

**Press Release embargoed until 12<sup>th</sup> November 2012**

## **Viessmann supports national energy efficiency campaign: Hole in the roof**

Leading heating manufacturer, Viessmann, is supporting the Heating and Hotwater Industry Council's Hole in the Roof campaign. Launching today, November 12 2012, its purpose is to raise the awareness of energy efficiency by getting people to take action and make a change in their homes that could result in financial savings.

Hole in the Roof would like consumers to change their behaviour and stop wasting energy that is metaphorically disappearing through the roof as well as depleting the pocket. Consumers can view the Hole in the Roof website and click on any technology or heating system measure to find out what change could suit them best. This can be a simple measure like draft proofing, putting a balloon up your chimney, radiator reflectors or installing a renewable technology.

The website has a 2D house where consumers can click on various heating technologies in the house such as thermostats, solar thermal, showers, heat pumps, controls and other measures. This user friendly website will enable the public to find out more about how they can save energy and become more energy efficient. Human behaviour is one of the hardest things to change and we want people to become more aware of their actions but not preach to them and also appeal to all publics not just the green community. At the end of the day, energy costs keep rising and will hit many pockets hard as winter approaches, we need people

to realise that they need to prevent money from literally disappearing through the roof.

Hole in the Roof is supported by leading environmentalist, Tony Juniper, BBC's DIY SOS Charlie Luxton, financial expert, Jasmine Birtles and Director General of Saga, Dr Ros Altmann.

Viessmann's managing director Graham Russell says, "Condensing gas boilers play a major role in the future of the UK's energy usage and are paramount for reaching the Government's carbon targets for 2020. We recognise the need for the whole industry to work together to make understanding energy efficiency more straightforward for consumers."

Roger Webb, HHIC director said: "The Hole in the Roof campaign is all about making simple changes in the home in order to make your environment more energy efficient. We have some well-respected supporters from a variety of fields who all support us in our aim to raise the importance of energy efficiency. We want people to become enthused about changing their behaviour to sign up to the fact that as a collective whole we can make a difference. We can't force people to change their behaviour but we can try to tap into the reasons they might want to. The Hole in the Roof campaign provides a fun and interactive website and a humorous animation to watch called: The Romans all to help kick-start action."

## About Viessmann Limited

Viessmann Limited is part of the Viessmann Group of Companies which is one of the leading international manufacturers of heating systems. Founded in 1917, the family business is overseen by the chairmanship of Managing Partner Dr. Martin Viessmann. The Group has annual turnover of EUR 1.86 billion and employs a staff of approximately 9,600. Viessmann's comprehensive product range encompasses all fuel types and applications, allowing it to deliver high quality, efficient and fully integrated solutions. With an output range of 1.5 to 116,000 kW, Viessmann offers oil and gas-fired boilers, solar thermal and photovoltaics, combined heat and power modules (CHP), ground, air and water sourced heat pumps and biomass boilers.

## About HHIC

The Heating & Hotwater Industry Council is a member organisation committed to effectively supporting and promoting the sustained growth of the UK domestic heating and hot water industry. HHIC represents the industry at all levels, networks across the industry, Government and beyond, facilitates a range of market development, communication activities and research. It also provides technical expertise. For further information regarding HHIC view our website at [www.centralheating.co.uk](http://www.centralheating.co.uk)

## Press Enquiries

For further information please contact Jodie Wiltshire on 01926 513743 or email [jodie@hhic.org.uk](mailto:jodie@hhic.org.uk) Please visit our Hole in the Roof website at [www.holeintheroof.org.uk](http://www.holeintheroof.org.uk) Like us on Face book, and tweet us on Twitter as well as watching our fantastic animation called The Romans on YouTube.

Judy Collins, Propel Technology, Bloxham Mill, Barford Road, Bloxham, Banbury, Oxfordshire, UK, OX15 4FF.  
+44 (0)1295 724130 / +44 (0) 7786 455045.  
[judy@propel-technology.com](mailto:judy@propel-technology.com)