals that are the most popular and make sure you are on them.
- If you know any other businesses you'd be happy to promote, include a link and ask them to link to your site.
- A site like majestic.com can help you find what links are popular with your competitors, pointing you towards sites you may not have considered. //

Look out for tips on pay-per-click (PPC) advertising in the next issue of *Vaillant Advance*)))

WORKING IN PERFECT HARMONY

Performance and reliability are what Vaillant is all about. That's why our products have been expertly designed and engineered to work to their full potential together.

Working in harmony with all the Vaillant range of domestic boilers and heat pumps, the uniSTOR cylinder range uses state-of-the-art insulation to give the ultimate efficiency

Installing a Vaillant boiler or heat pump with a Vaillant cylinder and control can not only increase the efficiency, but also increase the performance and longevity of the entire system.

uniSTOR

The uniSTOR cylinder range comprises three different types, slimline, pre-plumbed and standard cylinders, making them suitable for a wide range of systems and properties. Domestic uniSTOR cylinders come in a wide range of sizes up to 300 litres and are suitable for both boiler and heat pump systems. In addition, Vaillant also has two sizes of commercial cylinder, at 500 and 800 litres. The uniSTOR is suitable for almost all types of property with a sealed system or open vent boiler. They are particularly suitable for larger properties with multiple bathrooms and can often provide a higher level of hot water comfort.

Did you know?

- The Vaillant uniSTOR 800litre cylinder has a very impressive 7m² heating coil allowing a perfect match to our range of commercial wall hung boilers.
- You can use a heat pump cylinder for a boiler installation and achieve a fantastically low heat-up time.
- All domestic cylinders are supplied with a built-in immersion heater for extra homeowner peace of mind.

See right for what two of our experts say are the advantages of Vaillant's wider cylinder offering. //

To find out more about our uniSTOR or auroSTOR cylinder ranges and to find training courses near you, visit vaillant.co.uk/for-installers)))

EXPERT VIEW

Ian Johnson

Product Manager, Vaillant UK

- All Vaillant domestic cylinders include the components to comply with G3 and expansion.
- Our slimline cylinders are especially useful for fitting through loft hatches and the pre-plumbed alternatives are perfect for faster installs and no fear of missing parts when at the merchants.
- As well as the standard two-year parts and labour guarantee, our cylinders have a 25-year guarantee on their outer shell. In addition, pre-plumbed cylinders extend the guarantee to all pre-plumbed items for even more peace of mind.

Martin Butcher

Technologies Specification Manager, Vaillant UK

- By using a Vaillant VR10 temperature probe within the cylinder, information about the actual temperature of the cylinder is sent to the Vaillant control.
- Unlike a normal system where the boiler fires at full rate and temperature to heat up the cylinder, the Vaillant control allows the boiler to be fired at an output and temperature that is suitable for replenishing the heat in the cylinder without using excess energy or temperature.
- Intelligently and continuously monitoring the requirements for hot water heating in this way saves energy and maximises the efficiency of providing domestic hot water.

REMEMBER...
when you register your cylinder install on **Vaillant Advance**, you'll get **£10 cashback** and **100 Advance credits!**

“The uniSTOR cylinders are particularly suitable for larger properties with multiple bathrooms and can often provide a higher level of hot water comfort as long as there is adequate mains pressure”



The Vaillant uniSTOR range of cylinders has a single heating coil for both boiler and heat pump systems. All auroSTOR products have two coils allowing for twin heat inputs



ecoTEC plus 48kW and 64kW: **A CLASS APART**



More compact, accessible and lighter than their predecessors, Vaillant's ecoTEC plus 48kW and 64kW system boilers offer flexible solutions for a range of commercial and domestic settings

The ecoTEC plus 48kW and 64kW output system boilers are the newest addition to the wide range of Vaillant products. Introduced in April 2018, the two high-output models are a direct replacement of their predecessors. These models have a more compact frame and are significantly lighter - the 48kW weighs as little as 38kg.

These highly efficient boilers are fully CE-approved, PCDB-listed and suitable for installation in large domestic or light commercial properties. For best domestic hot water operation, the use of a Vaillant high recovery (heat pump) cylinder is recommended.

These compact boilers are a great solution for projects that have tight, restrictive spaces to work in, especially as both the front and side panels can be removed for much easier access. But the lighter and more compact frames aren't the only reasons why domestic installers should keep these boilers in mind for jobs requiring a larger output. See right for more on the ecoTEC plus 48kW and 64kW. **///**



A built-in shunt pump for a compact profile

TOP 4 FEATURES

1

Efficiencies and control

Both the ecoTEC plus 48kW and 64kW are ErP A rated, but can be improved to ErP A+ when combined with Vaillant's VRC 700 and 700f controls. These enable customers to control their heating via the VRC 700 app.

2

Stainless steel heat engine

Both models also feature a stainless steel heat exchanger, which is renowned for quality and reliability, but also delivers higher operating combustion efficiencies (94%) to minimise waste during operation. This also helps to reduce NOx and CO₂ emissions.

3

Installation, servicing and maintenance made easier

The in-built shunt pump helps to keep the overall footprint of the installation compact, and the removable front and side panels provide great access points.

The gas pressure test point has been relocated to the

isolation valve for easy front access to everything.

Both boilers feature a new gunmetal air separator with system pressure gauge, to remove fine air bubbles from the system. The internal ducted rain collector prevents rain ingress from the flue system depositing in the boiler casing, helping protect internal electrics.

4

Flexibility for all projects

The ecoTEC plus 48kW and 64kW can also be converted to LPG for projects that are unable to use a natural gas supply. In addition, they can be installed in cascade directly on a wall, or using the Vaillant cascade rig system for larger commercial projects.

MORE BENEFITS...

A five-year out-of-the-box guarantee (subject to conditions) as standard, for added peace of mind.

High-output domestic or light commercial boilers - outputs of less than 70kW make these boilers suitable for domestic installers.

Boiler Plus-compliant when fitted with a suitable Vaillant control system.

New stainless steel heat exchanger, providing superior heat transfer and highly efficient performance.

Easy installation and maintenance - an accessible layout allows all components to be replaced from the front of the boiler.



ecoTEC plus 48kW and 64kW in a cascade rig

For more on ecoTEC plus boilers, visit vaillant.co.uk **///**

A SMALL PRICE TO PAY

Steve Court explains how both large domestic or full commercial heating systems could suffer the same fate if water quality is not as it should be



Steve Court
Training
Development
Manager,
Vaillant UK


Spot the difference?

Following on from last issue's piece on the importance of water quality, I thought I would expand the subject to take in some larger appliances operating on bigger systems. This could mean anything from a large domestic installation to a full commercial install involving one appliance or several in cascade, putting in a brand new system or extending an older one. One thing we all know is that a sealed system is better than an open vent when it comes to keeping the water to a higher quality with the correct amount of protection. But what if there was a way of ensuring that the water quality going through the heating appliances you are going to install is guaranteed to be of the highest standard throughout the working life of the products, regardless of the system age - even if it is an older open-vented type that cannot be sealed?


Make sure you're covered

I think of it as a one-off insurance payment to guarantee that the appliances are going to have the best chance of not having to deal with the type of contamination shown in the picture at the top of this page. The solution simply involves adding a low-loss plate heat exchanger that Vaillant manufactures for any cascade of appliances in the ecoTEC range.

For systems with water volumes from 200 litres to 2,000 litres and more, the small investment of a low-loss plate heat exchanger could easily



Installers can take small steps to ensure a longer lifespan for a heat exchanger



The heat exchanger above cost a lot more than the one shown below

“The use of a low-loss plate heat exchanger pays huge dividends during the life cycle of a large domestic or full commercial heating system”



pay for itself in no time at all. The picture of the contaminated heat exchanger is from an ecoTEC appliance less than two years old fitted without a plate heat exchanger on a system that was cleaned, and treated with inhibitor, but not to the required standard.

Demonstrable benefits

A low-loss plate heat exchanger would have made the difference in this case, and we can prove that it would have cost less in several ways, including:

- The system would not have been off for the amount of time that it took to replace the boiler.
- The cost of remedial work on cleaning the system before a new appliance was commissioned would be avoided.
- The amount of inhibitor used to treat the sealed circuit between the plate and the appliance would be significantly less (although the heating circuit would still need to be treated).
- The ongoing water quality check would be quicker, easier and cheaper.

At every level of argument, the use of a low-loss plate heat exchanger pays huge dividends during the life cycle of a large domestic or full commercial heating system.

We should let the end user make the call on cost, but we should also be advocating best practice when it comes to large output appliances. When a low-loss plate heat exchanger is used, it will

Above left: Small plate for mounting under appliance
Below: Large plates for cascade systems

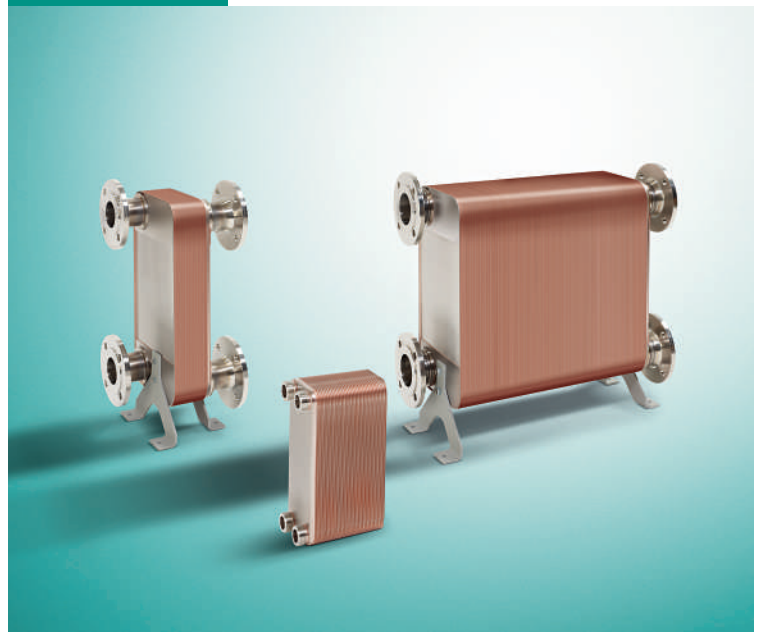
mean a second circulating pump needs to be added to the heating circuit. That's why all Vaillant large output appliances have a built-in pump connection on the PCB, so it is easy to install and wire and will work as the main system circulator. The appliance pumps act as shunt pumps for the start-up process - in other words the system pump comes on after the appliances have fired and stabilised.

Delaying the ageing process

Vaillant will always recommend the use of plate heat exchangers on large systems - in fact, it is mandatory for all outputs from 80kW upwards. This means that if, for example, you have two 48kW ecoTEC plus appliances fitted in cascade, a plate heat exchanger must be used.

We frequently get asked during training sessions questions along the lines of, “When does a new heating system become old?” The answer to that is very simple really. The age of the system will be determined on the day it is first filled and commissioned by the commissioning engineer, and if a low-loss plate heat exchanger is fitted, it will age very slowly. //

See the full range of Vaillant products at vaillant.co.uk)))



The future of gas boilers

TIME FOR ACTION

With climate change arguably the greatest challenge facing the world today, it's imperative that those in the industry take practical steps to ensure a low-carbon future, explains Vaillant Head of Training & External Affairs Mark Wilkins

Emissions from buildings, transport, power generation, agriculture and industry all contribute to our national carbon output. The challenges to decarbonise each sector are different, but heating is particularly challenging due to the UK's diverse stock of different property types.

There have been a number of steps forward this year. The government has pledged to ban fossil fuel heating in new-builds from 2025 and to set world-leading levels of insulation, whatever they may be, through the Future Homes Standard. The Committee on Climate Change said that decarbonisation of heating is "necessary, feasible and cost-effective" in its *Net Zero: The UK's contribution to stopping global warming* report, while the "net zero by 2050" target has been enshrined in law through an amendment to the Climate Change Act.

The political will is there but pinning the future of the environment on a single type of fuel or technology is neither viable with our current infrastructure, nor suitable for our diverse communities and housing stock. Instead, a more complex approach is required: one that

begins with insulation to reduce energy consumption and incorporates multiple technologies, including heat pumps and boilers powered by hydrogen and other green gases, which are bolstered by intelligent heating controls.

Forward planning

Driving energy efficiency and using low-carbon heating sources is easier to implement in new-build properties where these solutions can be designed in at an early stage. Every high-carbon heating system installed in a new build today is a lost opportunity for decarbonisation, so we should ensure that new homes are future-proofed with low-temperature heating systems and space for water or battery storage to enable upgrades.

Decarbonising heat in the replacement market is clearly more challenging. That said, there are steps we can take and the first obvious one is to target older, inefficient non-condensing boilers. Since 2005, over 95% of boilers installed in UK homes have been of the condensing type, however it is estimated that between 4 and 6 million homes still have older boilers. Exploring opportunities with

Mark Wilkins
Head of Training
& External Affairs,
Vaillant UK



Boiler Plus and other measures will help to reduce a home's carbon emissions, as will educating homeowners on how to best use their new heating systems.

Heat pumps are another option and Vaillant now offers a variety of air, ground and domestic hot water heat pumps for a range of applications. Training courses are also available to support installers to transition to these low-carbon technologies.

Training is key

There is no "silver bullet" in terms of a single technology that will deliver a low-carbon future. A range of technologies including heat pumps, solar, heat networks, biogas and hydrogen will all play a role. To ensure these low-carbon technologies are correctly selected and systems are designed, installed, commissioned and optimised properly, it is essential that we upskill the workforce across the supply chain.

The Committee on Climate Change report recommended the introduction of a nationwide training programme for designers, specifiers and installers. We welcome this and believe that it should not only be considered by the government but implemented as soon as possible. We also think some form of funding would be a huge benefit to offset the costs incurred by installers who invest in training for the future.

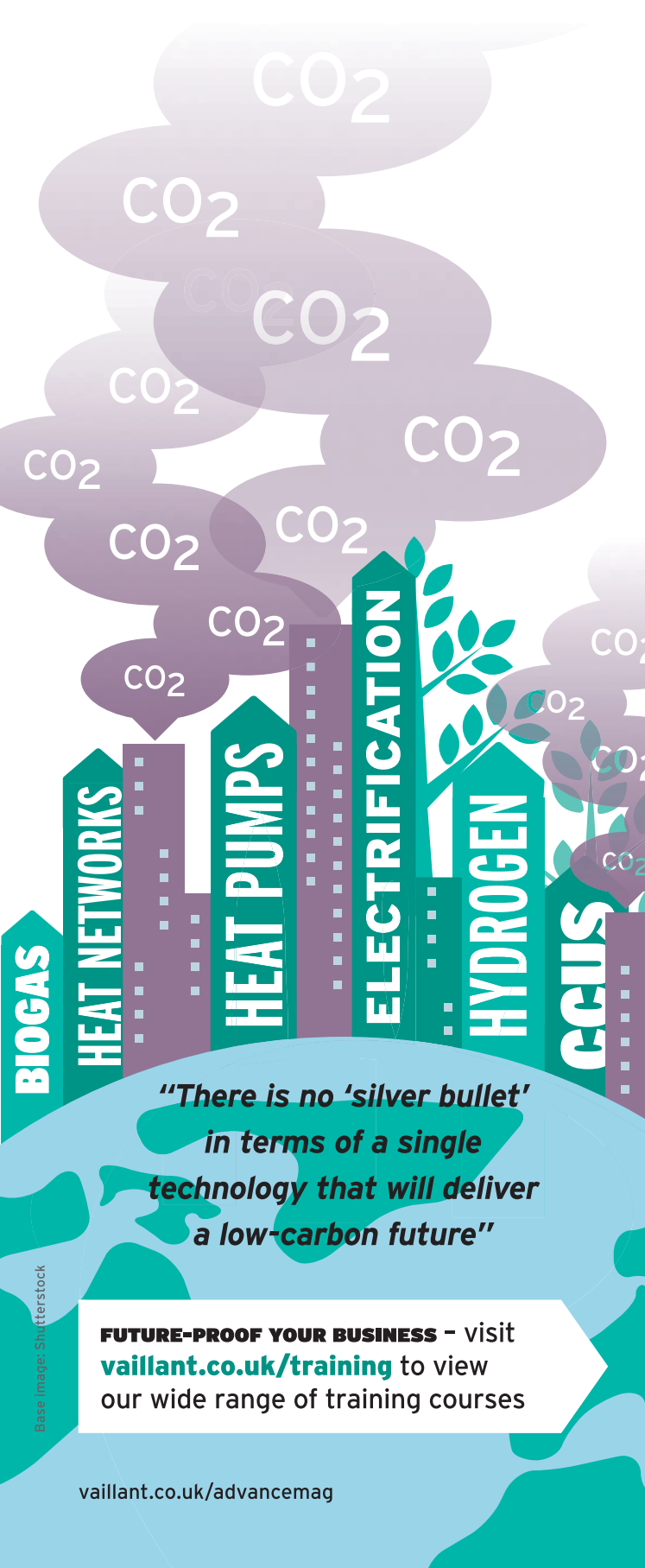
Alongside this national training programme, a regulatory and support framework for low-carbon heating is required to address the funding gap.

As an industry, we can continue to talk about the future, or we can act. It is very clear that we need to act now and the feedback I get from installers, specifiers and designers is that they are ready, willing and able to make a difference. /

Minimise energy use through high levels of insulation

Generate heat with low-carbon solutions

Use energy wisely with intelligent and connected controls



*“There is no ‘silver bullet’
in terms of a single
technology that will deliver
a low-carbon future”*

FUTURE-PROOF YOUR BUSINESS - visit
vaillant.co.uk/training to view
our wide range of training courses

Base image: Shutterstock

DECARBONISATION: THE OPTIONS

HEAT PUMPS

A heat pump takes energy from the air, ground or water and uses it to heat radiators, underfloor heating systems or domestic hot water. Heat pumps are electrically operated devices that are both highly efficient and environmentally friendly.

GREEN GAS

A wide-ranging term that includes gases derived from biodegradable materials or hydrogen, used in the same way as natural gas. Green gases are so called because their carbon levels are much lower than fossil fuels.

ELECTRIFICATION

Once seen as the only way to decarbonise home heating, electrification is the wide-scale uptake of electrical heating and hot water systems. There is a need for increased generation capacity and demand management to level out the peaks and troughs currently experienced across the country.

HYDROGEN

Used widely in the UK up to the early 1970s as a major component of town gas, hydrogen is about to have its day again. Produced from

reformation of natural gas into carbon and methane or through the electrolysis of water, the only emission of burning hydrogen is water vapour. Conventional gas boilers will need to be redesigned to work with hydrogen, something Vaillant is currently working on. The government is investing heavily in research projects for hydrogen creation, carbon capture and hydrogen distribution.

HEAT NETWORKS

District heating, block heating and collective systems are all examples of heat networks. A single (or cascaded) heat generator provides heat for multiple properties whether on a property, street or district basis. Heat networks are suitable for use with gas or renewables, but must be designed with future low-carbon requirements in mind.

CARBON CAPTURE, UTILISATION AND STORAGE (CCUS)

CCUS is the capturing of carbon from some forms of electricity generation, industrial processes, or even directly out of the air, in order to lock it out of the atmosphere. While this may seem a perfect solution, CCUS is still in the early days of development in the UK. ▮

Inside the installation of an aroTHERM split

Mark Hastie, Managing Partner of Glasgow-based renewables specialist BlueTech Energy, discusses the recent installation of Vaillant's air source heat pump aroTHERM split in a large domestic property



Mark Hastie
Managing Partner,
BlueTech Energy

Tell us a little about your company...

BlueTech Energy has now been trading for just over four years. We specialise in renewables, and we don't do anything else other than renewable technologies. We fit air source heat pumps, biomass boilers, solar panels - a full suite of products, particularly aimed at the new-build market. Because of Scottish building regulations, there is a higher demand for renewables on a new-build property than there is in England, Wales or Northern Ireland.

Our clients are architects, small builders, timber-kit manufacturers etc. We know that if someone is building a new house [in Scotland] then they have to put in a renewable product.

How long have you been fitting Vaillant products?

We've been working with Vaillant for just over 18 months. I've been over to Germany to the research and development unit to see the products being tested and made, and to understand a bit more about the company.

Why do you choose Vaillant products?

One of the reasons for choosing to work with Vaillant is that its product is quality - there are no two ways about it. Because we're an Advance Partner, we're able to give our clients a seven-year warranty on the product, which gives them peace of mind that, in the unlikely event of a breakdown, Vaillant will be on hand to rectify the problem.

The domestic Renewable Heating Incentive (RHI) lasts for seven years and to have a warranty

mirroring that is a fantastic opportunity for the client. Vaillant is consistently investing money into new technologies and that's a positive for us. It doesn't rest on its laurels and continues to develop new products, such as the aroTHERM split.

Can you give us some background to this particular domestic heating project?

This project is for a regular customer of ours and was the first in which we used an air source heat pump. In all of the previous properties for this client, we've managed to adhere to building regulations by fitting solar panels. In this particular instance, it was a rather large property and the demand was 3kW of solar in order to meet regulations. But because of the design, there wasn't sufficient roof space to site that many panels. So we decided to use an air source heat pump to enable compliance.

The property is in Bearsden, a suburb of Glasgow. It's a big six-bedroom house for a family who go through lots of hot water. They love the system, there's been no complaints about it!

What savings is the client expecting to see and how will they benefit from RHI?

The air source heat pump also made more financial sense for the client. Fitting it meant they qualified for the RHI, which will cover almost all their costs.

Why was the aroTHERM split specified over the aroTHERM monobloc for the project?

When we sized the property, the aroTHERM split

"One of the reasons for choosing to work with Vaillant is that its product is quality - there are no two ways about it"

proved to be a better solution for the customer's property in terms of heating output, compared with the monobloc aroTHERM. The split is a more powerful unit when the temperatures are lower. The co-efficient of performance of the heat pump is better and therefore it met with the peak heat load for that particular property. We chose the split on the recommendation of the design team at Vaillant and worked with them to find a solution where we could use a single heat pump rather than fitting two. The split allowed us to do that.

How easy was the aroTHERM split to install?

The product was fairly easy to put in - we had good support from Vaillant and the team came along and commissioned the unit with us because it was one of the first to be installed in the UK. //

Want to get into renewables?
 Visit vaillant.co.uk/training to view
 all our available training courses)))



**aroTHERM split:
 benefits at a glance**

EASY INSTALLATION

Improved transport and handling so it can be installed and commissioned in one day.

STANDARD FOOTPRINT

All outputs have the same footprint for simplified specification and installation.

SOUND SAFE SYSTEM

Exceptionally quiet operation allows for flexible siting options.

APP-BASED CONTROL

Installation wizard for easy set-up and weather compensation, controlled via a mobile device with the VR920.

A++ ERP RATING

Highly efficient for lower running costs and higher RHI payments.

PRE-CHARGED

Pre-charged heat pump for 15m pipe installation.

MODULATING PERFORMANCE

Automatically adjusts power to maintain comfort and optimise efficiency.

HOT WATER SUPPLY

Excellent hot water production supplied via the Vaillant uniSTOR HP cylinder.

Above: an aroTHERM split installed outside a new-build Glasgow property. Right: Renewable energy from an aroTHERM split powers the home's heating and hot water system



Driving sales

BACK IN THE COMFORT ZONE



As the nation gets ready to turn the heating on, our 2019 multimillion-pound advertising campaign returns, aiming to boost brand awareness with homeowners, capture leads for installers and make life easier when quoting. That's comforting

The Vaillant Comfort for Your Home campaign restarts in September and runs to the end of the year, with TV advertising ensuring our core ABC1 homeowner audience will see the Vaillant brand across channels including Channel 4, ITV, Sky One, Eurosport, Sky News, Film4 and Discovery.

We're also introducing radio into the campaign mix by securing a sponsorship deal with independent national radio station Classic FM. This is the station with the highest number of Vaillant homeowner listeners and will complement TV to generate more advert frequency. Classic FM will also run competitions to engage listeners with the Vaillant message and, with more than three million social media followers, the deal will extend our reach.

A winning strategy

The new TV advert focuses on the comfort of hot water, with a smart, luxurious bathroom drawing viewers into a scene showing a warm, relaxing bath as rain rattles against the windows. Homeowners learn that a new A-rated Vaillant boiler could reduce energy bills by up to 30%, a claim supported by *Which?* Best Buy and Quiet Mark awards and a 10-year guarantee.

And that's not all. We're also investing in digital advertising to capture homeowners searching for a new heating system, with both digital display and search engine advertising driving more customers to the Vaillant website to find local installers.

Since its introduction in 2018, the Vaillant Comfort for Your Home TV advert has been seen by more than 66% of adults in the UK, generating thousands of leads for our loyal Advance installers. **▶**

Don't forget to log in to your **Advance** account and download our new digital asset pack and order quote folders and homeowner literature.

Seen us on TV?
Share a photo of you watching our new ad on Twitter using **#comfortzone** and get 50 credit points!

TV CAMPAIGN IN NUMBERS

1.8m

the combined number of times the ad has been viewed

73.5

hours aired

8,821

the number of times the ad has appeared on screen

3,847

the number of primetime TV showings on channels including ITV, Channel 4 and Channel 5

66.7%

of all adults in the UK (34.4m) saw the advert an average of 5.2 times

Heating Hot water Renewables

We're backing your business with a brand NEW van

Wrapped in your business branding!

*T&Cs apply



We're giving two lucky installers the chance of driving away in a brand new Volkswagen Transporter T32 SWB Diesel 2.0 TDI BMT 150 Highline van, with their own custom business branding.

Find out how to enter at vaillant.co.uk/BusinessSupport



Proudly supporting installers