

For immediate issue

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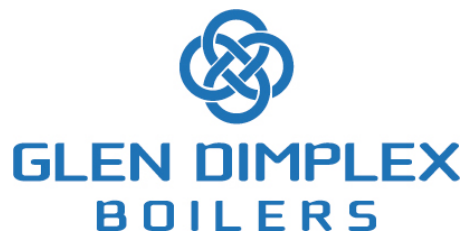
3rd February 2011

GLEN DIMPLEX BOILERS RAISES THE BAR FOR MERCHANTS

Glen Dimplex Boilers has launched a powerful marketing initiative aimed exclusively at both independent and national merchants. Designed to extend the popularity of its Dimplex branded gas boilers and raise the bar for merchants, this latest initiative highlights the benefits of a premium boiler range that costs less and demonstrates the unrivalled package of marketing support now available.

As well as offering a comprehensive range of high efficiency, price-competitive condensing gas boilers that come with a genuine FREE five-year parts and labour warranty, Glen Dimplex Boilers boasts a dedicated, in-house telesales campaign operation. Designed to promote special offers, promotions and events, this operation not only attracts installers into merchants, it provides a powerful vehicle for one-to-one dialogue with both merchants and installers.

In further recognition of the value of product training for merchants - Glen Dimplex Boilers already heavily supports merchants with branch-level technical mornings and an array of marketing collateral. The company also recognises the need to have information available online and is currently developing this within the merchant chain. /Cont...



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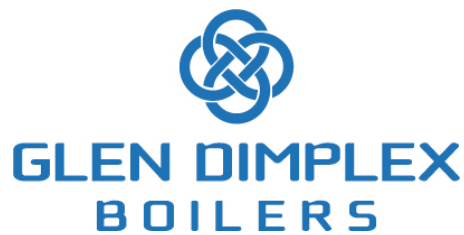
Amanda Byrne, Marketing Manager at Glen Dimplex Boilers continues: “As an active supplier within the NMBS, we are committed to meeting the needs of merchants. In addition to our superior range of products and dedicated telesales operation, we provide a comprehensive package of point of sale and merchandising material. This includes boiler stands that provide a ‘touch and feel’ experience, posters and window stickers, workwear and comprehensive packs of supporting information.”

She adds: “As well as an ongoing PR campaign aimed at raising the profile of Dimplex gas boilers, we will be running a series of eye-catching adverts throughout merchant and installer press.”

To provide increased online support, Glen Dimplex Boilers is also set to unveil a dedicated section for merchants on its website that includes an Events calendar. Plus, the company is soon to launch Facebook and Twitter presence in order to provide ongoing communication and a Glen Dimplex Boilers’ quarterly newsletter lends further support.

The Dimplex gas boiler range features a mix of SEDBUK A rated combi, system and open vented boilers boasting brand leading components and delivering a variety of outputs. Lightweight and compact in design with no sharp edges, all models are easy to install and maintain with a simple two-screw access, pre plumbing jig, wall mounting template, filling loop and quick fit guide.

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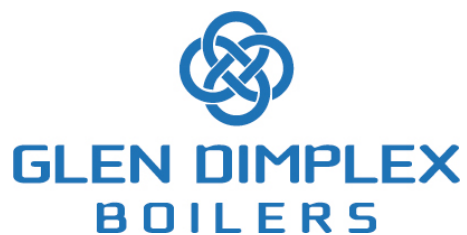
The company also promotes Aquastore, a range of unvented cylinders for powerful, mains pressure hot water and Edensol, a solar thermal hot water package to meet the growing demand for renewable technologies. In addition they offer a broad range of versatile flueing options including telescopic, chimney and vertical, with longer lengths available running up to ten metre horizontal and 12 metres vertical, if required. These options provide a high level of flexibility for the installer and minimise any problems created by nuisance 'plumbing' for the end user.

For further information visit the Glen Dimplex Boilers website at www.glendimplexboilers.co.uk or call 0844 371 1111.

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Notes to the Editor: Glen Dimplex Boilers – part of the multi national Glen Dimplex Group that includes household brand names like Belling cookers, Morphy Richards appliances and Dimplex heaters – is based in Prescot near Liverpool and has a strong heritage that dates back decades in the manufacturing of heating and domestic appliance products. The boiler manufacturing business (formally known as Halstead Boilers) was acquired by the Glen Dimplex Group in November 2004 and has since developed an extensive network of service engineers that is managed by the award winning Glen Dimplex Customer Care Team.

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PHOTO-CAPTION: As well as offering a comprehensive range of high efficiency, price-competitive condensing gas boilers that come with a genuine FREE five-year parts and labour warranty, Glen Dimplex Boilers has introduced a powerful marketing initiative aimed exclusively at both independent and national merchants.

