



**For immediate issue  
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## **WEBSITE REVAMP DESIGNED TO MAKE A DIFFERENCE**

The accelerated growth that Glen Dimplex Boilers continues to enjoy has prompted the company to update and significantly improve its website [www.glendimplexboilers.co.uk](http://www.glendimplexboilers.co.uk). The site now features a fresh dynamic design that enables visitors to quickly and easily navigate information on the comprehensive range of Dimplex gas boilers, unvented cylinders, renewable packages and heating controls.

Reflecting Glen Dimplex Boilers' new corporate styling, merchants, installers, specifiers and consumers can also easily access material that is specifically tailored to meet their needs. Whilst consumers are presented with a user-friendly guide to choosing a domestic heating system, installers can access a dedicated section for the company's new loyalty reward scheme, *ignite*. Merchants meanwhile can access an array of supportive product and commercial material helping them to promote the premium gas boiler.

Other new features include a News Section that is featured on every page, an annual Events Calendar that lists presence at forthcoming exhibitions and roadshows, plus links to the company's Facebook and Twitter sites. A simplified, yet extended menu structure and a simple keyword search function also facilitate navigation.

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Comments Glen Dimplex Boilers' Marketing Manager, Amanda Byrne "We have seen a staggering increase in the number of visitors to our site of over 100% during the last twelve months. Therefore, as a key communication tool, it is vital that the website develops in line with brand and product awareness providing improved visibility and accessibility. "

She adds: "The new design reflects our desire to provide superior levels of care and support for all our customers and we are confident that this latest development improves the site's overall functionality, simplicity and friendliness."

For further information on Glen Dimplex Boilers call 0844 371 1111.

**-ENDS-**

**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, 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:**

The updated and significantly improved website of Glen Dimplex Boilers  
[www.glendimplexboilers.co.uk](http://www.glendimplexboilers.co.uk)

