

# THE WHITE BOILER COMPANY

**For immediate issue**

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## **The White Boiler Company launches new premium boiler range**

In a bid to attract those installers, specifiers and homeowners looking to invest in a premium, quality boiler that comes with easy to operate touch controls complete with a five year warranty as standard, The White Boiler Company has unveiled two new White Heat models that brings the next generation of high efficiency combination and system boilers to the market.

Designed to fit almost anywhere - measuring just 700mm high x 400mm wide x 300mm deep - the two combi models, WH80 and WH90 with central heating output of 25kW and 30kW pack a punch, delivering excellent flow rates of 10.2 and 12 litres @ 35 degree rise respectively. Meanwhile, the heating system boilers provide outputs ranging from 3.6kW to 26.2kW. All models are available in natural or LPG gas.

Manufactured by The White Boiler Company (part of the Ravenheat group) the new brand bears all the hallmarks of their manufacturing prowess. Complete with the company's tried and trusted technologies and superior solid brass components, the White Heat brand offers a total of four combi and four system models capable of reducing gas consumption and NOx levels to record lows. To launch the WH80 and WH90 condensing combi the guarantee has been extended by two years to a total of seven years on all purchases until 31<sup>st</sup> December 2014 at no extra cost, such is the White Boiler Company's confidence in the quality and reliability of its appliances.

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Louis Pickersgill explains: “The White Heat brand has been developed to accommodate the expectations and needs of a diverse customer orientated market place. This new range offers a quality and reliable heating and hot water solution that has been developed to work in conjunction with today’s renewable technologies.

“The new brand will also open up further opportunities for the installer, as it makes upgrading to high efficiency even more attractive and means that customers would be best advised to replace, rather than repair their old inefficient boiler. With this new brand, we are confident that we can add even greater value to our customer proposition,” adds Louis.

The new brand is currently being rolled out to selected customers and merchants to highlight awareness of this latest development, along with this is a high profile media campaign running until the year end.

For further information on the new White Heat collection, visit [www.ravenheat.co.uk](http://www.ravenheat.co.uk) or call 0113 252 7007.

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**Photo-caption:**

Pictured here; the brand identity for the new range of White Heat boilers that has been unveiled by The White Boiler Company. Complete with a five year guarantee and delivering premium performance, this latest brand brings the next generation of affordable high efficiency combination and system boilers to the market.

The logo for White Heat, featuring the words "WHITE" and "HEAT" stacked vertically in a bold, black, sans-serif font. The letters are thick and blocky, with a slightly distressed or industrial feel.

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