



ROBINSON WILLEY

For immediate issue

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ROBINSON WILLEY - BACK WITH A VENGEANCE!

Following its successful acquisition by the GDC Group Ltd - the UK heating division of Glen Dimplex – Robinson Willey is back with a vengeance. In a bid to consolidate its position and strengthen the long-term success of the RW brand, the company is set to unveil a number of innovative marketing and corporate initiatives. These will include a dedicated sales and marketing focus, an ambitious new product development programme and a new product guarantee.

Courtesy of the valuable resources and significant investment now provided by the GDC Group Ltd, not only is the production of existing RW gas and electric fires in full swing, the company is about to launch a new range of electric fires and fires surrounds suitable for the social housing sector. This will be the first from a dedicated programme of new product development that will see the company expand its presence in both existing and new market sectors.

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In addition, the pioneering manufacturer is on target to announce a new and extended product guarantee. Set to be rolled out across its entire range of gas and electric fires, the move is expected to deliver renewed confidence in the RW brand.

RW's Sales and Marketing Manager, Tracey Falshaw, comments: "Now part of the world's largest electrical heating business, the only way is up for RW. As well as an intense focus on new product development and new routes, the company will continue to pioneer technological advances in energy efficiency for heating products – all of which will ignite and reinforce the RW brand."

"Meeting the needs of our customers remains a number one priority and substantial investment in RW's sales and marketing function will not only help support our existing product portfolio and initiatives, it will help strengthen our presence across all sectors."

Robinson Willey provides a range of RW branded gas and electric fires and fire surrounds to the social housing, new build and domestic markets and is renowned for its pioneering advances in the field of gas fire safety and energy efficiency. For over 47 years, the RW brand has been synonymous with quality, reliability and performance.

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Founded in 1973, the multi-national Glen Dimplex Group is a privately owned company that forms the world's largest electrical heating business and boasts a sales revenue of €1.5 billion and 8,500 employees. With household brand names like Dimplex, Belling, Morphy Richards appliances and Stoves, the company has a strong heritage that dates back decades in the manufacturing of heating and domestic appliance products.

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