



ROBINSON WILLEY

For immediate issue

RWLPR03.11

22nd February 2011

ROBINSON WILLEY TURNS UP ELECTRIC HEATING FOR SOCIAL HOUSING

Robinson Willey is stepping up its presence in the electric heating market with the introduction of a low-cost, energy efficient heating solution exclusively for social housing. Following the company's recent acquisition by the GDC Group Ltd - the UK heating division of Glen Dimplex – a range of RW branded fires and suites now provide an extended 'mix n match' opportunity.

Energy efficiency and pioneering technology are the hallmark of RW products and these latest fires - SuperEco Classic II, Charisma II and Contemporary II - are no exception. Delivering 100% efficiency at the point of use, they incorporate the ultimate in LED lights with an expected lifespan of over 50,000 hours and, unlike other models available on the market, all carry BEAB and CE approval. A two-year guarantee on parts and labour provides further reassurance of quality.

Appealing ease of use and safety concerns, these fires boast a top-side switch heat control providing choice of 1kW or 2kW heat output, and an integral thermostat and overheat safety cut out. Plus, there is no need for loose coals, as a simple one-piece coal bed delivers an authentic flame picture and glow and, available in brass or chrome, all fires feature a quick fit kettle connection with 3m of white cable for ease of installation.

/Cont...



ROBINSON WILLEY

Page 2/3

RWLPR03.11

A new line-up of electric suites also provides a flexible, low cost heating solution and includes Rochford, Calgary, Anderwood, Wycombe, Denham, Vancouver, Rochester and Cosgrove (surround only). As well as featuring a variety of wood finishes that provide the ideal compliment to both modern and traditional interiors, some suites are available in petite and 20" versions to suit specific installation requirements.

RW's Sales and Marketing Manager, Tracey Falshaw, comments: "This latest product offering not only serves to confirm our commitment to the social housing sector, it demonstrates our ability to provide energy efficient heating solutions tailored to meet specific needs, such as our new one-box solution."

Tracey explains: "The majority of RW suites now come ready assembled for installation in one box which simply need the packaging removing, fixing back to the wall, plugging in and switching on. A two-box option of surround, back and hearth in one box and a separately boxed fire may also be supplied."

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 50 years, the RW brand has been synonymous with quality, reliability and performance.

/Cont...



ROBINSON WILLEY

Page 3/3 - RWLPR03.11

For further information on Robinson Willey and its extensive range of products, visit www.robinson-willey.com or contact Tel: 0151 530 5150.

PRESS CONTACT:

Julie A. Watson - Wentworth Communications Ltd

Tel: 0161 973 6763

Fax: 0161 969 6813

Email: julie@wentworthcomms.co.uk

PHOTO-CAPTION: Shown here; the Rochester suite in maple, complete with the Classic 11 electric fire in chrome.

