

Installer United

Issue 1
Winter 2019

Installer profile

WHY CRAIG SHAW IS REGIONAL INSTALLER OF THE YEAR

+ Find out how to enter the
Heating Installer Awards inside

UPDATE YOUR SKILLS WITH US

Practical hands-on training
across the UK

clubenergy

The Mystery Trip is back!

Plus win a Glow-worm boiler

in our exclusive competition

Meet the new Glow-worm sales team

We've invested heavily in our support network, which now extends the breadth of the UK and Ireland. Call the Digital Sales Team on 0330 6781414 or email clubenergy-support@glow-worm.co.uk for ASM contact details

IRELAND

Regional Director:
Catherine Russell
Area Sales Manager:
Ray Keen

SOUTH ENGLAND

Regional Director:
Neill Hornsby
Area Sales Managers:
Barry Roberts
DA, CT, ME, TN, BR

Barry Urch
RM, SS, CO, CM

Richard Bruce
CR, SM, GU, KT, BN, RH

Tim Page
BH, PO SP, DT, SO

Wayne Bevan
BS, GL, CF, NP, BA, SA, HR, LD

Ben Clark
TA, EX, TQ, PL, TR

Stephen Griffin
N, OX, RG, SL

Craig Gibbs
SW, UB, TW, W, SE

Danielle Ward
DY, LL, SY, TF, WR, WV

Danny Mistry
EN, IG, E, N, WD, HA, NW W

Niall Roberts
AL, SG, MK, HP, LU

SCOTLAND

Regional Director:
Matt Clarke

Area Sales Managers:
Brian McLaren
DG, EH, FK, G, KA, ML, PA, TD

Stephen Dean
HS, AB, DD, IV, KW, KY, PH

NORTH ENGLAND

Regional Director:
Graham Parkes

Area Sales Managers:
Mark Almond
L, WA, WN, PR, FY, LA

Danny Pollard
HD, WF, LS, HX, BD, BB, OL

Ant Pieroni
DN, S, SK, YO

Mark Le Mercier
DE, LE, HU, LN, NG

Steve Watts
CV, PE, NR, NN, IP, CB

Nazia Mahmood-Choudry
B, WS, ST

Wayne Downing
CH, CW, BL, IM, M

Chris Tonothy
TS, DL, NE, SR, DH, CA, HG



Hello

A very warm welcome to the very first issue of Glow-worm's *Installer United* magazine. I would like to begin with a big thank you to all our loyal Glow-worm installers for your ongoing support.

Glow-worm has had a fantastic year. First we reintroduced the famous Mystery Trip, officially announced as Saigon (Ho Chi Minh City), Vietnam. We achieved five stars on Trustpilot where we've been rated excellent. We've also had tremendous success with our Easicom campaign.

Looking ahead, we continue to invest in the brand, including the next Mystery Trip for 2021. We also have some exciting new product and loyalty offerings happening in 2020 that we can't wait to share with you over the next few months.

The strong partnership we have with Glow-worm installers is very important to us, which is why we wanted to bring you *Installer United*. Think of this as a straight-talking easy-to-access magazine bringing you the latest industry news, product innovations, events and how-tos.

We hope that you enjoy this first issue. Don't forget to enter the competition to win a new Easicom boiler on the back page.

Klaus Jesse

Klaus Jesse, UK Managing Director

Photography: Steve Morgan

CONTENTS

- 4 INSTALLER UPDATE**
What's happening in the world of Glow-worm
- 6 ALL IN THE NAME**
Why we called our new magazine *Installer United*
- 7 BEHIND THE SCENES**
Our service team go the extra mile to support our installers
- 8 CLUB ENERGY**
Start working towards 2021's Mystery Trip and why being a member of the scheme makes sense
- 10 TRAINING**
Update your skills by signing up to one of our courses
- 12 INSTALLER PROFILE**
Heating Installer of the Year finalist Craig Shaw reveals all
- 14 EASICOM RELAUNCH**
The latest Easicom boiler range is an all-round winner
- 15 FAULT CODES**
A troubleshooting guide to the most common codes
- 16 WIN A BOILER**
Enter our exclusive competition to win a brand-new Easicom boiler



About Glow-worm

Glow-worm IS BACK!

Actually, we never went away! Glow-worm has been a proudly British brand since 1934, but we've been evolving rapidly in recent years. The Glow-worm of today is very different than it was even a decade ago, and here are some of the reasons why...



The Glow-worm sales team are ready for your call



Glow-worm installers can now rely on a team of 400 staff

400

Investment in our people

Over the past year we've invested significantly in Glow-worm.

We have increased the size of the sales team and now have more than 20 new members of staff ensuring that installers have a local contact for all things Glow-worm. This investment has included a first for the industry – a digital sales team who are available online, by phone and via email and social media to help installers on anything and everything.

We've also invested in our Service and Support team and Glow-worm installers can now rely on a team of 400 staff – from engineers out on the road to the call centre and technical support team at our Belper HQ. This investment has paid off with some of the best response times for both installers and homeowners. As Glow-worm is part of the Vaillant Group, customers benefit from the largest service operation of any heating manufacturer.

Find out more about the Service team in our interview with Ann Barden on page 7

Now available from 155 independent merchants

155

Improved guarantees

We've enhanced our guarantees, allowing Glow-worm installers to offer a range of boilers to suit every budget.



The offering includes a five-year guarantee on an Easicom, seven years on an Energy, and 10 years on the CPS Ultimate. Look out for updates into 2020 as we continue to strengthen products and guarantees. Easicom is now available from 155 independent merchants in the UK making it even easier to get your hands on a Glow-worm boiler.

Turn to page 14 for a closer look at the Easicom boiler range

Over 2,700 independent reviews

2,700

A trusted brand

We're hugely proud of Glow-worm and proud that our investments in the brand are paying off.

And we've been buzzing ever since we officially received a five-star rating on leading review website Trustpilot earlier this year, after over 2,700 independent reviews.

We've been able to maintain that high standard and currently register as "excellent" with a 4.6/5 overall rating. Glow-worm has consistently received fantastic support from its trusted installers, which is testament to our high-quality boilers and the

"Glow-worm boilers are easy to install"

Steve Catterson (SC Plumbing & Heating Services)



4,333 active installers on clubenergy

4,333

More installers are choosing Glow-worm



Finally, we can see that Glow-worm is growing, with a 50% increase in installers joining clubenergy and registering their installs using the app or website.

There is now an amazing 4,333 active installers on clubenergy. Glow-worm was the first manufacturer to offer an easy-to-use loyalty programme via an app, with simple guarantee registration, free Gas Safe notifications, online Benchmark form and service reminders. In 2019, we also introduced clubenergy credits for every install alongside cashback. Installers can use credits to purchase workwear, tools and merchandise.

So whether you didn't know Glow-worm at all, thought you knew Glow-worm or are a committed clubenergy installer, we hope you can see that Glow-worm is a brand that continues to grow and glow.

Find out more about the rewards that Glow-worm installers can earn on page 9

WHY INSTALLER UNITED?

So, the question on everyone's lips is why did we decide to call our new magazine *Installer United*?

Well, some of you may not know this, but Glow-worm is one of six red brands that are sold all over Europe. This means that our installers aren't just based in the UK but are a part of a wide network of professionals working with red-brand products across the world.

When you sign up to become a Glow-worm installer, you gain not just local support and expertise, but become part of a huge support network made up of 340,000 professionals serving around 10 million global customers.

Together we create a brand that is trustworthy, and is built on experience, reliability and great knowledge. When you become a part of Glow-worm, you also join something bigger, and become a representative of a passionate and professional team.

For over 85 years our biggest asset has been you, our installers

When we chose *Installer United* to be the name of Glow-worm's first ever magazine, we wanted it to represent our installers and to showcase all the resources you can tap into – both within and beyond the UK.

We want you to think of *Installer United* as an essential part of your toolbox, which allows you to connect with a wider network and find out how installer power can turbo-charge your business!



VAILLANT GROUP

Glow-worm is one of six red brands that form part of the Vaillant Group worldwide. The others are AWB, Bulex, Saunier Duval, Protherm and Hermann Saunier Duval.



Our installers are part of a huge support network made up of 340,000 professionals serving around 10 million global customers



“We want to get it right for every installer, first time”

In 10 years at Glow-worm, Ann Barden has worked in planning, training and development – now, she makes sure Glow-worm installers get the best support in the industry

“What you want,” explains Ann Barden, “is for every Glow-worm installer who calls us to get the answer they need in the shortest time possible.”

Ann is Glow-worm's Performance Development Manager. It's her job to make sure that the service support centre gives installers who call the help they need, to the highest standard and in the shortest time.

On the job from the word go

First thing every morning, Ann meets with her senior team to make sure that everything is set up so the day can run like clockwork. “We have 98 people working in the support centre,” explains Ann. “That includes 62 front-line customer support agents, three coaches, four operations managers and five customer-care resolution advisors.”

Before they start on the phones, every agent is given a six-week induction to Glow-worm, which includes a factory tour, so they get a full understanding of business areas.

Everyone works together

“By the time they start, the agents already know more about Glow-worm and its products than most people learn about their employers in a lifetime,” says Ann. “But we don't just leave them to get on with it. We have four operations managers, who constantly monitor our agents to make sure everything is OK and intervene if they need help.”

“We always listen to what installers have to say and we're always taking that feedback on board to find ways to improve what we do. Watch this space!”

“There are also 42 technical advisors, who have had the same training as our engineers and some of whom have gone on to be engineers. If the issue is really complicated, we pass the call to them,” says Ann.

“Everything is set up to make sure that installers get the answer they need.”

And over the last two years, Ann's determination to improve the level of support and give staff advanced skills has gone into overdrive. “We've started a new apprenticeship scheme, open to all employees, regardless of age,” she says. “So far 27 of our employees have taken the scheme and gained a Level 3 City & Guilds qualification in Customer Service. It's part of our efforts both to develop the skills of our colleagues – and to give the installers who rely on us the best possible experience of Glow-worm.”



Photography: Steve Morgan

Mystery Trip takes off

As Glow-worm's 2020 Mystery Trip closes, it's time to set your sights on the next one

Eighty committed installers have nearly secured places on next year's Mystery Trip for themselves and their plus-ones by hitting their personalised targets of Glow-worm installations via **clubenergy**.

This amazing all-expenses paid trip to Saigon (now known as Ho Chi Minh City) includes a stay at the five-star Caravelle Saigon hotel. Famous for its rooftop bar, the Caravelle is right in the heart of the city, just minutes away from street markets and iconic landmarks.

A host of activities, from a cooking class with Vietnamese-Australian chef Luke Nguyen to

a tour of the lush Mekong Delta region, are included in the trip.

Spencer Clark, Commercial Director at Glow-worm, said, "This trip will truly be the adventure of a lifetime for our installers and their partners."

Interested in bagging a place on the next Mystery Trip? Start working towards your target from November for the 2021 trip to make sure of your place. Don't worry, your registrations still contribute to your current target! Contact your Area Sales Manager to find out more.

For more information and T&Cs, visit glow-worm.co.uk/MysteryTrip. Follow **clubenergy on Twitter @glow_wormclub**

THAT'S THE TICKET!



When Nik Merrett of Manchester-based MezCo Gas and Plumbing Services entered our competition via the PHPI Twitter feed for a Mystery Trip Golden Ticket next year, little did he think he would win. The Golden Ticket secures two places on this once-in-a-lifetime trip to Saigon in Vietnam. Nik said, "It was a big shock but I'm over the moon. We've talked about going to Vietnam but never been." A Club Energy member, he added, "We love Glow-worm products for their value for money, warranty and back-up."



Start qualifying for 2021's

Mystery Trip from 1 November

Glow-worm

clubenergy What's in it for you?

With installers signing up every day to be a part of **clubenergy**, chances are you already know the fantastic benefits of being a member, but for those of who are yet to try it, here's how **clubenergy** can boost your business



Going digital

Save time on paperwork by going digital and registering the boiler's warranty, Gas Safe notification and

benchmark registration all in one app. Then email them directly to your customer all before you've even left the house.

Mystery Trip!

We reward your loyalty by offering once-in-a-lifetime experiences to mystery destinations around the world. By fitting and registering eligible Glow-worm boilers on **clubenergy** you have the potential to secure your spot on our next trip.

Extended guarantees

Work with greater piece of mind knowing that as a **clubenergy**-registered installer you can offer your customers exclusive access to extended guarantees, like seven years when you register our Energy boiler, or 10 years with our Ultimate boiler.

Everything in one place

Use the Knowledge Base within **clubenergy** to access installations and user manuals, data tables, fault codes, consumer leaflets and spares catalogues. Even get information about discounted products, and thanks to the 'Find A Stockist' feature, you can locate spare parts in seconds.

Homeowner leads

As a **clubenergy** member you will exclusively receive leads generated through our 'Find an Installer' feature on our website. If a homeowner chooses you, you will receive the lead to action through your **clubenergy** website account or the Plumbing Toolbox app.

Earn yourself cash and credit rewards

Earn Cash and Credit rewards on every Glow-worm installation to spend in the **clubenergy** catalogue on items such as workwear, stationery, marketing support and more. Attend events, Glow-worm training courses, follow the @glow_wormclub Twitter account and use #ClubEnergy in your Glow-worm installation tweets to build up more credits to spend.

The possibilities are endless on **clubenergy**. Sign up today, start registering your installations and get ready to unlock the benefits. clubenergy.co.uk



IMPROVE YOUR KNOW-HOW WITH GLOW-WORM

Our 7 centres of excellence

“Our technical, practical and hands-on courses take place in a live environment in training centres with designated training managers”

- Glasgow
- Elland
- Belper
- Cambridge
- Bristol
- Maidstone
- Farnborough



Did you know that Glow-worm offers a range of free training courses at its own facilities across the country?

Lee Johnson, Training Manager



At Glow-worm we know the importance of training to our industry and are dedicated to making your job easier. That's why we offer courses to all installers – whether you are new to the brand or have many years' experience with Glow-worm. We have developed two courses – **Energy Installation, Commissioning and Servicing** and **Energy Expert, Diagnostics and Fault Finding**, which will

keep you bang up to date with the latest techniques and technologies. Our hands-on courses take place in a live environment in centres with designated training managers. In most cases one boiler is provided per person to work on and training materials are provided to take home. Refreshments and lunch are part of the deal. You don't need to have worked with Glow-worm previously to sign up for a course, however you do need to be Gas Safe-registered (you can bring an apprentice along with you as long as they are supervised). As a bonus, Glow-worm installers earn **clubenergy** credits for each training course completed.



Our courses offer practical help, such as strip down training with dry boilers

TOP TIP

One of the gems you might pick up from a Glow-worm training course is that products in the Glow-worm boiler range have built-in flow gauges – this means there's no need to find the flow cup.



“Get there fast and fix first time”

Regional winner and national runner-up in the Heating Installer Awards 2019, Craig Shaw of Precise Plumbing Services explains why the human touch is as important as technical know-how

“It was an elderly lady,” explains Craig Shaw, speaking quietly in his unmistakably Midlands accent. “Her heating had stopped working. You have to understand, for someone of 80 or 90, being without heat is a big thing. But so is the upheaval of having an engineer in your home.”

Craig is explaining why he won the West Midlands finals for Heating Installer of the Year 2019 and became a national runner-up. His company, Precise Plumbing Services in Mansfield, works a lot with social services, making sure that vulnerable people get heating and hot-water problems fixed fast, with minimum disruption to their lives.

“We helped social services get the lady into respite care. We got in there and fixed the job first time. Then we stayed and took a great deal of care to show her how the new Glow-worm boiler worked, in a way that wouldn’t be overwhelming and would leave her happy and at ease.”



Glow•worm

“One of the best things about working with Glow-worm is that you know the company will go the extra mile to back you up”

Why I choose Glow-worm

If I have a problem, I can sit down and talk to them. I’ve never been with another manufacturer that makes you feel like you are part of a family. Glow-worm will bring you in, make you feel happy. The company is always trying to build your business and get the best out of you as an installer.

When it released its new model of boiler, the team invited me in to look at some of the design criteria, as a representative of UK installers. Within four weeks of me putting in some pointers, we’d had five changes made to the boiler on my request. I thought that was absolutely amazing, to be a sole trader advising a big multinational. I can now go out and sell not just that boiler, but Glow-worm as a company, because I know it takes on board feedback and responds to installers and customers.

If I have a problem, I can sit down and talk to them. I go out and sell not just that boiler, but Glow-worm as a company, because it takes on board feedback from customers and installers. I’ve never worked with a brand before that made you feel like you were part of the family.”

And family, for Craig, is what makes everything worthwhile. “No matter how busy I am, I always try and get back in the evening to see my kids before bedtime. I like to hear about their day.”

And then it’s time to relax? Craig laughs at the idea. “That’d be nice, wouldn’t it? No, then it’s back to the office to get ready for the next day.”

“We want to leave the customer smiling”

The approach is typical of a company which has been praised by social services for its work helping reintegrate vulnerable patients into their homes after work has been done. “We want to leave the customer smiling,” says Craig.

But this isn’t always how things were for Craig. He started his working life as a trainee building services engineer. Rather than working directly with people, he was responsible for managing the electrical and mechanical installations in large hospitals.

“These were multimillion-pound jobs,” he explains. “But during my training, I discovered that the thing I really loved was the site work: doing things with my own hands. So, I quit my training, even though I was doing well, and set out to retrain as a plumber. I don’t think my parents knew quite what to make of it.”

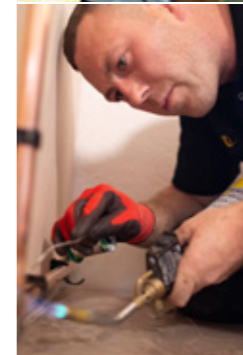
“You fit your day around your customers”

Every day, Craig is in the office by 7:30am. “I spend the morning doing admin,” he says. “And I like to be at my first job by around half eight. But sometimes people don’t like to be up so early. You have to fit your day around your customers to some extent.”

From the time he hits the road, Craig is on the go all day. Some days, he might work exclusively on gas safety checks, others on boiler installations and maintenance.

“We started off as a small plumbing firm,” says Craig. “Over the past decade, working with Glow-worm, we’ve expanded into gas work, boiler fitting and maintenance. I’ve gone from being a one-man operation to working with other tradesmen. I’ve also moved into commercial.”

Craig appreciates the level of support Glow-worm offers. “One of the best things about working with Glow-worm is that you know the company will go the extra mile to back you up.”



Photography: Steve Morgan

HEATING INSTALLER AWARDS COULD YOU BE A WINNER?

Glow-worm will be proudly sponsoring the Heating Installer Awards again as it returns for their fifth year to celebrate and raise the profile of installers who consistently deliver. To find out more and enter the awards, go to heatinginstallerawards.co.uk

Easi does it!

Super-light, super-efficient and great value, the revamped Easicom boiler range is the top choice for installers and customers

Glow-worm's updated Easicom range, which includes combi, system and regular models, has been specifically designed with the needs of the installer and their customers in mind. The relaunch follows extensive research, which identified ease of installation, efficiency and reliability as the top product priorities.

Spencer Clark, Commercial Director at Glow-worm, explains: "From inception through to design and delivery, Easicom has been created with our loyal customers in mind. We want to make life easier for installers and offer the best possible benefits for the end user. With this range, they can be assured of the highest integrity of product, unrivalled reliability, exceptional ease of installation and, of course, high efficiency each and every time." Starting at £499 with a five-year guarantee, Easicom provides installers with an affordable boiler package to offer homeowners.

"We want to make life easier for installers and offer the best possible benefits for the end user, so they can be assured of the highest integrity of product, reliability, ease of installation and high efficiency"

The new Easicom boiler range is now available exclusively from independent merchants. For more information visit glow-worm.co.uk/easi

The Climastat smart thermostat manages heating efficiently



5-year guarantee with Club Energy!

Easicom: key benefits

- The Easicom range features a low-maintenance automotive-grade aluminium silicate heat exchanger and a patented four-sided cooling system to reduce the stress on the heat exchanger and deliver long-term reliability for homeowners.
- Compatible with the existing flue range for easy replacement of older boilers, the range also comes with a choice of bespoke accessories, including a large aesthetic pipe cover panel and a universal upward piping kit.
- Each boiler also offers a DIN pipe layout to make boiler swaps quick and easy, and larger waterways – making it perfect for retrofit jobs.
- Easicom's sleek design features a bright and easy-to-read LCD display, and its quiet operation means minimal noise for homeowners.
- The range can also be used alongside a choice of controls, including Glow-worm's Climastat smart thermostat, which not only empowers homeowners to efficiently manage their heating and hot water, but also meets Boiler Plus regulations.
- The Easicom range is connected to Glow-worm's clubenergy installer scheme, so when the Easicom installation is registered, a five-year guarantee is triggered.



FAULT CODES AT A GLANCE

A handy guide to what fault codes mean and tips on what to do to address the problem indicated

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, do 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.



F61

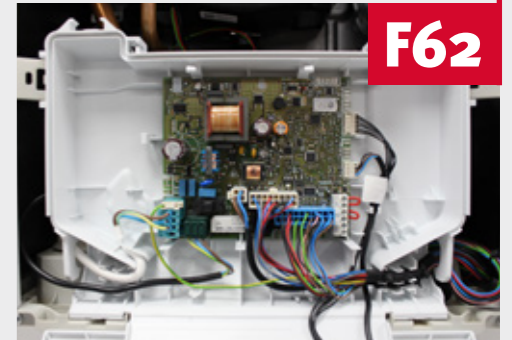
What does it mean? Fault with the gas valve, gas valve lead or PCB fault

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.

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.

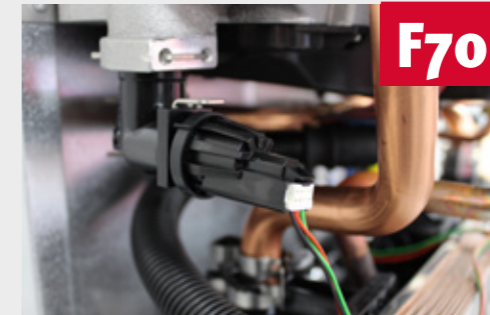


F62

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.

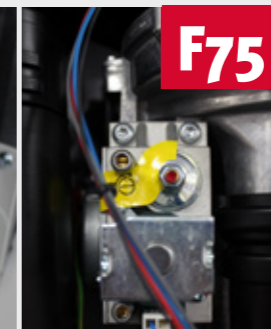


F75

What does it mean? Expansion vessel, pump, pressure sensor

What can you do? Check that the pump is spinning. If not, check the 230v AC 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.



Please note, these fault codes are for the Glow-worm range manufactured from 2015 and are intended as a guide only. For more detailed advice, call our technical team on 01773 828 300 who will be happy to help.



WIN!

Glow-worm Easicom boiler up for grabs with Installer United!

To celebrate our first issue, we're giving away a brand-new Glow-worm Easicom boiler. Redesigned with ease of installation, efficiency and reliability in mind, the Easicom has become a firm favourite with customers and installers alike.

Enter now to be in with a chance of winning. Just scan the QR code to enter your details via the Glow-worm website. Don't forget to include the code

EASIWIN

Competition runs from 1 December to 29 February 2020.

Terms and conditions apply, please see glow-worm.co.uk/landingpage

SCAN
ME!
→

