

Advance

**SUPPORTING
INSTALLERS
ONLINE**

**PROBLEM
SOLVED**

*You told us
you wanted
fault-code
tips in this
issue, and we
listened...*

**1 INHABITANT
235KM NORTH OF
THE ARCTIC CIRCLE
1 VAILLANT
HEAT PUMP**

Your guide to Vaillant



Installer technical helpline

0344 693 3133

technical@vaillant.co.uk

Homeowner technical helpline

0344 736 0049

Order literature

01773 596 013

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

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info@vaillant.co.uk

Renewables helpline

0330 100 3540

aftersales@vaillant.co.uk

Commercial helpline

0207 022 0927

commercial@vaillant.co.uk



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



HELLO

and welcome to the second issue of *Advance*. Our mission is to put you, our installers, at the heart of our business, and we hope that shows in these pages. Thank you to everyone who got in touch to share your thoughts on the first issue. It's important you let us know what you want to see in future editions. We've already had a huge amount of feedback, which we have included with this issue (fault-code tips on page 20). We hope this shows you how seriously we value your input.

Also in this issue, we look at our long-term vision of renewable heating solutions and our brand new homeowner marketing campaign: Åke (right, centre) is raising awareness of renewable heating solutions to millions of homeowners in the UK. Also, read about how we're investing in a state-of-the-art, multimillion-pound research and development centre to ensure our renewable heating solutions maintain their industry leading technology. We discuss how the Boiler Plus legislation is developing, and how it's affecting everyone in the heating industry. And how Vaillant has the right solution for you and your customers.

Enjoy issue two of *Advance* magazine, and remember to send feedback to the @vaillantUK Twitter page using #Advancemag, or you can email us at Advancemag@vaillant.com

Klaus Jesse

Klaus Jesse
UK Managing Director

Photography: Steve Morgan



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IN THE PIPELINE

Spring 2018

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



WEEKEND FOR TWO UP FOR GRABS

Fancy winning a weekend for two in the Czech Republic? Hit your first Advance To Go target to get £100 cashback. Hit your second target and you can choose from £400 cashback or the trip to the picturesque and historic city of Prague.

Vaillant Advance installers have until 30 June this year to hit their miles targets. To see what your miles target is and how close you are, log on to the Advance website.

The beer capital of Europe

Prague is one of Europe's oldest, most beautiful and exciting cities. During your stay, you can visit Prague Castle, which is more than 1,000 years old and the largest in the world. Stroll through the beautiful old town - listed by UNESCO as a World Heritage site - or choose from some of Europe's best restaurants and gig venues. Pack even more in by taking a guided e-scooter tour of the city's most famous monuments.

And of course, there's the beer. The Czechs have long been European leaders in beer-making. Breweries locked behind the iron curtain maintained traditional techniques, giving Czech beer its unique, superior flavour and crispness. And that's why Prague is a beer lover's paradise. Log onto the Advance website and start smashing those miles targets!

For more information visit vaillant-advance.co.uk >>>



Efficient to the max

The new ecoTEC plus 424 LPG open-vent boiler will be available in the UK from this month (April).

The new ecoTEC plus 24kW open vent is specifically designed to work with LPG. But otherwise it's almost identical to our other boilers. The ecoTEC plus 424 LPG is highly efficient, easy to install and is supplied with a standard flue section (top horizontal) as this is the only flue configuration currently allowed. The installer will need to position a metal restrictor plate into the flue turret for this model, which comes with the

boiler. And of course, it is built to the same high standards as other Vaillant products.

The new Vaillant ecoTEC plus 424 LPG offers installers a product specially designed to give customers, particularly those in remote locations, a modern, easy-to-use, efficient heating and domestic hot water system.

Order the new ecoTEC plus 424 LPG today.

Order the ecoTEC plus 424 (article number 0020231355) from your local Vaillant merchant or go to vaillant.co.uk for more >>>

Product update: Condensate termination

We've recently had questions regarding the depth of the trap in the latest range of Vaillant boilers that use the patented, self-sealing trap, and the termination methods allowed for the condensate drain.

The British standard that deals with the termination of condensate from condensing boilers is BS 6798. Historically, this standard has quoted a minimum trap depth requirement of 75mm.

This is to prevent the potential evacuation of the condensate trap water volume and loss of effective seal with the boiler when connected to a soil stack. The advancement of technology, and the creation and subsequent patenting of the new Vaillant design of trap with self-

sealing mechanism and float, means that this 75mm requirement is met by the new trap.

No additional type of trap is necessary when installing Vaillant boilers. However, in each case the condensate should have an effective vent when discharging.

This can be provided externally via an open-ended pipe or internally via the sink overflow if connected to a sink waste. The termination method must comply with one of the options laid out in the standards.

Diagrams of the termination methods approved under BS 6798 can be found at vaillant.co.uk or your local area sales representative will be able to advise >>>



BEST IN SHOW

Vaillant is on the road in 2018. Between 8 and 10 May we'll be at the Installer Show, in Coventry's Ricoh Arena. Pop in to catch up with the latest heating technology, say hi and take advantage of all our exclusive event offers.

We'll also be at PlumbEx in Dublin. Come and see us between 4pm to 9pm on 30 May, or between 9:30am and 4pm on 31 May.

And by the time you're reading this, we'll just be back from the Heating Installer of the Year Awards: Well done to everyone who took part!



Vaillant and National Energy Action (NEA) partnership continues

Vaillant is pleased to announce that its partnership with National Energy Action will continue for the rest of the year. The NEA, which aims to end fuel poverty, is our chosen charity for the social housing part of the business.

Our first fundraising event of the year was in February when Vaillant staff took part in NEA's Biggest Housewarming day, raising more than £250, in addition to the £10,000 donated last year.

"Vaillant has a commitment to ensure that we do the utmost to help end fuel poverty," said Alice Woolley, Vaillant's Marketing Director. "Our systems provide optimum efficiency, saving money."

NEA Chief Executive Adam Scorer also added: "We are delighted that Vaillant is helping us to raise awareness and funds for a cause affecting around four million UK households. We look forward to continuing our partnership."

Greener, better and now cheaper

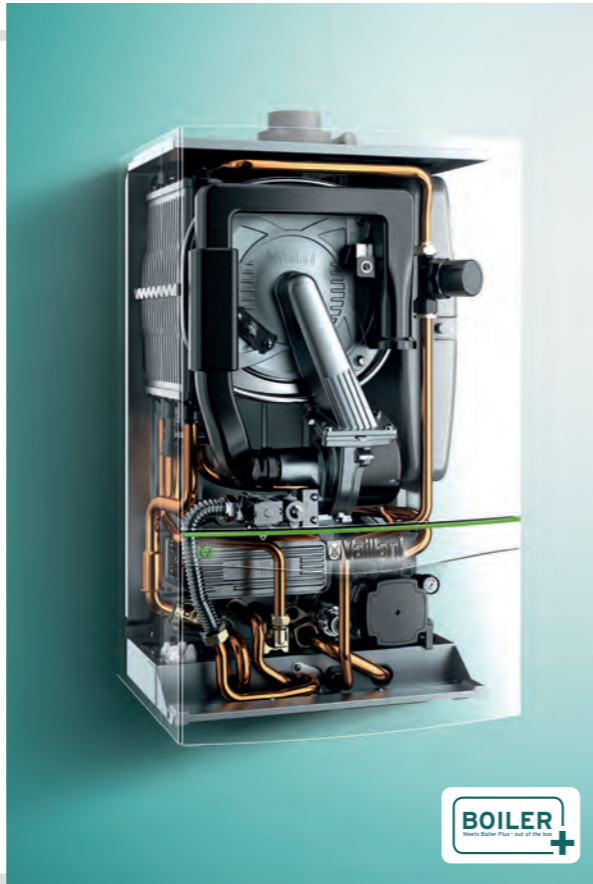
Great news! Our top boiler has just got even better. The price of the ecoTEC exclusive with Green iQ range has just been reduced following installer feedback.

Need any more convincing? The ecoTEC exclusive with Green iQ is not only super-efficient with its extra-condense heat exchanger and in-built passive flue gas technology, it meets Boiler Plus regulations too.

It's also super-smart as the model is compatible with the vSMART control and ambiSENSE TRVs, meaning you can offer your customers room-by-room control of their heating and hot water from the app. Advance installers get a free seven-year warranty, £15 cashback and 30 credits for each one registered through the Vaillant Advance scheme.

Order your ecoTEC exclusive with Green iQ from your local Vaillant merchant today >>>

| Article number | Product name | New list price (April 2018) |
|----------------|--|-----------------------------|
| 0010017064 | ecoTEC exclusive 35kW combination boiler | £2,475 |
| 0010017065 | ecoTEC exclusive 43kW combination boiler | £2,880 |
| 0010017063 | ecoTEC exclusive 27kW system boiler | £2,275 |



Photography: Steve Morgan



Commercial coup for UK plant

Two new commercial boilers, the ecoTEC plus high-output 48 and 64kW models, are being manufactured in the UK.

Vaillant's plant in Belper will be the global manufacturing centre for the new boilers, exporting to Europe, China and South Korea, with more markets expected to follow.

The new boilers are 94% efficient, smaller than their predecessors and easy to install, especially in tight

spaces as the front and side panels can be removed.

They come with the same ecoTEC controls that are familiar to installers. And because they are rated at less than 70kW, domestic installers can fit them without having to retrain for commercial Gas Safe certification.

See overleaf for more about the new Vaillant ecoTEC plus high-output 48 and 64kW boilers >>>



advance

REWARDS FOR RENEWABLES

Did you know that installers registered on the Advance scheme can claim for Vaillant renewable products too?

When you fit Vaillant renewable products, you can get up to a seven-year extended guarantee

on heat pumps, plus cash rewards and credits to use on workwear and other business items in the online catalogue.

Join Vaillant Advance at vaillant-advance.co.uk >>>





Made in the UK

Exciting news - the new ecoTEC plus high-output 48 and 64kW boilers will start rolling off the production line in Derbyshire this month



Each boiler is made by a single operator

Britain will now be the worldwide manufacturing centre for the ecoTEC plus 48 and 64kW, which are the first high-output boilers to be manufactured at Belper. Now every single Vaillant boiler sold in the UK is made in the UK. Demand for high-output boilers has been consistently growing in the UK, and the production of the new ecoTEC plus boilers will provide a more agile manufacturing approach to cater for market needs. The boilers are built on the flagship Green iQ production line - a testament to its high standards and the success of the UK plant. It's not just the UK that has recognised the benefits of high-output boilers. Vaillant UK will also export to nine European markets, as well as South Korea and China - with more to follow.

Each boiler is made by a single operator from start to finish to ensure the highest quality. A total of 900 checks are completed on every boiler, which is one of the industry's most rigorous quality-control routines, meaning both you and your customers can rely on the new boilers to provide years of reliable service.

"The UK plant at Belper is already recognised for exceptional manufacturing facilities and dedication to quality control, but it is great to see that the UK has been selected as the location to manufacture these boilers, thanks to growing demand in the UK," explains Stacey Booth, Vaillant's Marketing Communications Manager for Commercial and Renewable Systems.

Photography: Steve Morgan

Compact and light

Smaller and more efficient, ecoTEC plus 48 and 64kW boilers are approved and suitable for installation in both domestic and commercial properties. If a project is under 70kW net input, then installers will be able to fit the new models under their existing domestic qualifications. Both models are compact in size and much lighter than their predecessors, with the 48kW weighing as little as 38kg. This is great news for installers, as they are ideal 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. They can also be cascaded on a wall or rig system, so offer a range of solutions for commercial installers who need a compact alternative to a much larger commercial boiler.

Despite their size and outputs, the ecoTEC plus 48 and 64kW are incredibly efficient. The new design achieves operating combustion efficiencies of 94% to minimise waste during operation - meaning a reduction in carbon dioxide (CO₂) and NOx emissions. Both models are ErP A rated and when combined with the Vaillant VRC 700 wired/wireless controls, this can be improved to an ErP A+ rating.

What's more, both boilers also come with a five-year guarantee out of the box, subject to registration.

What this means for installers

Domestic installers who are looking to grow their business could benefit from the increasing demand in the larger domestic and small commercial markets. The new ecoTEC boilers are suitable for domestic installers as they are under 70kW and similar to the smaller domestic projects that they are accustomed to working on. These types of projects can provide greater profit, offering upselling potential and variety.

"The ecoTEC plus 48 and 64kW provide a great opportunity for installers to expand their work into larger domestic and small commercial projects, so long as they are below 70kW. Vaillant even offers dedicated training for installers, to help them understand and succeed in these markets," says Stacey.

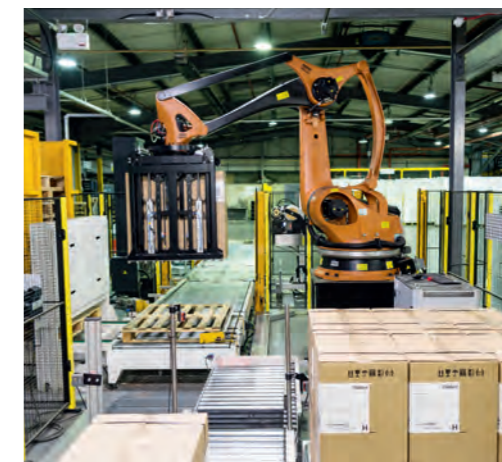
Commercial installers working on projects over 70kW will see the potential these boilers offer when cascaded. Not only are they ideal for restrictive spaces, but their reduced weight

makes manual handling on site much easier and safer. There is also a range of compatible system accessories, including flues, plate heat exchangers, cylinders and non-return valves. This ensures that installers can specify and install the perfect system for their customer's needs.

"These boilers are something Vaillant is very proud of, and by catering for both the commercial and domestic sectors, also offer great opportunities to all installers," says John Bailey, Vaillant's Sales Director for Commercial and Renewable Systems. "Vaillant originally introduced high-output boilers to the UK back in 2006 and has since become the market leader for this sector of the market. This has been a result of our dedication to performance, efficiency and the superior quality that our high-output boilers deliver, ensuring both installers and their customers are happy with the results."

Training courses are available for domestic and commercial installers at the seven Vaillant Centres of Excellence. These can help installers familiarise themselves with products and also offer help and insight into both specification and installation. Installers who visit the Belper training site can also watch the manufacturing line in action and see first-hand how Vaillant boilers are built. //

Contact your Vaillant merchant and order the new ecoTEC plus 48kW (0010021520) and 64kW (0010021521) boilers today !!!



ecoTEC plus 48 and 64kW vital stats



Belper, Derbyshire

Manufacturing centre for ecoTEC plus 48 and 64kW

1,000

Commercial boilers made per week

1

Number of people who work on each ecoTEC plus model





TURNING THE COLDEST PLACE...



...INTO THE COSIEST

Here's how Åke keeps his house warm in Arctic temperatures. And how Vaillant is investing in a renewables future...

How do you warm up one of the coldest places on earth, where the temperature plummets to -40°C and winter lasts seven months? And where it's very hard to fit a conventional gas boiler? No problem. All you need is a Vaillant heat pump.

As part of our new renewables marketing campaign for 2018, we've filmed the story of Åke - an 80-year-old who runs a weather station in Naimakka in Sweden. He lives on his own, having taken over the running of the weather station from his parents in 1981, and the nearest neighbour is 3km away. "I keep an eye on the weather," he says. "The weather alters rapidly, which is why it is interesting for meteorologists to know what is happening here."

Until now, Åke's been heating his house with just a wood stove, resulting in frozen pipes that he had to thaw out using an electric machine. Vaillant took on the challenge of helping him by installing a heat pump - perfect for this wilderness where a gas-fired boiler isn't an option. And one that satisfies his environmental concerns. "These devices are helping to combat climate change. We must do something in all aspects of life, whether it's using a bike instead

of a car, or installing eco-friendly heating technology."

Through Åke's story, we want to make homeowners aware that Vaillant offers innovative heat pump solutions. Our renewables campaign will generate leads for our Advance Renewable partner installers through a six-figure investment in a digital marketing campaign, targeting thousands of UK homeowners.

Leading on renewables

Vaillant also wants to do its part to reduce carbon emissions and help consumers become more energy efficient. Our combined efforts will help the government increase the proportion of renewable energy used from less than 2% to 15%, and cut greenhouse gas emissions by 20% by 2020.

Part of this commitment is ensuring we design only the most energy-efficient products, and that's why we created the Green iQ label. Green iQ products are not just energy efficient - they combine eco-friendly heat generation with smart, internet connected controls, meaning homeowners can control their heating pump from an app.

Vaillant's range of flexoTHERM heat pumps were one of the first product



ranges within Vaillant to be labelled with the Green iQ status. They achieve an ErP rating of A++ and are at least 85% recyclable at end of life.

To demonstrate our commitment to this sector, we've invested in a €54m research and development centre in Remscheid, Germany - with more than 230 testing rigs, 21 climate chambers, and a drop test and wind testing lab. We've also created a new heat pump business unit to support this, with a dedicated team of 50 focusing on heat pump technology and integrated energy solutions. All of this cements Vaillant's commitment to the electrification of heat and future international demands. //

Watch Åke's story, join Advance or book a training day at vaillant.co.uk >>>



Alan Murray explains why Vaillant's field service engineers lead the way in renewable knowledge and expertise...

BEHIND THE SCENES

Renewables Systems Service Team

Think for a lot of installers, when they hear 'Vaillant', what comes to mind is gas boilers," says Alan Murray, Service Support Manager for the Renewables Systems Service Team. "But the renewables division is one of the fastest-growing parts of the company."

Alan leads a team of engineers serving a growing install base for Vaillant's renewable technologies. Renewable heating solutions include air source, ground source and hybrid heat pump systems alongside solar thermal heating.



INSTALLER SPOTLIGHT



Ian Rice, Vaillant installer

Ian has been installing Vaillant boilers for an amazing 31 years and is keeping it in the family...

"I found out I was going to be a dad from a phone box in Germany when I was training to be a Vaillant engineer. Now Arron, my son, is a grown man who has also spent years working for Vaillant. And his brother Conna works with me, installing and servicing Vaillant heating systems."

"I knew Conna was going to be OK when customers said he was a credit to my wife Kerrie and me. We call her his 'trade union'. You can't underpay a man when his mum's the other half of the company!"

Ian spent 10 years as a Vaillant engineer before setting up his own company, Gastech, in Northampton in 1997. "Even though I'm independent now, I still feel part of the brand. The products are the best and the backup is brilliant," says Ian.

Vaillant says: "It's been great working with Ian over the years. Thank you for your dedication and support!"

Heat pumps are the fastest growing renewable technology within Vaillant UK. As an international brand it has invested in manufacturing only the most efficient solutions for homeowners all over the world.

"These systems offer customers lower fuel bills and high efficiency ratings. They're great for the environment, reducing reliance on fossil fuels. And they're perfect for people living in areas without mains gas," Alan explains. "We're seeing high rates of adoption on new housing developments and by individual householders."

Renewables across the UK

Alan leads a team of 10 specialist renewables engineers who are all F-Gas certified to carry out refrigerant works. They service the thousands of locations in the UK already fitted with Vaillant renewable technologies. But they also do much more. "We work with installers on big housing developments," explains Alan. "We help them with the first property to make sure they're confident with the install process."

As well as Alan's team, there's a dedicated Renewables sales team, headed up by National Sales Manager Chris Johnson, supporting installers across the UK, seven national training centres all equipped with the latest technology for hands-on

training, and a Systems Technologies Team to help installers with their system design, legislation and to ensure the systems designed are best in class.

"We also work with our marketing team," says Alan. "Often myself or one of the engineers will attend an industry exhibition. We often demo the technology to developers or local authorities in off-gas areas, and they're just astounded at the flexibility it offers, particularly if their properties are currently fitted with storage heaters."

Room for improvement

More and more new builds and businesses are switching to renewables. Alan's team is currently working with one of the UK's biggest supermarket chains as it transitions. Vaillant expects the division to grow as demand increases and more installers get into renewables too. "We're always keen to work with new installers," says Alan. "If someone's got experience in gas, we can help them branch out. With demand expected to grow, it's a great skill set to have to further develop their customer portfolio and product knowledge." //

Interested in installing renewables? Sign up for training now at vaillant.co.uk/for-installers //

Photography: Matt Thomas



Vaillant's new **ELITE SPARES** Stockist scheme

If it doesn't say Vaillant on the box, it's not a Vaillant inside. Our new stockist scheme connects you directly to one of our certified official partners, says Steve Cipriano...

Vaillant wants to ensure that when installers are offered spare parts, they know they are the genuine article. Fitting an official spare part will ensure safety and performance, returning the appliance to its original manufactured condition.

That's why the Vaillant Elite Spares Stockist scheme was set up. It's designed to make sure registered stockists have all the information and spares, expertise and support they need to provide installers with the best service and to minimise inconvenient and expensive second visits. It's also a way of optimising inventory and reducing waste.

"At the very heart of the scheme is the spareCHECK app," explains Steve Cipriano, Vaillant's Commercial Director Key Accounts. "It's a single easy-to-use app, designed for installers to access on their mobile devices. It contains everything needed to quickly get the job done: links to our manuals, the Knowledge Base, a service to help you find parts and much more."

Knowledge at your fingertips

An expert in logistics, sales and supply-chain performance, Steve instantly saw the opportunity to improve the way Vaillant worked with stockists and installers.

"It's a classic value chain," he says. "Give the stockists the right support and information and they can service the installer better, ensuring they get the right part with the right information the first time they visit the shop - and the customer gets the repair done faster. Everyone's happy, and both the stockist and the installer increase their profits."

The portal is only one part of the plan. A big part of the programme has been encouraging stockists to sign up for official Vaillant certification. "When an installer walks into one of our approved stockists, they should feel confident that they are speaking to an expert," says Steve. "So we created various certifications, involving courses and exams."

There are four levels of certification in the Vaillant Elite Spares Stockist scheme: Official Information Partner, Recognised Spares Outlet, Official Spares Stockist and Elite Spares Stockist. All participants in the scheme must be a Vaillant Official Information Partner. Each shop has an

installer information access point, providing access to the spareCHECK app and other information sources.

Recognised Spares Outlets carry only genuine Vaillant parts, while Official Spares Stockists carry at least 150 individual SKUs and 96% of their previous year's stock profile, and they have a dedicated Vaillant specialist on site. Elite Spares Stockists carry at least 200 individual SKUs and 85% of their previous year's stock profile and they also have a dedicated Vaillant spares expert. All the different stockists work with Vaillant to optimise their stock profile.

Always the right part for the job

"Our goal is that when you go into a Vaillant stockist, you get the information and the part you need to do the job, first time," says Steve.

The thought that has gone into spareCHECK and the programme is evident. Every day, around 250 engineers update the database with information they find in the field. "What we really want," says Steve, "is for our installers to visit our Official or Elite stockists and try the programme out. Then tell us what we can do better. We're committed to giving our installers and customers the best possible experience."

The Vaillant spareCHECK app is available to download on iPhone and Android devices, or for more information go to vaillant.co.uk/spares

Download the Vaillant spareCHECK app today for access to:

- Downloadable manuals for Vaillant boilers
- A searchable Knowledge Base with all your questions
- The Find a Spare service: sends out an alert to stockists UK-wide
- The Find an Appliance service: get the boiler or controller you need
- A comprehensive list of Vaillant UK stockists
- Access to industry information IBASIS and Parts Arena



Steve Cipriano
Commercial Director
Key Accounts



It's all UNDER CONTROL...

What is Boiler Plus? And what does it mean to an installer?
Steve Court and Andrew Ireland explain



Steve Court
Training Development
Manager, Vaillant UK



Andrew Ireland
Digital Technologies
Development
Manager, Vaillant UK

What is it?

The new Boiler Plus legislation, part of the government's Heat in Buildings programme designed to maximise energy efficiency, launches this month. Boiler Plus aims to improve the way homes in the UK use energy by increasing the efficiency of their heating systems. The introduction of the legislation is the first major ruling since the UK went "all-condensing" in 2005 - the first country to do so in Europe.

What does Boiler Plus mean for me?

From April 2018, all boilers must have a minimum ErP efficiency of 92% as well as time and temperature controls fitted.

In addition, combi boilers, which make up a significant proportion of the market, will need one

of four additional requirements. They are:

- PFGHRD (passive flue gas heat recovery device)
- Weather compensation control
- Smart control
- Load compensation control

The pros and cons of each will need to be discussed with the homeowner. What works for one may not necessarily work for the next.

But the really good news is that meeting Boiler Plus is easy with Vaillant. See the opposite page for how our range of controls already meet the legislation's requirements. //

For more information on Boiler Plus, visit vaillant.co.uk/for-installers/services-and-support/boiler-plus //



Photography: Steve Morgan

...AND YOU'RE ALREADY DOING IT WITH VAILLANT



EASIEST WAY TO MEET BOILER PLUS

VRT 50 (0020018265)
+ timeSWITCH 150 (0020116882)
The VRT 50 is a simple room thermostat with enhanced load compensation. This is the ability to modulate the flow temperature from the boiler based on actual room temperature. It makes the control and boiler speak the same eBUS language, thereby reducing energy.



MOST POPULAR WAY TO MEET BOILER PLUS

VRT 350 (0020124475)
VRT 350 (0020124482)
The VRT 350 offers wired and wireless control options with enhanced load compensation. Our simple programmable room thermostat requires no set up and automatically adjusts the boiler's output based on the room temperature difference.



MOST FLEXIBLE WAY TO MEET BOILER PLUS

VRC 700f wireless (0020259829)
VRC 700 wired (0020236291)
The VRC 700 allows you to manage multizone heating and hot-water systems, plus multiple products. It offers load and weather compensation and the app allows homeowners to control heating on the go as well as manage room-by-room control with ambiSENSE TRVs.



SMARTEST WAY TO MEET BOILER PLUS

vSMART combi (0020223154)
Our simple vSMART internet-connected thermostat learns the thermal behaviour of the home and optimises the heating start time. It offers load and weather compensation and the app allows homeowners to control heating on the go.

OUT-OF-THE-BOX WAY TO MEET BOILER PLUS

The ecoTEC exclusive with Green iQ with its built-in passive flue gas heat recovery.

At your DIGI-SERVICE

Vaillant's Digital Sales Team may only be a year old but it's already delivering unrivalled levels of customer support



Jayne Henderson
Digital Sales Representative
@VaillantJayne

Joshua Robinson
Digital Sales Representative
@VaillantJosh

Oliver Cairns
Digital Sales Representative
@Ollie_Vaillant

Jodie Crouch
Digital Sales Representative
@VaillantJodie

Robert Field
Digital Sales Manager
@Vaillant_Rob

Jessica Ellmore
Digital Sales Representative
@VaillantJess

Simon Whysall
Digital Sales Director
@S1Whysall

Tom Goetz
Digital Sales Manager
@TomGoetz_

Laura Illingworth
Digital Sales Representative
@Laurallingwor5

With thousands of telephone calls and mentions on Twitter in the last 12 months, Vaillant's Digital Sales Team is proving that customer contact is its main focus.

"We're a Digital Sales Team that's made up of two key areas - social media and outbound calls," explains Simon Whysall, Vaillant's Digital Sales Director.

"We're active on social media throughout the day, getting involved within the industry and helping installers solve any issues. We're literally there for them, in their pocket. Our typical customer is a single-person business - they're probably in somebody's house doing an installation and need advice about a product. Installers see our social media presence as a direct channel into Vaillant," he explains.


The team realised that social media could bring installers all over the country a lot closer. "Certain types of customers don't go and meet traditional salespeople, or pick up the phone. They will take to social media to ask a question, send direct messages and ask for technical or sales advice. We developed a system to always be available for our customers to give them a high level of service around the clock."

With the fast and furious nature of social media, Simon explains how they handle the constant buzz, keeping installers happy and satisfied with their service.

How the team works

"The team is split into clearly defined roles. I work with our Digital Sales Manager, Tom Goetz, and we manage incoming queries by working closely with the whole Vaillant business. We rely on this support to ensure we get the right answers as quickly as possible - it's a huge team effort. Tom also helps look after our Vaillant Installer Group on Facebook. Alongside this, he'll be on Twitter, our main source of interaction with installers, which has earned us millions of impressions on social media in the last 12 months," explains Simon. "You might think you can just ignore a post and it will go away. But it doesn't work like that with us. My team is completely focused on delivering the best service possible."

Simon and his team prefer to keep the tone down to earth, light-hearted and informative. Gone are the days of talking to

 **Gastech @bunnyman @giggysy40**
Replying to @S1Whysall @VaillantJess and 6 others

The @vaillantuk Digital Sales Team is the game changer for vaillant. The interaction is quick and easy, no more hanging on the phones, the future has arrived....

an automated answering machine, or someone you can never get hold of. These guys are championing a personal approach to their support system and it's paying off.

"We understand that social media is a social network. But we're here to support and work with the @vaillantUK account," says Simon. He goes on to reveal the secret behind their success. "Just imagine a building site. You'd have a carpenter, a plumber, an electrician, all working well together. We aim to provide that kind of relationship and support for installers who can be working on their own all day. And that's what it's about - everyone from all over, helping each other to get the job done."

"We also provide an out-of-hours service. An installer could be in front of a customer at 7pm at night doing a quotation and maybe they can't remember the physical size of a product. By sending us a quick message that gets answered swiftly, hopefully the installer wins more work."

But what about the installers not in the Twittersphere? Well, Vaillant simply picks up the phone. "What's really interesting about the team is that we make a lot of calls. We have a team that makes multiple phone calls a day, seeing if customers need anything from us, if they want some training, that sort of thing. Not everyone uses social media and we get that," he explains.


Top-priority phone support

Catering to those who prefer a friendly voice talking through a problem is still high priority. "That's really important to us - we want to provide our customers with the same level of service as someone who is on social media. We want them to feel that unrivalled level of support, to know where we are and to get that direct line into Vaillant."

Maintaining a transparent approach is key to the team's success. "We always call from mobiles, so our numbers can easily be saved and if the installers need to call us back, they can. It's not like a call centre where they sell and move on. We're there to offer the highest level of support possible - and make sure the customer has all points of contact available to them. We want them to be able to call a second or third time if they need us."

It's this approachable attitude that Vaillant customers like. We put our customers at the centre of what we do by providing a service that promises to go from strength to strength. //

Want to talk to our Digital Sales Team? Call 0330 678 0878 or follow us on Facebook or Twitter @VaillantUK

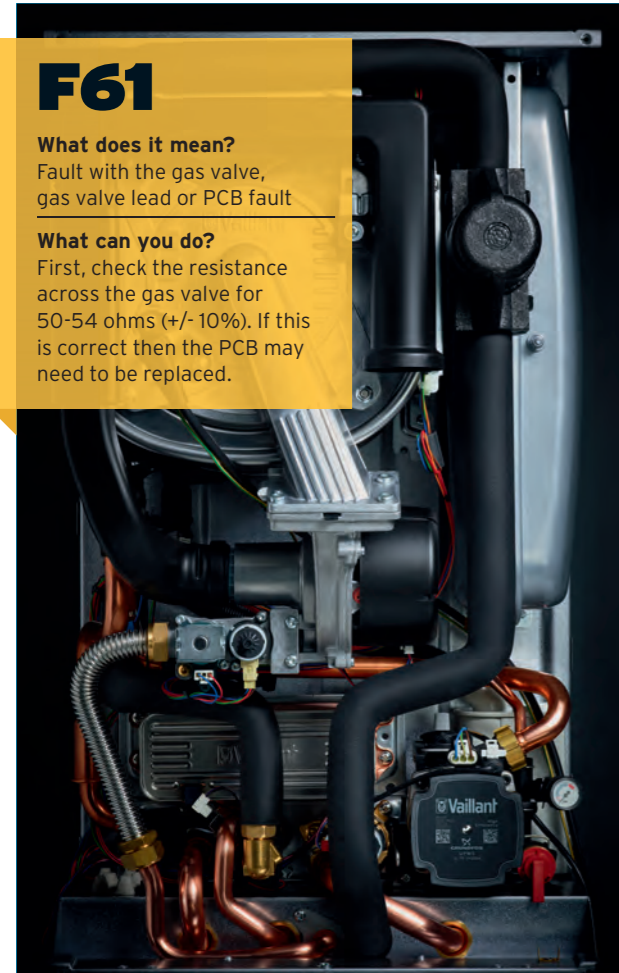
 **Total Plumbing @totalplumbinguk**
Replying to @S1Whysall @irbheating and 7 others

Every time I've had a question or problem that needed sorting, The Vaillant team have always helped in double quick time. I have no hesitation in recommending our customers to contact @S1Whysall @TomGoetz_ or @Vaillant_Rob #VaillantDigiTeamRock #AlwaysHereToHelp

Photography: Steve Morgan

YOU SPOKE, WE LISTENED...

In a recent survey, we asked our Advance members for feedback on the first issue of *Advance* magazine. Twenty-three per cent said they'd like to see fault-code tips and hints in the next issue, so here they are!



F61

What does it mean?

Fault with the gas valve, gas valve lead or PCB fault

What can you do?

First, check the resistance across the gas valve for 50-54 ohms (+/- 10%). If this is correct then the PCB may need to be replaced.

Please note, these fault codes are for the domestic range of ecoTEC boilers manufactured from 2015 and are intended as a guide. For advice call our technical team on 0344 693 3133 who will be happy to help.



F62

What does it mean?

Fault with the gas valve or PCB

What can you do?

First, carry out a local tightness test on the gas valve. If it isn't letting by then the PCB may need to be replaced.

F27

What does it mean?

Flame detection error or fault with the PCB

What can you do?

If there is a flame on the burner when the gas valve is shut off, carry out a tightness test on the gas valve. If the gas valve is letting by, then change the gas valve and clean the electrodes.

If F27 still appears at the wrong time during the boiler lighting sequence, then the PCB may need replacing.



F75

What does it mean?

Expansion vessel, pump, pressure sensor

What can you do?

Check that the pump is spinning. If not, check the 230v AV supply from the PCB. Next, check that the expansion vessel is charged between 0.75 to 0.9 bar. If it is, look for a blockage between the pump and the pressure sensor, check the rubber hoses, DHW filter or change the pressure sensor.

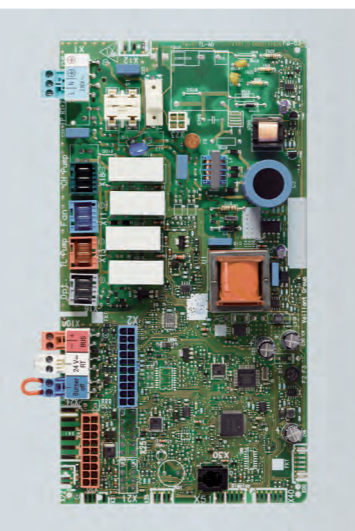
F70

What does it mean?

The replacement of user interface PCB may not have been set up correctly or there is an issue with the Device Specific Number (DSN) code

What can you do?

Check the DSN code in D.93 on the installer menu. If the PCB has been recently replaced, make sure the coding resistor (jumper) has been transferred from the old PCB to the new one.



Download the Vaillant Advance app from Google Play or iTunes to get access to our handy fault-finding tool >>>

SUPERSIZED CYLINDERS FOR EVERY NEED



Ian Johnson
Product Manager,
Vaillant UK

Vaillant has cylinders from 120 to 800 litres that are perfectly designed for Vaillant heating systems.

Whether you need a cylinder to match a boiler or heat pump, or a cylinder for a solar installation, we have them all. We've even added commercial-sized cylinders to the range. These have a capacity of up to 800 litres and can be cascaded together for large-scale storage needs.

The domestic cylinder range has been expanded with slimline cylinders and pre-plumbed options. The heat pump range has additional products and includes coil sizes that maximise the heat pump efficiency.

All models have best-in-class performance for low heat loss - saving your customer even more energy and money.

Some products now surpass the requirement for an ErP A-rated appliance and with capacities from 120 to 300 litres, every domestic installation is achievable. The new twin-coil solar cylinders benefit from improved materials and come in three popular sizes: 200, 250 and 300 litres.

The new commercial range has a 500 and 800-litre single-coil cylinder as well as a 500-litre twin-coil cylinder for dual-fuel applications. The 800-litre cylinder has been designed to match our range of commercial wall-hung boilers with an impressive 7m² heating coil.

Both ranges include adjustable feet, concealed cable ducts and secondary return connections where appropriate.

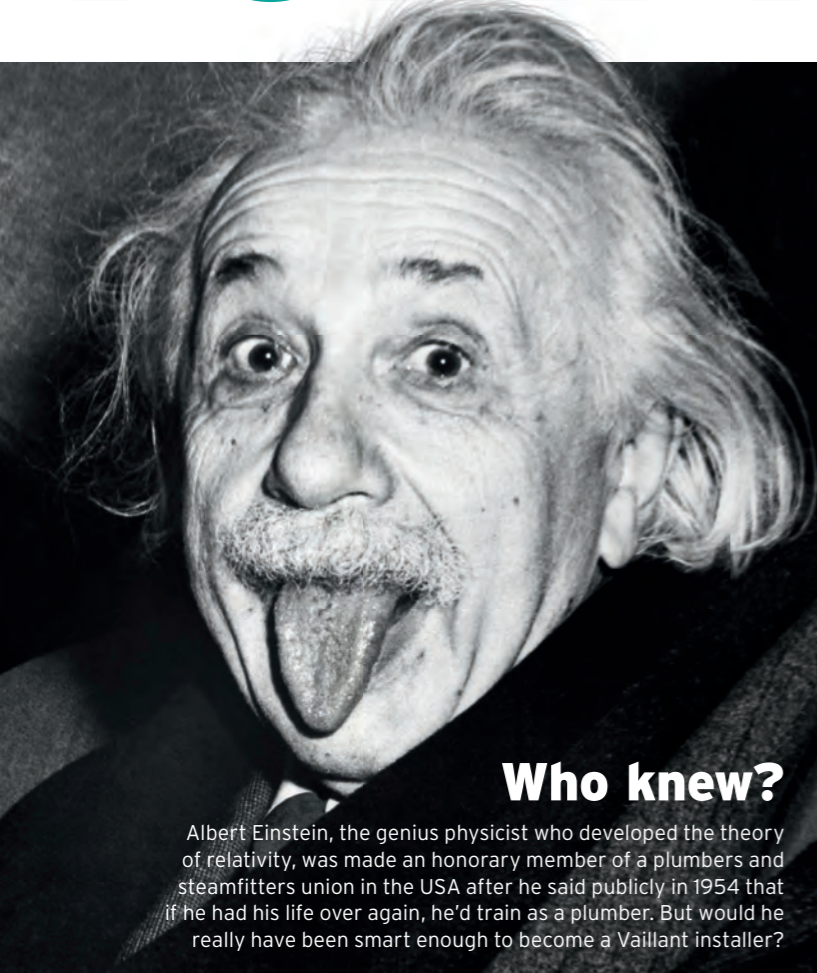
Domestic appliances are supplied with G3 safety kits and expansion vessels, and commercial-range components are available as accessories for maximum design flexibility.

For more on our cylinders, go to vaillant.co.uk >>>

Down tools

Time for a brew, a break and a brainteaser...

DOWN TOOLS



Who knew?

Albert Einstein, the genius physicist who developed the theory of relativity, was made an honorary member of a plumbers and steamfitters union in the USA after he said publicly in 1954 that if he had his life over again, he'd train as a plumber. But would he really have been smart enough to become a Vaillant installer?

DID YOU KNOW...



The word plumber dates all the way back to the time of the **Roman Empire**. It comes from the latin word for lead. Those who worked with the material and fitted lead pipes were called plumbarius.



The **ancient Egyptians** were coppersmiths and used copper pipes in their irrigation systems. In 1994, a 4,500-year-old Egyptian funerary pyramid complex, the final resting place of King Sahure, was excavated in Abusir, Northern Egypt. Still intact was a sophisticated system of copper pipes, used to drain well water hand-carried into the temple.

Photography: Getty Images

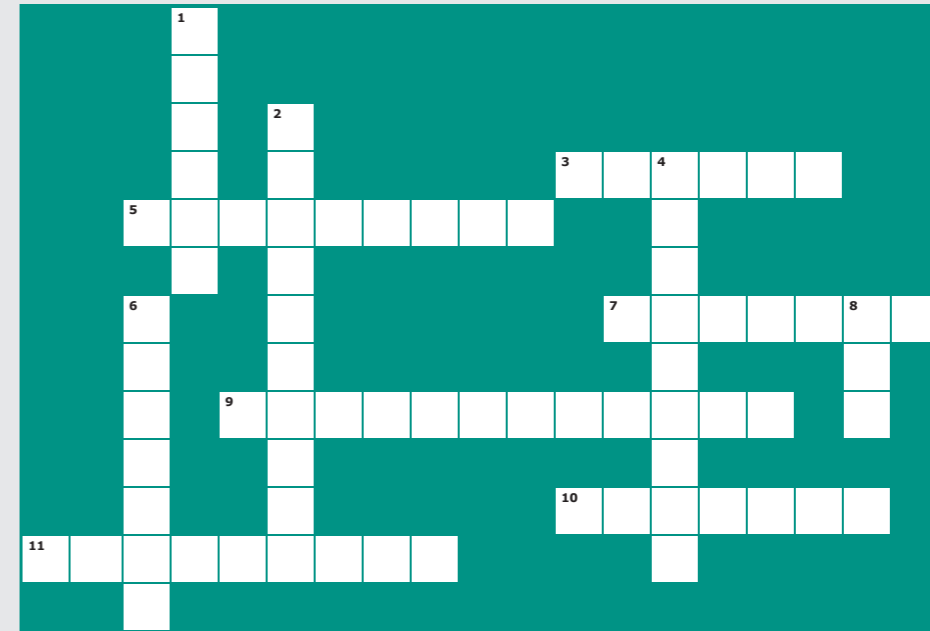
CLOSE CALL

C'mere, look closely... can you tell what it is?

Answer at bottom of opposite page

WORD WIZARD

Are you as good with puzzles as you are with pipes? Test your Vaillant knowledge and feel the pressure of our crossword...



ACROSS

- 3 Which city features in our 2018 Advance To Go rewards trip? (6)
- 5 Heat pumps and solar panels use this type of energy. (9)
- 7 Which sales team is headed up by Simon Whysall? (7)
- 9 Gas analysis test mode and Dick Van Dyke's occupation in *Mary Poppins*? (7, 5)
- 10 Name the register that all installers join. (3, 4)
- 11 Our peaceful boilers have this accreditation. (5, 4)

DOWN

- 1 This type of boiler contains a pump and expansion vessel. (6)
- 2 Name the heat pump that our cover star had installed. (10)
- 4 What is our new range of smart thermostatic radiator valves called? (9)
- 6 Our flexoTHERM heat pumps hold this label. (5, 2)
- 8 Who is the Swedish star of our new renewables campaign? (3)



SHORT & TWEET

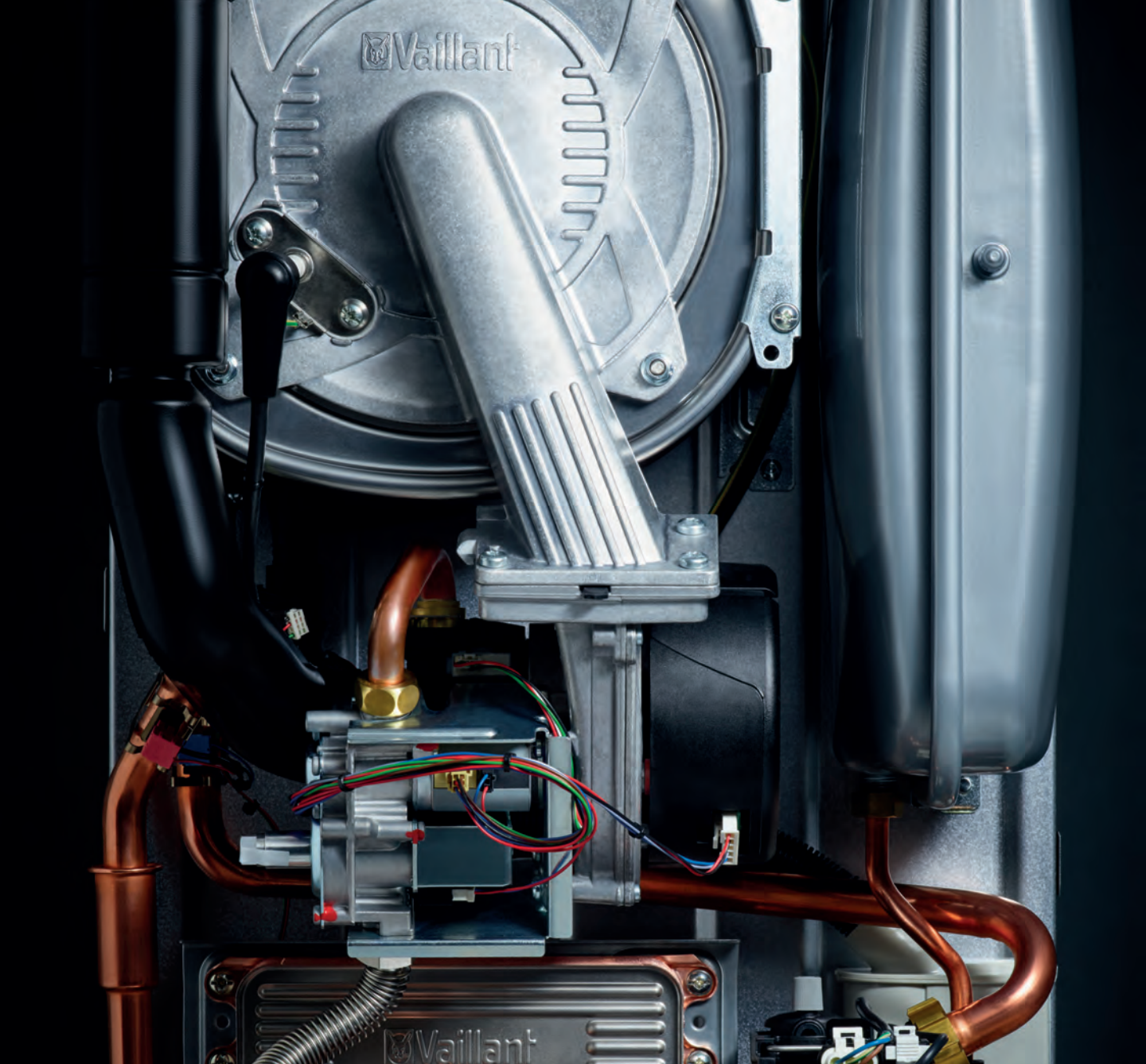
Keep tweeting your installs and tips to [@vaillantuk](https://twitter.com/vaillantuk). Here are some of our top comments...

11 years ago the Glow-worm boiler was the 1st boiler I installed as BSL plumbing and heating. Finished off a [@vaillantuk](https://twitter.com/vaillantuk) ecoFIT pure installation. In 11 years the technology has progressed, the customer has stayed loyal but I don't bend like I used to [#perfectfit](https://twitter.com/perfectfit) [#TeamVaillant](https://twitter.com/TeamVaillant)

Ben Hill
[@BSLheatingBen](https://twitter.com/BSLheatingBen)

Another [@vaillantuk](https://twitter.com/vaillantuk) ecoFIT pure doing its stuff. 5 so far this year. 5 happy customers. Great

Diamond Heating Ltd
[@diamondplumber](https://twitter.com/diamondplumber)




Out of the box thinking. In every single box.

Our continued commitment to cutting-edge research, innovative engineering and high-level manufacturing means now more than ever, we're helping you install lasting comfort in every one of your customers' homes.



The Vaillant range of boilers from 12 to 120kW

vaillant.co.uk @vaillantuk
■ Heating ■ Hot water ■ Renewables

 **Vaillant** Comfort for your home