

Welcome...

● **As Managing Director of Baxi Commercial Heating, I am delighted to introduce the first edition of Hot Action, which will bring you news about the activities of both Andrews Water Heaters and Potterton Commercial and provide you with an additional link to our operation.**

Never before has our industry seen so much rapid change and we are finding that our customers need more technical support to enable them to make the best equipment selection for the increasingly diverse applications they are faced with.

As the largest group in the UK heating industry, Baxi is addressing this situation by building on the combined strengths of two very successful brands in its Commercial Heating Division, Andrews Water Heaters and Potterton Commercial, supported by dedicated technological expertise from Baxi Commercial Heating. By harnessing the synergy between



the two brands we will be able to offer customers a "one-stop-shop" approach where commercial water heating, boilers and renewable technologies are concerned. In fact, the greatest unknown in designing commercial heating systems these days is the "renewables and sustainable factor", in particular how to correctly size the individual elements.

The Andrews and Potterton Commercial sales teams both

carry SOLARflo in their portfolios to complement their condensing ranges. It is in relation to this and other sustainable technologies being developed by the group, that the additional over-arching technical support will provide the greatest benefit, particularly where complete boiler house solutions are required.

In June, in order to maximise the benefits of this united approach and better meet the demands and expectations of our customers, we moved Andrews back office operations to the Baxi Commercial Heating premises in Erdington where Potterton Commercial was already based. The former Andrews Water Heaters headquarters is now the warehousing and distribution facility for both businesses.

Though continuing to operate

independently, centralising the operations of these two inter-related brands into one Midlands location will strengthen their links and enable Baxi Commercial

Heating to achieve greater commercial focus. This will be reflected in our training provision and customer services as well as in the way

we develop our business and new market opportunities in the future.

This is a bumper issue of Hot Action, looking more closely at these recent developments, the people driving them forward, the introduction of new products by both brands and the continuing Award winning capabilities of the Andrews MAXxflo water heater! I hope you enjoy reading our news and should be pleased to receive any comments you would like to make. Please email these to hotaction@baxigroup.com

Please note that Andrews Water Heaters and Potterton Commercial now have a new address:

Wood Lane, Erdington, Birmingham B24 9QP

FULL CONTACT DETAILS ON BACK PAGE

AWARD WIN

Andrews MAXxflo scoops two prestigious awards

● **The Andrews MAXxflo revolutionary stainless steel condensing storage water heater has won the 2007 Queen's Award for Enterprise in the Innovation Category.**

On receiving the news Paul Hardy declared, "This achievement and the accolade MAXxflo has already received as Industrial/Commercial product category winner of the 2006 H&V News Awards, is testament to the forward thinking and endeavour of everyone in the company."

MAXxflo, the first product of its

kind on the UK market, was judged by the Queen's Award panel to be "an outstanding innovation in energy efficient high performance production of volume hot water for large residential, commercial and industrial applications. Its highly efficient heat exchanger, special burners and tank design enable high performance, low energy consumption and low running costs to be combined with low carbon dioxide and nitrogen oxide emissions. In addition it has an anti-legionella feature which contributes to improved health and safety".

The H&V News Awards judges

saw this product as an "exciting development for the sector, bringing water heating technology right up-to-date". MAXxflo delivers impressive energy efficiencies of up to 109% net, aided by the fact that the primary return to the boiler module is from the bottom of the tank. This means that up to 80% of the water volume can be heated in condensing mode. Judges were also impressed by the compact dimensions and streamlined modern look, in addition recognising its anti-legionella function as an important health and safety factor and applauding



its low NO_x emissions of 25ppm. See coverage of the Queen's Award presentation ceremony in the centre spread of this issue!

SUPPORT SOLUTIONS

Specialist Technical Support for New Low Carbon Products

There have been several product launches in the last year across both Andrews Water Heaters and Potterton Commercial brands and the three we are highlighting on this page admirably demonstrate how Baxi Commercial Heating is resourced to provide a complete boiler house solution, including a renewables option.

The new Sirius MB heating system and ECOflo storage water heaters are being brought to market via the individual sales teams for each brand and supplied through the merchant in the usual way. The new solar thermal water heating package, SOLARflo, is being marketed by both

sales teams, each offering customers the full support of the Baxi Commercial Heating Technical team. This can provide the specialist knowledge and expertise that customers need, especially where renewables are concerned. This includes sizing products that make up the

component parts of the system in accordance with the occupancy levels, setting up controls with regard to the anti-legionella maintenance cycle, interfacing controls with BMS, as well as assistance with commissioning, provision of training and service support.

The New Sirius MB from Potterton Commercial

The Sirius MB system is an innovative modular high efficiency commercial heating package offering the ultimate in installation flexibility, even in plant rooms with awkward access and layouts.

It comprises the Sirius WH stainless steel prefabricated high efficiency condensing boiler, with pumps, a pressurisation system and intelligent heating controls for 'plug and play' installation. Supplied in individual modules to

allow the system to be connected in a variety of linear and corner configurations, the site space required for installation is thus minimised. Each compact module can fit through a standard doorway, simplifying transportation, manual handling and installation.

Its advanced controls allow modulation of the boilers down to extremely low outputs according to the system load whilst efficiency is maximised by utilising the low temperature system return water. This diminishes the costs associated with traditional low loss



header systems and secondary pumps and also reduces the electrical consumption of the heating pumps. Operating efficiencies of up to 107% meet the requirements of Part L2 of the

Building Regulations for new and replacement plant. The Sirius WH boiler, available in three outputs from 220 to 440kW, powers the Sirius MB solution, using two, three or four 110kW boilers.

The new ECOflo from Andrews Water Heaters

ECOflo is a range of gas-fired high efficiency condensing vitreous enamelled storage water heaters with a thermal net efficiency of up to 109%. It features a quiet operating low NO_x pre-mix power burner and flueing arrangements that allow maximum installation flexibility.

Seven models offer two storage capacities of 230 litres and 380 litres with heat outputs from 35 kW to 79 kW and typical fast recovery rates of up to 1400 l/hr, ΔT 50°C.

Whilst reflecting the traditional styling of our non-condensing storage water heaters, ECOflo incorporates next generation technology to meet the high specification demands with regard to efficiency. Unlike the non-condensing models, ECOflo has a downward firing burner and there is a second and third pass through the heat exchanger before the products of combustion are exhausted at the bottom of the heater. ECOflo also provides a cost effective option for use in a solar thermal water heating system.



The SOLARflo solution

SOLARflo is an indirect solar hot water heating system for multiple residential complexes and commercial applications. A complete ready-to-install package, it comprises glazed flat plate solar collectors, roof mountings, a duplex stainless steel hot water cylinder, control unit, pump station, expansion vessels and the first fill of water/glycol solar heat transfer fluid.

The SOLARflo package can be installed with single and twin-coil cylinder options, offering flexibility with respect to the integration of the solar solution for differing heating system designs and configurations. Single solar coil cylinders are offered for use with direct-fired water heaters, such as the Andrews MAXXflo and Supa-flo, where the stored solar energy is used to pre-heat the cold water inlet into the heater.

Twin-coil cylinders are also available, where the lower coil is heated by the solar collector and the top coil by a commercial boiler, e.g. the Potterton Commercial Paramount 30.



INVESTMENT IN TRAINING

Our Investment in Training Excellence

Yan Evans, Technical Director, introduces the New Baxi Commercial Heating Training Academy.

One of the major benefits of bringing together the back office operations of both Andrews Water Heaters and Potterton Commercial into the Baxi Commercial Heating facility at Erdington has been the ability to build a new Training Academy for this business unit, to serve customers of both brands. This 'knowledge hub' will prove invaluable to consultants, contractors/installers and merchants who may specify, install or supply products from either brand for unrelated projects and increasingly for totally integrated boiler house solutions, especially where renewable and sustainable technologies are involved.



With the opening of the Baxi Commercial Heating Training Academy, customers of both brands can not only find out about our integrated solutions but also enjoy the benefits of integrated training as well! Officially opened on 12th September by the Queen's Deputy Lieutenant for the West Midlands, this state-of-the-art training facility has a spacious purpose designed workshop area fitted out with all the current Andrews and Potterton Commercial products, some as live installations for hands-on fault finding and commissioning. In addition

there are SOLARflo panels affixed to the exterior of the building which can be linked up to Andrews and Potterton Commercial products for practical demonstration purposes. Course work is conducted in a separate room which is fully equipped with up-to-the-minute presentation and communication equipment. As well as the academic aspects of product and industry training, the room will be used for CPD courses.

Andrews has for many years co-operated with Sandwell College on mutually beneficial industry training activities, such as G3 Unvented Hot Water Courses, which will continue at the new Erdington facility and may soon be extended to include the Water Regulations Course.

Training Courses for all our customers



Responsible for the smooth running of the new Baxi Commercial Heating Training Academy is Sean Reynolds, who moves from Technical Support Manager to Training Academy Officer.

"As well as planning and scheduling the courses and ensuring all the equipment in the training centre is maintained in good order," Sean says, "my role involves actively promoting the facility to public sector specifiers and consultants with the emphasis on condensing and solar technologies. This is in addition to



liaising with our larger end user organisations and major M & E contractors, as well as encouraging heating installation engineers with relevant gas training to attend our Service Courses. These provide a sound basic knowledge of each group of Andrews Water Heaters and Potterton Commercial products and a certificate is awarded to all successful candidates".

Professional Development Placement



Rose Dunlop, a graduate public health engineer with Arup North West, completed a 4 week placement with Andrews Water Heaters earlier this year, as part of the consultancy's post graduate professional training programme.

Andrews equipment is regularly specified by Arup and as leader in their sector, they were approached by Arup's Public Health team regarding Rose's placement because she was interested in learning more about domestic hot water systems in the broadest sense, including renewable and sustainable developments.

Rose explains, "I am training to become a chartered engineer and am interested in learning more about renewable energy solutions, particularly solar thermal systems. At Andrews I was able to observe how these integrate effectively with the highest efficiency hot water generators to reduce fossil fuel consumption and lower

carbon emissions."

As part of her placement programme, Rose carried out research on legislation surrounding renewable energy use in buildings in relation to the hot water supply and assisted with preparation of a CPD presentation on the subject. But before embarking upon these tasks Rose needed to know the technicalities of hot water production right back to the basics.

"One of the main benefits of this type of placement", Rose recalls, "is that you are learning from specialists who are active in the field so their knowledge is right up-to-date. Everyone at Andrews was keen to share their experience with me, all of which made this placement very worthwhile. Andrews also runs seminars for consultants and I believe that this kind of interaction between manufacturers and consultants results in a two-way learning curve that can only have positive results for the industry generally."

QUEEN'S AWARD



Presentation of The Queen's Award for Enterprise to Andrews Water Heaters and the official opening of the Baxi Commercial Heating Training Academy

On Wednesday 12 September 2007, Her Majesty's Deputy Lieutenant for the West Midlands, Colonel Anthony George, MBE, visited the Baxi Commercial Heating premises at Erdington to present the Queen's Award for Enterprise 2007 in the Innovation Category and Grant of Appointment for development of Andrews MAXXflo stainless steel, condensing storage water heater. This was accepted by Paul Hardy, Managing Director, who then invited the Deputy Lieutenant to officially open the new Baxi Commercial Heating Training Academy. The event was attended by 80 guests, including customers from among the industry's leading specifiers, consultants, contractors, heating engineers and merchants, as well as Andrews staff and Baxi Group management.



Top left: Paul Hardy, Managing Director Baxi Commercial Heating with Her Majesty's Deputy Lieutenant for the West Midlands, Colonel Anthony George MBE.

Top right: Paul Hardy with Nigel Gamble, Commercial Director PTS.

Right: Mark Edwards, Chief Executive Officer Baxi Group and Martyn Coffey, Chief Executive Officer Baxi UK Ltd.

Above: Baxi Commercial Heating's offices in Erdington.



Main pic: Paul Hardy receiving the Queen's Award from Colonel Anthony George.

Left: Barry Davis, Andrews Area Sales Manger Scotland; Colonel Anthony George, Commercial Director Pipe Center; Neville Small, Sector Sales Manager Wolseley Centers.

Above: Mark Bullows, Branch Manager of Crossling, Newcastle and Glyn Bateson, Andrews Area Sales Manager NE England.

PROJECT PROFILE

Andrews Water Heaters and Potterton Commercial meet high energy efficiency specification for new care home

Pictured is the Queen's Award winning Andrews MAXflo linked to an Andrews SOLARflo, solar thermal heating system installed in the 3rd floor plant room of a newly built care centre for the elderly in Maidstone, Kent. Alongside the Andrews water heating equipment is the Potterton Commercial Eurocondense central heating boiler.

The SOLARflo flat plate solar collectors are situated on the roof of one of the wings of the building, adjacent to the boiler room. This installation is a most recently completed example of how Baxi Commercial Heating can facilitate the requirements of an energy efficient specification from its portfolio of products supported by integrated technological expertise.

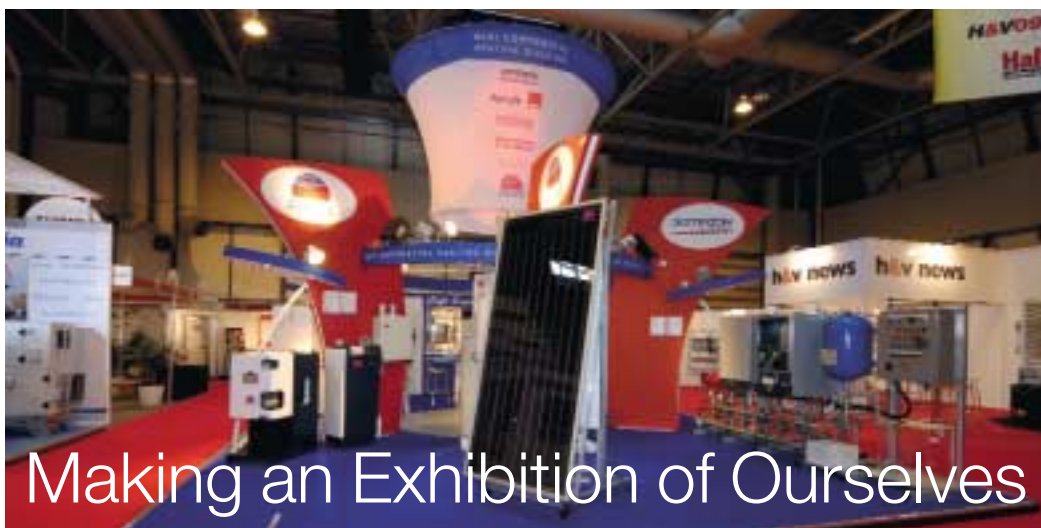
The care centre comprises a 59 bed care home with an additional 30 special care flats, all of which

must be provided with levels of heating appropriate to the more relaxed lifestyle of its elderly residents. Demand for hot water is also considerable for bathing, showering, hygiene maintenance and food preparation. It was therefore vital to the overall running costs of the centre that the water heating and central heating plant should be the most energy efficient possible.

As well as operating at 109% efficiency the MAXflo has multiple burners for built-in standby which saved on capital costs. Heat input and flow are carefully regulated to produce a closely controlled water temperature, and particularly important for this type of application, a high temperature anti-Legionella program is incorporated. The SOLARflo system has destratification and anti-Legionella functionality as standard. Each 2.55m² solar collector provides 90.1%



transmission efficiency, 95% absorption efficiency and allows emission loss of 5%. The Potterton Commercial Eurocondense central heating boiler has an extremely low NOx rating for reduced carbon emissions and the entire plant will minimise the care home's carbon footprint.



Making an Exhibition of Ourselves

We like to make it possible for you to see the range of products we have to offer and how they can be designed to work together as a complete boiler house solution.

In order to bring our products to

you we participate in selected specialist industry exhibitions to reach as many of you as possible. We can guarantee you will always find a warm welcome and knowledgeable staff on our stand. We look forward to seeing you at one or all of the following:-

The M&E Event '07
10th – 11th October 2007

NEMEX
20th – 27th May 2008

H&V09
24th – 26th February 2009

Andrews New Electronic Information

Andrews Water Heaters has updated its popular computer sizing program Size-It and included E-brochures of all products for easy reference on one CD.

This covers the entire portfolio of products, including the latest additions, SOLARflo and ECOflo. System designers tell us Size-It is an invaluable tool that allows them to select different configurations to find the most energy efficient solution for any given project.

The Size-It and E-brochures CD is now available on request from our new look website www.andrewswaterheaters.co.uk, where there are links to both the Potterton Commercial and the Baxi Commercial Heating websites.



BEHIND THE SCENES

Behind the Scenes at Baxi Commercial Heating

Although not so much “behind the scenes” as some, the spotlight is on **Gavin Watson** as he adds “National Accounts” to his responsibilities as Business Development Manager.



Editor You took up this role with Andrews relatively recently, but do you have previous history with the Baxi Group?

When I left school I was working on the design side so when I am talking to consultants now I have an understanding of basic design principles. I joined Heatrae Sadia when they were an independent company in 1991. In 1999 they were acquired by Baxi and I remained with them until 2002 when I went to work for Baxi Domestic on the boiler side. I left in early 2005 and joined Andrews at the beginning of January 2006 as Business Development Manager, a role which has since developed as the company strategy has changed.

Editor How would you summarise your current role? The business development aspect for Baxi Commercial Heating means I am the facilitator for the sales teams of both the Andrews

and Potterton Commercial brands, interfacing with consultants and specifiers of larger projects and with larger merchant customers. The additional National Accounts element brings a merchant focus that I see as a natural complement to the other duties.

Editor So, what does a Business Development Manager do?

I identify who are the larger specifiers/end users of Andrews and Potterton Commercial products and, as well as encouraging orders from them, I have responsibility for making sure that the products to service these orders are held in stock by the larger front line merchants in the quantities required.

It's very much about building personal relationships, quite often with different people within various sectors of industry and then going to talk to their customers, who are indirectly our customers as well.

Another important part of my role is to support the National Sales

Managers and Area Sales Managers. If they come across a specification above a certain figure or a high spending merchant customer that has one outlet, then I would support it, though the sales person would continue to run the account.

Editor What do your recently added National Accounts duties involve?

I make contact with decision makers at the merchant, eg. the purchasing and commercial directors, then once our products are accepted I negotiate with them the terms of business, within set parameters. Once the commitment is made, I liaise with their sales directors and business development managers, ensure sales literature is available and give presentations for the merchant's sales force. This information filters down to branch level, which is where our Area Sales Managers take over, ensuring that merchant counter staff are product trained.

Editor Do you get involved in any training activity yourself?

I make the arrangements for the hands on training to be done by Product Managers or our Technical Support Team. I can talk about benefits and pay back times etc. but how the control panel works would require their expertise. I also prepare CPD presentations and others for consultants as well as presentations in support of ASMs for merchants.

Editor Do you see your role developing further within the organisation?

Yes, most definitely. We will build on the database of major end users that we now deal with to increase our market share. A way of doing that would be by introducing more renewable and sustainable products and expertise to open up greater sales opportunities for both Andrews and Potterton Commercial.

Editor What do you do to switch off from the day job?

Sailing is my passion.



Andrews sponsored rally car in action

The Andrews sponsored rally car has been off the road for a complete overhaul since completing the Tulpen-Rallye Holland last year. The MGA was back together earlier this year and in action once again, this time in the Ardenne Roads Rally in Belgium.

Driver, Rod Bunn, BSRIA publisher and REDR Trustee, was reunited with his regular navigator

David Roberts for this challenge, last attempted in 2005, when mechanical failure kept them down the order.

Rod recounts, “This year, we found ourselves 18th out of 120 starters on the first day and we finished 13th! At one point we were up to 10th but got delayed by another competitor's accident ahead of us”. A great result for the only British entry in a Belgian Rally!

Mark Webster to Baxi Commercial Heating

Mark Webster has joined the Baxi Commercial Heating team, from another Baxi Group company, with special responsibility for renewable and sustainable technologies.

Mark supports both Andrews Water Heaters and Potterton Commercial sales teams as well as the Business Development Manager, visiting consultants and discussing solutions rather than individual products.



With an honours degree in engineering and experience in energy recovery systems, in his previous role as design manager Mark worked in close association with Potterton Commercial and latterly with Andrews. He explains, “I designed a cylinder and controls to be sourced from within the Baxi Group that is now part of the SOLARflo package. Now I am involved on the applications side as well as being able to continue my early contribution to the solar thermal solution.”

CONTACT US

Your Sales Team Contacts at a Glance

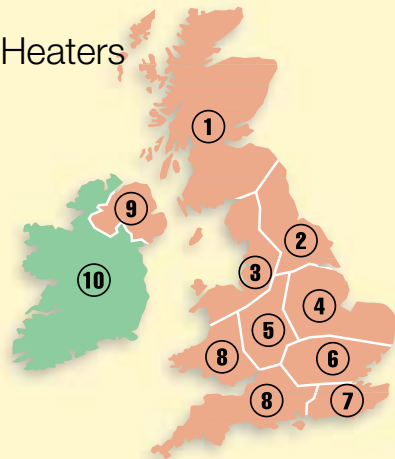
Here are your dedicated Andrews Water Heaters and Potterton Commercial sales team contacts. For a detailed breakdown of the Counties and London post code areas included within individual regions, please log on to the corresponding website.

www.andrewswaterheaters.co.uk and www.pottertoncommercial.co.uk

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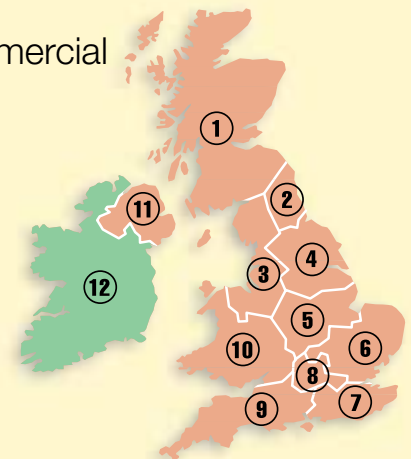
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