



**ROBINSON WILLEY**

**For immediate issue**

**RWLPR02.10**

**12th August 2010**

### **ACQUISITION SET TO IGNITE ROBINSON WILLEY'S FUTURE GROWTH**

GDC Group Ltd, the UK heating division of Glen Dimplex, has acquired the fixed assets, inventory and intellectual property including the brand of Robinson Willey - in administration. The acquisition will see the production of all RW branded products recommence.

Robinson Willey - a leader in the manufacture of gas and electric heating products - will continue to operate as a stand alone business from its manufacturing site in Merseyside. All standard RW product warranties will be honoured by the GDC Group for products that were sold in the previous twelve months.

Robinson Willey provides a range of RW branded gas and electric fires, fire surrounds and heating products to the social housing, new build and commercial markets and is renowned for its pioneering advances in the field of gas fire safety and energy efficiency. It is expected that the acquisition will enable the company to expand its presence in both existing and new, emerging energy markets.

/Cont...



**Page 2/2 - RWLPR02.10**

RW's Managing Director, Colin Pemberton, comments: "After decades of successful manufacture and brand development, we are delighted that Robinson Willey will now form part of the world's largest electrical heating business. The acquisition of RW's assets by The GDC Group Ltd will enable the company to take advantage of valuable resources and significant investment in product innovation in order to continue building the RW brand."

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 Lec refrigeration, the company has a strong heritage that dates back decades in the manufacturing of heating and domestic appliance products.

The story of Robinson Willey began as far back as the 1860's. Robinson Willey has been manufacturing gas fires since 1962 and they were the catalyst for the dramatic expansion in the field of gas fires. Today, with an impressive portfolio of gas and electric heating appliances and a pursuit of engineering excellence and dedication to providing superior comfort, the RW brand is synonymous with quality, reliability and performance.

**-ENDS-**

**PRESS CONTACT:**

Julie A. Watson

Wentworth Communications Ltd Tel: 0161 973 6763 Fax: 0161 969 6813

Email: [julie@wentworthcomms.co.uk](mailto:julie@wentworthcomms.co.uk)