

welcome...

ANDREWS in ACTION

**ANDREWS
WATER HEATERS**

SPRING 2006



Keith Adams, Director and General Manager

This is the first Andrews In Action to be published this year and the first with an introduction from myself, Keith Adams, as Director and General Manager of Andrews Water Heaters. I am pleased to announce that 2005 ended as the best year ever for Andrews in every aspect of our business and am happy to have this opportunity to thank all the staff for their efforts in making this possible. I must emphasise that these results were accomplished through solid team work from the sales force out in the field, internal sales, technical support and customer services, marketing and administration, through to the warehouse and distribution.

Much has been happening during the past six months since I began steering the ship assisted by Paul Hardy, now Sales Director and many able colleagues. Most have served with us for a number years but we have said farewell to one or two and have been joined by a couple of new faces. There have been some structural changes within the organisation, most notably within the Sales Team and Technical Support and all this activity is detailed in the following pages.

I will quickly mention the star products of the past six months. The new MAXxflo condensing range of storage water heaters has been accepted by the market-place much more quickly than we had anticipated and is continuing to move forward apace.

This is something we envisage continuing, as with current domestic legislation resulting in a committed change to condensing appliances, so too this technology could become commonplace in the commercial market relatively soon. This is likely to be brought about more quickly as the price of gas escalates and the higher efficiency MAXxflo will undoubtedly come into its own. Addressing the need to reduce water consumption, the new FASTfflo is a continuous flow water heater that is extremely efficient in terms of both water and energy efficiency.

On a personal note, I am looking forward very much to working with the team to provide the next chapter in the 'Andrews story'. However, like all books you sometimes have to refer back to an earlier chapter and we will be doing a little of that in this issue.

The inside out story of FASTfflo: A continuous flow range of appliances from Andrews

FASTfflo is the name of the new range of wall hung, balanced flue continuous flow water heaters from Andrews. These units are highly efficient, can be fitted almost anywhere – even outside – and have been developed for commercial and larger residential applications where there is a constant requirement for hot water immediately on tap.

These appliances differ in operation from traditional instantaneous water heaters, having a revolutionary design that measures the incoming water flow and temperature via the primary circuit board then modulates the burner up or down to meet demand within $\pm 1^\circ\text{C}$ accuracy. There are no standby heat losses and an operating efficiency of 89% is achieved with auto ignition ensuring there are no running costs when the unit is idle.

Safety in use is assured by accurate temperature settings from 37°C to 80°C , while the lack of stored water inhibits scaling and reduces the risk of legionella bacteria forming. The remote controller designed for use with all the FASTfflo appliances allows external adjustment of the required flow temperature and in addition provides

operation and fault diagnosis information.

This new range has two models for internal siting and two for external location that do not require additional weather protection. The WH56 like the external WHX56 unit of the same size, gives 18 litres/m (0.3 litres/sec). Both smaller models, WH42 and the external WHX42, provide 13 litres/m (0.22 litres/sec) all $\Delta T 45^\circ\text{C}$

The FASTfflo WHX has been specifically designed for external installation, the casing is impervious to the elements and the appliance has an integral anti-freeze device. These external units require no flue, so savings can be made on installation and capital costs as well as internal plant room space. Only the internal models require a flue and for these there is a wide choice of flue systems, including a twin pipe option that allows the utmost installation flexibility.



The physical dimensions of FASTfflo are very compact and they are lightweight for easy location and installation. A quick connect multi system is available for the connection of two heaters which requires only one remote controller and a quick connect cord. Up to six heaters can be connected using a system controller that can also regulate the circulation pump. In addition, it can change the priority for run and standby mode.

The advanced remote control not only provides fault indication but also facilitates interrogation of the operating status over a period of time.

Unvented system kits are available and FASTfflo models are available for use with LP Gas. FASTfflo water heaters can also be combined with the Andrews range of ST storage cylinders to provide large volumes of hot water for intermittent and large peak demand found in hospitals, hotels and sports facilities.



Andrews weighing in at Aintree with MAXxflo Condensing Storage Water Heaters

Domestic hot water services for the new Weighing Room and Media Centre, completed in time for the 2006 Grand National at Aintree Racecourse, are provided through two MAXxflo Condensing Storage appliances supplied by Andrews Water Heaters.

Phase One of this redevelopment programme, which commenced in July 2005, incorporates the building of a new Weighing Room Facility, Parade Ring, Winners Enclosure and Media Suite. Phase Two of this ambitious project is the building of two new grandstands, due to begin immediately following the 2006 John Smith's Grand National meeting.

The improved facilities accommodating the technical aspects of the racecourse include the jockey's changing area with the "weighing-in" chair and the dressing room where they don their colours. A MAXxflo unit supplies hot water for the adjoining seven male showers and two female showers and hand-wash basins in the toilets.

The media suite is primarily for press attending and reporting on races and for occasional functions. Catering needs are served by a small kitchenette with hot and cold running water to the sink, rather than a full size kitchen and there are toilets with hand-wash basins as well as disabled toilet facilities. The hot water for the entire media suite is supplied via a MAXxflo unit.

The plant room housing the two MAXxflo water heaters is located in the weighing-in area and was designed to take up the minimum amount of space. The MAXxflo met the specification from the client that it should fit within the allocated space – having a footprint of only 900mm x 602mm, with all components accessible from the front of the appliance.

Other criteria applied to the M&E design for the services was that the cylinders should be stainless steel for longevity and that energy efficiency should be maximised. Utilising direct fired water heaters close to the point of use is, in any case, more efficient than using a traditional boiler/calorifier system, particularly with regard to peak use and seasonal efficiencies, standing losses and long pipe runs. MAXxflo achieves additional energy savings by virtue of its high recovery rates, its modulating and condensing operation and intelligent controls with external interface capability.

The models selected for this project provide outputs up to 90 kW, have a 300 litre tank capacity and a



recovery rate of 1784 litres/h $\Delta T 44^{\circ}\text{C}$. However, MAXxflo has stainless steel tank options of 100, 200 and 300 litres capacity, each with four output sizes from 30 to 120kW. The externally mounted high efficiency stainless steel heat exchangers, numbering up to four depending on output, digital electronic controlled pre-mix modulating gas burners and stainless steel tank design, allow the heater to generate hot water in the condensing mode up to 80% of the tank volume, producing a nett efficiency of 109%.

The M&E Consultant for Phase One of this project is Paul Moy Associates of Liverpool and the installation contractor is Lorne Stewart PLC of Leigh in Lancashire.

Andrews strengthen customer focus

Paul Hardy has not let the grass grow under his feet since his promotion to Sales Director, after eight years as National Sales Manager and four years as sales representative for the company. He has restructured the sales team by creating a new role of Business Development Manager and appointing a Southern and a Northern Regional Manager. Paul has also been instrumental in rationalising the technical support team with a product manager assigned to each product range. In addition, training has been given a boost, with each of these managers being responsible for conducting training courses on their product group.



Andy Pennells, Gavin Watson & Steve McDonald

Gavin Watson, the new business development manager, will be applying his previous experience as a trainer of company employees, merchant/wholesaler employees and installers. Gavin has also been tasked

with developing and presenting Continuing Personal Development (CPD) seminars for Andrews, a role that Paul Hardy believes is key in a company that is leader in its market sector. Gavin's role will centre around broadening the customer base, whilst being instrumental in developing the product range and using his technical knowledge in support of both internal and field sales.

Commenting on the restructuring of the Sales Team Paul says, "We now have Andy Pennells in the North and Steve McDonald in the South overseeing the Andrews' representatives in each region. In addition they assist with extra CPD and product training sessions for our customers and liaise with the product managers on customer needs and product development. This will strengthen our entire offer to customers. It ensures follow-through in our chain of communication from listening to what our customers want in terms of product through to ensuring they can meet current legislation and delivering full customer satisfaction when responding to technical enquiries.

A good proportion of my time is dedicated to developing and maintaining our business relationships with merchant customers, so Andy and Steve provide an essential link between me and what is happening around the country in terms of sales and consultant/contractor/installer requirements. Steve and Andy also assist the Business Development Manager who works closely with both the end-user and product managers. This provides a streamlined route for information received in the field to



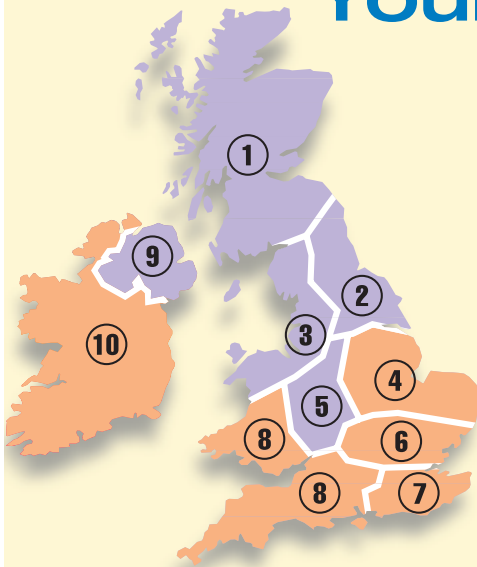
Paul Hardy

be collated and filtered back to the product managers to complete the cycle.

And we haven't stopped there. Back at the office where the product managers are based, we have improved the chain of communication between them and the technical support team resulting in even better after-sales service. Previously, queries that could not be dealt with by the technical help desk were passed onto the product managers who then took over the customer contact, so the technical support team often did not know the outcome. Now all the help desk queries and answers are entered on the computer system as well as those answered by the product managers so that the technical support team will increasingly be able to answer enquiries first time around. We believe this will mean better informed staff and a faster service resulting in happier, satisfied customers.

However, we won't have thought of everything and are continuing to look at ways in which we can improve our products and services. We would very much appreciate it if you would use any of the above lines of communication or contact numbers within this newsletter to make your observations known to us."

Your sales team contacts



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Business Development Manager
Gavin Watson 07768 251598

Specification Sales
London Consultant
Harvey Freeman 07774 443876

Consultant for Wales & SW
Gordon Hill 07736 396698

Northern Regional Manager
Andy Pennells 07768 485132

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Barry Davis 07775 950631

Region 2: (North East)
Sean Ryan 07767 666395

Region 3: (North West & N Wales)
Andy Pennells 07768 485132

Region 5: (West Midlands)
Mark Field 07768 485129

Region 9: (Northern Ireland)
Andy Pennells 07768 485132

Southern Regional Manager
Steve McDonald 07767 666396

Region 4:
(East Midlands & East Anglia)
Kevin Potter 07768 485131

Region 6:
(North London & Thames Valley)
Craig Chamberlain 07775 950649

Region 7:
(South London & South East)
Mike Branson 07768 358307

Region 8: (Wales & South West)
Steve McDonald 07767 666396

Region 10: (Ireland)
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Here is the Andrews Sales Team at a glance. For a detailed breakdown of the Counties and London post code areas included within individual Regions, please log on to our website at www.andrewswaterheaters.co.uk

A fond farewell to Martin Spalding

Many of Andrews' customers will have spoken to Martin with a technical query at some time during his 10 years with the company and may have suspected what his colleagues know, that he is quite a character. He is one of those people that just can't help making life interesting for himself and those around him, so everyone in the office has missed his presence since he retired at the end of last year.

Very little fazed him. Just one example of his resourcefulness was when he locked himself out of his office and, without a second thought, continued to enter and leave the room by climbing in and out of the window until a locksmith could come out and release the door.

Although light hearted, Martin approached his work with dedication and was acknowledged as a truly effective 'Behind the Scenes' person for Andrews. He was responsible for developing both the company's product ranges culminating in MAXxflo and the technical link with customers, suppliers, staff and the regulatory bodies including representing the UK on European bodies in Brussels.

Martin's life after Andrews will be anything but dull. His son will be looking to him for help from time to time in his growing business and,



as early as possible, Martin plans to indulge his love of cooking by taking a specialist cookery course. He and his Swedish wife Marianne, have a home in both England and Sweden and will continue to travel as much as possible to Bulgaria where his daughter lives with her

husband and children.

Another of his great passions is bird watching and so his colleagues at Andrews chose for him a pair of small, high-powered binoculars as a parting gift, which was presented to him at his leaving party by Keith Adams.

Sponsorship of 2006 Building Services Awards – with a difference!



Andrews is this year sponsoring a different category of the industry's most prestigious Building Services Awards, which is supported by the professional body CIBSE. On this occasion the company will present the prize to the winner of the Public Health Engineers category, having sponsored the "Major Mechanical and Electrical Contractor of the Year" for the previous seven years consecutively. The 2006 Awards ceremony will be held at the Grosvenor House Hotel, London on Monday 26th June.



Andrews in the Electronic Age

From May, E-brochures of all products will be available for download from the Andrews Water Heaters web site: www.andrewswaterheaters.co.uk and on disk, by request from customer services, telephone: 0121 506 7400, or contact your area sales representative.

The latest version of Andrews computerised product selector, **Size-It 2006**, is also now available on disk. It includes the latest additions to the Andrews portfolio – the MAXxflo condensing storage water heater range and the new FASTflo selection of continuous flow water heaters.

Andrews' rally sponsorship takes on a new challenge



Regular readers of Andrews In Action will be aware that the company has a history of various forms of rally sponsorship and in recent years has supported Roderic Bunn, BSRIA publisher and Registered Engineers for Disaster Relief (REDR) Trustee and his navigator, David Roberts in successive annual Classic-Trophy Rallies in Europe.

Sadly David, due to other pressing commitments, has had to give up his seat so Rod approached Andrews management with a proposition. If they had any members of staff involved in rallying who might have the qualities and skills to become his next navigator, would they consider developing their sponsorship involvement in this way? It was a long shot but one that turned out to be promising.

As soon as Adrian Morris, sales office assistant, saw the notice on the board and read that any successful applicant would be supported by the Company, not just financially but also in time, he wanted to know more. He already has an active involvement in motor sport, helping a friend with his racing car and travelling with him as a mechanic. He has also worked on the development of the chassis of this car, building it and putting a number of other parts in place.

As Rod is responsible for the roadworthiness and performance of the car he rallies, this could be useful additional experience for his navigator. However, so far as the most important business of navigation is concerned, Adrian has no experience whatsoever. He immediately found a suitable course run by The Classic Car Magazine and attended a one day introduction into rallying which included navigation. He had

an early indication of what he would be up against when the class spent an hour on how to prepare the car and two hours on how to read navigation notes.

Adrian felt he had done well enough to propose a trial run with Rod. This went reasonably well, with Adrian calling only two notes incorrectly during his first hour's run, one of which was in the dark. "Rod gave me the map once I was seated in the car", recounts Adrian, "counted down from 5 to 1 and said... go." He explains the difficulties. "The environment in the cabin of the car is small, cramped, bumpy and noisy. You have to shout at each other, which I can imagine would be quite wearing after five days. In daylight hours you have a perception of where the hedges are and where the road goes. In the dark, the map light allows you to read the notes that the driver needs but there is no way of knowing where you are or when the next note is needed, except by looking at a kilometre counter. To improve your chances of getting it wrong, the clerk of the course gives you your start time, road book and map, just half an hour or so before the start of the race and you have to plot the route while going along!"

Rod has had his application accepted for entry into The 53rd International Tulpen-Rallye Holland, taking place between 7th and 13th May. He will be driving his trusty and proven MGA – with Adrian as his navigator! We wish them a safe and successful challenge and will let our readers know how they get on in the next issue of Andrews in Action and online in Andrews' web rally diary: www.andrewswaterheaters.co.uk.

Behind the scenes at Andrews

Here is another opportunity to get to know one of the people whose role is not generally as first point of contact for Andrews' customers but who nevertheless is very much up front when his expertise is required.

This month we are introducing **Dave Wassell**, our Works Manager, an all encompassing title for an extremely diverse role. He is mainly responsible for policing everything that enters and leaves the building, ensuring that it meets the required specification, standards and approvals. He is also Health & Safety Officer, writes technical manuals, resolves technical queries and conducts training courses on the traditional range of storage water heaters.

Editor How much of the experience for your job have you gained whilst working for Andrews?

DAVE The technical answer is, a great deal. In January 1995 I transferred to Andrews Water Heaters when they were part of the Andrews Sykes Group, after the production plant for direct fired site heaters closed.

Editor What was your earliest role at Andrews Water Heaters?

DAVE I started as a service engineer on the Standard and Hi-Flo water heater ranges, travelling around doing commissioning work. After two years I moved inside to take up the role of technical advisor giving guidance on installation, ventilation, flueing and operation of the heaters. I then became Engineering Supervisor, encompassing the previous duties in addition to running a small workshop which carried out water heater conversions from permanent pilot to auto ignition and also from natural gas to LPG.

Editor So, apart from giving technical advice over the telephone, you weren't at your desk very much then?

DAVE That soon changed. I started to look after the BSI quality assurance system, later becoming responsible for British Standards and more recently taking on the CE and WRAS Approvals procedures for Standard and Hi-Flo units. I would also write technical manuals and answer technical enquiries on the traditional units and although much of this is now the responsibility of the product manager for this range, my knowledge means I can help out when needed.

Editor What additional duties do you perform as Works Manager?

DAVE Running the warehouse – goods inwards and goods outwards, making sure that all goods ordered in are to the correct specification as well as being the company's Health & Safety Officer and taking part in the training programme.



Editor How did you make the transition to become a Trainer?

DAVE I undertook a Business Presentation course in January 2001 which showed me how to share my product knowledge with others to the level required in an easily understood and, hopefully, enjoyable way.

Editor What is your involvement in the Training Programme?

DAVE There are two elements – staff and customer. Every new member of staff taken on by Andrews has to have an induction day as well as product knowledge training, which is pretty much on-going to suit the needs of each particular job.

As market leader, Andrews is expected to provide customer training and we actively encourage installers in particular to attend training courses on all Andrews products. Although they may be familiar with similar types of appliance, the hands-on experience with our products and demonstration of our technical support capability naturally makes them more confident.

Editor Which products do you run courses for and what is entailed?

DAVE The company runs individual training courses on each range which are conducted by the appropriate product managers. CPD courses are also available for customers.

My personal involvement is with courses on the Standard and Hi-Flo range, which are non-condensing

storage water heaters. This is a basic course for engineers who have not installed this type of water heater before. It is designed with the objective that on completion of the course it will be possible for the candidate to correctly install, commission and service the appliance.

Editor Do you provide training for unvented installations?

All our products can be supplied with unvented kits and specialist courses are included in the Andrews' training programme. These are run by a qualified trainer from nearby Sandwell College and are conducted in our own Training Centre at Wednesbury.

Editor What is your pleasure outside Andrews?

I have been involved with football all my life, playing semi-professionally with Bilston Town until a knee injury retired me out of the game at age 30. Since then I have been coaching local boys sides which takes up Saturday mornings with matches on Sunday afternoons.

Editor What gives you a Buzz?

DAVE Watching Wolves.

For details of Andrews' Training Courses and dates contact Training Administrator, Cheryl Carter on 0121 506 7400 or email cheryl.carter@andrews-waterheaters.co.uk.

For further information please contact Angela Schaefer

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