



Issue 18. July-Sept 2015

# NEWSFLOW

ALL THE LATEST NEWS FROM WESTCO - YOUR HEATING AND PLUMBING PRODUCT SUPPLIER

## Westco Support Children's Burns Trust with TMV Promotion

### IN THIS ISSUE:

- THE WESTCO QUARTERLY OVERVIEW
- FREE PIPELOC REPAIR COUPLING OFFER
- NEW WESTCO WEBSITE LAUNCHES
- OUR TOP 10 MERCHANDISING TIPS

As we move into summer 2015, at Westco we've been busy looking at how we can further support our customers. With 'continuous improvement' at the heart of everything we do, there have been some exciting developments over the past few months - including **fantastic promotions**, the launch of an **updated corporate website** and the introduction of **innovative new products!** We're also proud to have launched the first in a series of sales and marketing support guides.

We look forward to revealing even more updates in the next edition of Newsflow. In the meantime, don't forget to follow us on Facebook and Twitter for the very latest updates and offers from the Westco team!



Heat • Fittings • Valves • Gas • Taps • Pre Packed

# WELCOME TO NEWSFLOW

We've made no secret that 2015 is a big year for Westco, and we've been working hard over the last six months to improve and evolve our business for the benefit of all our customers.

With developments taking place behind the scenes to allow customers to order directly through our website, we have now completed the first round of digital improvements, with the launch of our new corporate website. Please do take a look at [westco.co.uk](http://westco.co.uk).

As part of our ongoing partnership approach, we plan to use the new site to reach out to our merchant customers; providing sales and marketing support to help them maximise revenue for their own businesses. We've already launched the first in a series of handy guides to help us do this; offering some top tips on how to create effective in store displays. Keep an eye out on our website, and across our social media channels for further updates.

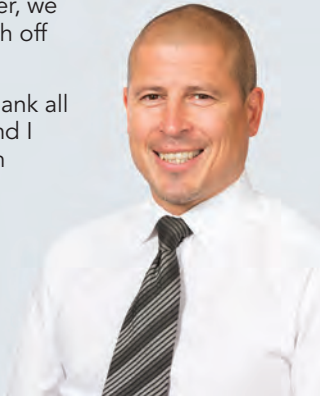
In addition, over the last few months we've been reiterating our commitment to ensuring that the safest, most energy efficient products become standard for all plumbers and installers. With this in mind, it's vital that, as an industry leader, we promote the importance of safety through the use of appropriate and accredited products. As such, we are delighted to introduce the Safeguard TMV.

Exclusive to Westco, Safeguard is approved for use in both TMV 2 and TMV 3 environments - helping to prevent accidents from happening to vulnerable people such as young children and the elderly. To celebrate this addition to the Westco product line, a donation of 50p will be made to the Children's Burns Trust for every Safeguard TMV sold. You can find out more about this, and the good work undertaken by the Trust, later in this edition of Newsflow.

Proud of the role we play in the local community, as well as supporting the Children's Burns Trust, we continue to support our local sporting stars, Leigh Centurions. A shirt sponsor of the Club, the recent, frankly incredible, run of 27 straight wins made the local community, and everyone here at Westco very proud. And, while the winning run streak may be over, we look forward to watching the Centurions finish off the season in style!

Until the next issue of Newsflow, I'd like to thank all our customers for your continued support, and I look forward to bringing you more news from Westco very soon.

**Nick Horton**  
Managing Director - Westco



## NEW WESTCO.CO.UK WEBSITE LAUNCHES

Last month saw the first phase of our new Westco website going live with the launch of our new corporate website.

In addition to being easier to navigate, the site features a range of useful guides and resources to help our customers (and their installer customers!) get the most out of working with Westco and the products we supply.

The second phase of the website will see products added and the development of our e-commerce service which will allow customers to order directly through our website.

**You can check out our new website at [westco.co.uk](http://westco.co.uk).**

Of course, 'continuous improvement' is the name of the game, and we'd welcome your suggestions on any further resources you'd find valuable. Please email any suggestions to [marketing@westco.co.uk](mailto:marketing@westco.co.uk)

## BEST OF BRITISH!

Celebrating the very best of British, in this edition of Newsflow we'd like to highlight our Qualflex hoses, and Westherm 6 TRVs – made exclusively in Britain.

### The Westherm 6 TRV

The newest addition to Westco's popular Westherm family of TRVs. British made, it comes with the same durability and ease of installation you've come to expect from Westco products. **Find out more at [www.westherm.co.uk](http://www.westherm.co.uk)**

### Qualflex Flexible Hoses

A family of high quality, flexible water hoses made exclusively in Britain. The WRAS-Approved range provide a safe and taint-free conveyance of potable water supplies in domestic and commercial applications. **Find out more at [www.westco.co.uk/products/sanitary/qualflex](http://www.westco.co.uk/products/sanitary/qualflex)**



# PLUMBERS TAKE PIPELOC FOR A TEST DRIVE!

To celebrate adding Pipeloc to our ever-growing range of over 5,500 product lines, here at Westco we've been offering plumbers and installers a FREE Pipeloc repair coupling. And the feedback so far has been hugely positive!

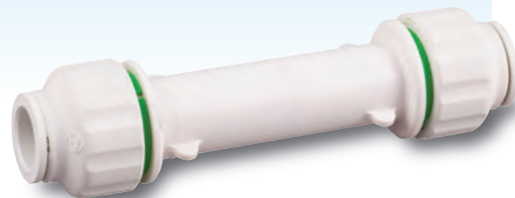
With plumbers finding out about the campaign through a range of channels – including our first ever Facebook campaign - Pipeloc is getting into the hands of plumbers across the UK. And it's clear that the benefits of the innovative push-fit and twist system are not going unnoticed, with many people referring their contacts to get their hands on their own repair coupling!

In addition to raising awareness of Pipeloc, which is lightweight, durable and safe to install, with greater burst resistance than copper, the promotion has also resulted in

lots of new likes for our Facebook page. With the campaign set to continue over the summer months, if you'd like to see what all the fuss is about, register for your free Pipeloc repair coupling at [www.pipelocpromotion.co.uk](http://www.pipelocpromotion.co.uk)

For more information on Pipeloc, visit [www.pipeloc.co.uk](http://www.pipeloc.co.uk) or follow us on Twitter @Westcoflowuk or like our Facebook page [www.facebook.com/Westcoflowuk](http://www.facebook.com/Westcoflowuk)

PIPELOC



## WESTCO SUPPORTS THE CHILDREN'S BURNS TRUST

In the last edition of Newsflow, we discussed how the proper use, installation and maintenance of Thermostatic Mixing Valves (TMVs) in healthcare environments could help protect vulnerable people from the dangers of burns and scalds.

Passionate about ensuring the safest, most energy efficient products become standard for all plumbers and installers, we're committed to offering more than just lip-service when it comes to this critical issue.

With this in mind we're delighted to announce that Westco will now donate 50p for every Safeguard Thermostatic Mixing Valve (TMV) sold, to the Children's Burns Trust.

The Children's Burns Trust is a national charity that works with NHS professionals and families to help fund rehabilitation and support for children currently living with burns. In addition, the Trust also undertakes awareness raising campaigns to reduce the number of burns and scalds happening to children in the first place.

It is our hope that in supporting the Children's Burns Trust, we won't just help raise much-needed funds for child burn victims, we'll also raise awareness of this very important issue - preventing such accidents from happening in the first place.

## WESTCO SAFEGUARD THERMOSTATIC MIXING VALVES A TMV TO FIT ALL ENVIRONMENTS

Approved for use in both TMV 2 (domestic) and TMV 3 (healthcare) settings, Westco's Safeguard TMVs ensure water supply remains at a constant, safe temperature.

What's more, by blending hot and cold water to provide a safe heat at the point of use, water can also be stored at a higher temperature, so that it kills the Legionella bacteria.

- Available in both 15mm and 22mm compression fittings
- WRAS and BuildCert approved
- Suitable for single application installations
- Failsafe cold water failure device
- Laser etched bar code on body enable full audit tracing back to factory tests and data base
- Protective caps fitted to valve body prevent entry of debris and protect valve lubrication prior to fitting
- Security Sealed packaging
- Tamper Proof Head
- Suitable to meet Part G Building Regulations
- NHS D08 compliant.

Westco Safeguard Thermostatic Mixing Valve  
15mm - Product code: 05337 / 22mm - Product code: 05338



SAFEGUARD

For further information or to place an order:  
Call Westco Sales on 01942 603 351 or  
contact your local area sales manager

# PRODUCT FOCUS

Every quarter we identify new, innovative or just plain great value products we think should be on your order form!

## BOILER-M8

### The ULTIMATE Defender of your Heating System

Contaminants caused by the corrosion of ferrous metals, such as the inside of radiators, build up in heating systems over time, causing system breakdown and long-term damage.

The **Boiler-M8 Magnetic Boiler Filter** constantly removes both magnetic and non-magnetic contaminants - extending the life of your boiler.

- **High Capacity EZY-Clean Magnet** - quick and efficient disposal of magnetic debris.
- **Twin Seal filter base cap** - watertight guarantee designed to reduce torsion force on the elastomeric polymer seals.
- **EZY-Fit Diverter** - easy to install on almost any pipework configuration without the need for any additional fittings.
- **5 year warranty** for total peace of mind.

**ASK YOUR ASM FOR FURTHER DETAILS & ORDER TODAY!!**

**22mm Boiler-M8 Defender Promotional Pack**

Product code: **29230**

## Important Customer Notice

**UK Gas Hose and Socket products to BS669 Part 1 for Domestic Gas Installations Compliant with BS6172 and Guidance for UK Domestic Installation Standard BS6172: 2010**

Westco Flow Control Limited would like to ensure that all customers are clear about UK Gas Hose Standards and UK Gas Installation Standards following some confusion generated in the market by some products being promoted in the UK.

On our website, you will find important information regarding UK Gas Hose and Socket products to BS669 Part 1 for Domestic Gas Installations Compliant with BS6172, as well as guidance for UK Domestic Installation Standard BS6172: 2010.

You can read the notice in full on the Westco website.  
[www.westco.co.uk/advisory-notices](http://www.westco.co.uk/advisory-notices)



## MAXIMISE VISUAL MERCHANDISING

From layout to special offers, packaging, posters and price promotions, visual merchandising can help maximise the presentation of products, spark interest and increase sales.

Check out our **Top Ten Tips** on how to create effective in store displays.

### 1. UNDERSTAND YOUR CUSTOMER.

Understanding and satisfying customers is key to delivering excellent service and generating repeat business. The more you know about your customers, the easier it is to produce in-store solutions that improve the overall customer experience. If you haven't already done so, spend some time figuring out the wants, needs and motivations of your customers and use this knowledge to inform all your visual merchandising decisions.

### 2. MAKE IT EASY FOR YOUR CUSTOMERS.

Now you know who your customers are, and what they want from you, review your layout and make sure you're helping them to fulfil this need as quickly as possible. Use signage and posters to help them identify and find what they are looking for quickly and easily.

### 3. GROUP AND SEGMENT YOUR PRODUCTS.

As well as helping to speed up the buying process, by positioning products together you may also inspire your customers to try something new; maximising the potential for cross-selling.

### 4. UTILISE YOUR DATA.

Where do your best sales happen? If you're not sure, invest in some research to find your hot-spots. Experiment and place the products you want to sell in these areas to see what happens, and use advertisements and displays to capture interest in the spots that generate the most traffic.

### 5. GIVE YOUR CUSTOMERS SOMETHING FOR NOTHING.

Everyone loves a bargain, so consider using offers and test promotions to spark interest in key products.

### 6. BE CURRENT.

Rather than keeping the layout of your store fixed all year round, consider promoting and prioritising seasonally relevant items to help maximise sales and demonstrate that you understand the needs of your installer customers.

### 7. PROMOTE YOUR PRODUCTS.

Take advantage of point of sale (POS) displays to advertise promotions alongside your products. In doing so, you'll give your customers the opportunity to learn about new products, which could result in higher sales.

### 8. USE YOUR SPACE.

Windows are one of the most useful visual merchandising tools at your disposal. Make sure to use yours to promote and inspire sales. Likewise, if you have any outdoor space at your disposal, consider how you can use this as extra advertising space.

### 9. CONSIDER THE PACKAGING YOU USE.

Specially designed, strategically placed, retail ready packaging is proven to lead to increased sales. And, don't overlook the opportunity to give your own brand a boost by using your logo on the products sold in your store wherever possible.

### 10. CONSIDER ALL THE CUSTOMER TOUCHPOINTS.

While what happens in store matters, your offline presence no longer exists in isolation. Today's customers not only look at your website to help the buying process, they are also increasingly turning to social media to help form purchasing decisions. And this goes for business buyers as well as consumers. Recommendations, price comparisons and reviews are often sought online before a customer will even step through your shop door, so it's important to be "multi-channel".

Westco Flow Control Limited

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