

FIREBIRD Ezine



When times are tough

..... the tough get going.

That's the Firebird way. Despite the trials and tribulations of the economy, at Firebird we are feeling confident about the future. Our recent new boiler developments have been very well received, offering high quality products which feature easy to fit benefits for the installer. We also pride ourselves on providing first class customer support service.

A key factor in our success has been listening to and acting on feedback from installers which has helped us to develop installer friendly products.

I hope you are finding our Ezine of interest and we would be delighted to hear from you if you have any comments. Keep up the good work and don't miss the opportunity to win a prize in our competition.



Barry Brynildsen
Barry Brynildsen

Firebird celebrates 30 years

Firebird is celebrating 30 years in business. Established in 1980, Firebird has grown to be a leading specialist manufacturer of oil fired boilers.

The company's history is one of progressive growth based on following sound business principles, developing and introducing products in response to changing market conditions. The company ethos over its 30 years has been one of customer service and support, ongoing product development, competitive pricing, modern and efficient manufacturing technology and high quality products. Firebird can now claim to be the largest supplier of oil boilers in Ireland and one of the top three Oil Boiler brands in the UK.

Firebird's beginnings were in the manufacture of solid fuel back boilers and the company quickly became the leading supplier to the domestic Irish market. As UK sales grew, an office was established in Devon to support the increasing number of heating installers using the Firebird brand.

The noughties saw the arrival of the condensing boiler and the development of the Firebird Enviromax oil condensing boiler which introduced unique and advanced technology. The Enviromax Combi was the first SEDBUK A band oil combi and was the basis of further

expansion of the product range, which is now the widest oil boiler range amongst the main brands in the UK market. As heating system design and products have continued to change, Firebird has continued to develop new products which now include new oil boilers such as the Enviromax Slimline Combi as well as Envirosol Solar Systems and Biomass boilers.

Today Firebird continues to grow and now employs 150 people with a production capacity of 60,000 units.

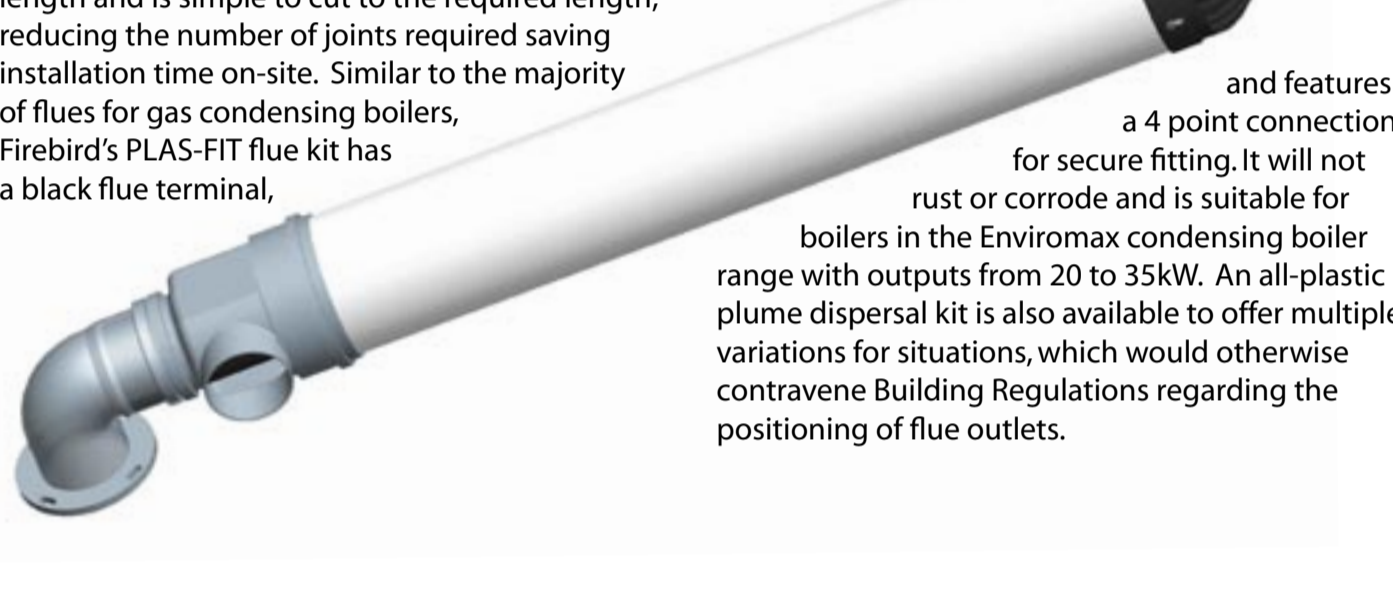
Firebird continues to grow with the development of new high efficiency oil boilers and new heating technology, including solar and biomass. We continue to invest heavily in R&D and production. We also pride ourselves, and focus, on customer service which includes training facilities as well as our technical field sales team, technical services, customer service and spares functions. We owe a lot to our installer customers who have helped us considerably with a number of suggestions and ideas over the years. Our products have improved, not just by listening to our installer colleagues but by taking action too. We believe this outlook will be the foundation for further growth as heating installers continue to learn more about the features and benefits of the Firebird brand.



FLUES NEWS

Firebird is the first oil boiler manufacturer to introduce an all-plastic flue for their Enviromax condensing boilers range. The PLAS-FIT low level condensing flue is supplied in a one metre fixed length and is simple to cut to the required length, reducing the number of joints required saving installation time on-site. Similar to the majority of flues for gas condensing boilers, Firebird's PLAS-FIT flue kit has a black flue terminal,

which complements the majority of properties. The flue is lightweight, yet extremely robust,



and features a 4 point connection for secure fitting. It will not rust or corrode and is suitable for boilers in the Enviromax condensing boiler range with outputs from 20 to 35kW. An all-plastic plume dispersal kit is also available to offer multiple variations for situations, which would otherwise contravene Building Regulations regarding the positioning of flue outlets.



AT YOUR SERVICE

Training Manager Phil Mason explains some of the finer points to some of the service engineers attending the course

The Firebird UK Service Team has recently held an 'update' course at the company's training centre in Kingsbury near Birmingham.

The training session was specifically tailored to familiarise engineers that carry out our field service work. They were informed of the latest developments in the Firebird range of Oil Boilers, including the Enviromax Slimline Combi and the Silver range.

Firebird Training Manager Phil Mason says "It is important for our service engineers to be kept up to date with the latest technology so that in the unlikely event of a failure, they have the knowledge to identify and solve a problem to minimise inconvenience for the customer. Regular reviews are an integral factor in our training programmes to meet the needs of the market as our product range grows."



On target with new man

We are delighted to welcome Graham Hardy to our sales team. Graham will cover the Southern region of the UK and brings extensive experience in the plumbing and heating sector. He has spent the last four years working on building relationships with plumbing and heating companies, installers, architects, surveyors, nationwide and bespoke property developers.

Graham is married with four children and in the 1990's was a semi-professional darts player, playing regularly for Hampshire and reaching the last 32 in the Winmau World Masters.

"I like to think I am conscientious with regard to helping my customers and look forward to meeting the installers and merchants on my patch to further develop our business relationships" says Graham.

PROVEN PCB

Firebird was one of the first companies to introduce PCB technology to the oil boiler market. Feedback from installers has been extremely positive and our technical team have reported less than 0.2% of breakdowns since this change.

The PCB is a vast improvement over the electromechanical control providing greater accuracy in temperature and reliability of flow performance. It eliminates the need for flow switches in the boiler and therefore also reduces the number of pipework joints. The PCB monitors the differential temperature of the cold water feed six times a second and responds immediately when it senses a demand for hot water. It is not affected by any sediment in the system or by any problems from high water pressure and in the rare occurrence of failure, offers easy diagnosis and simple plug and play replacement.

WIN

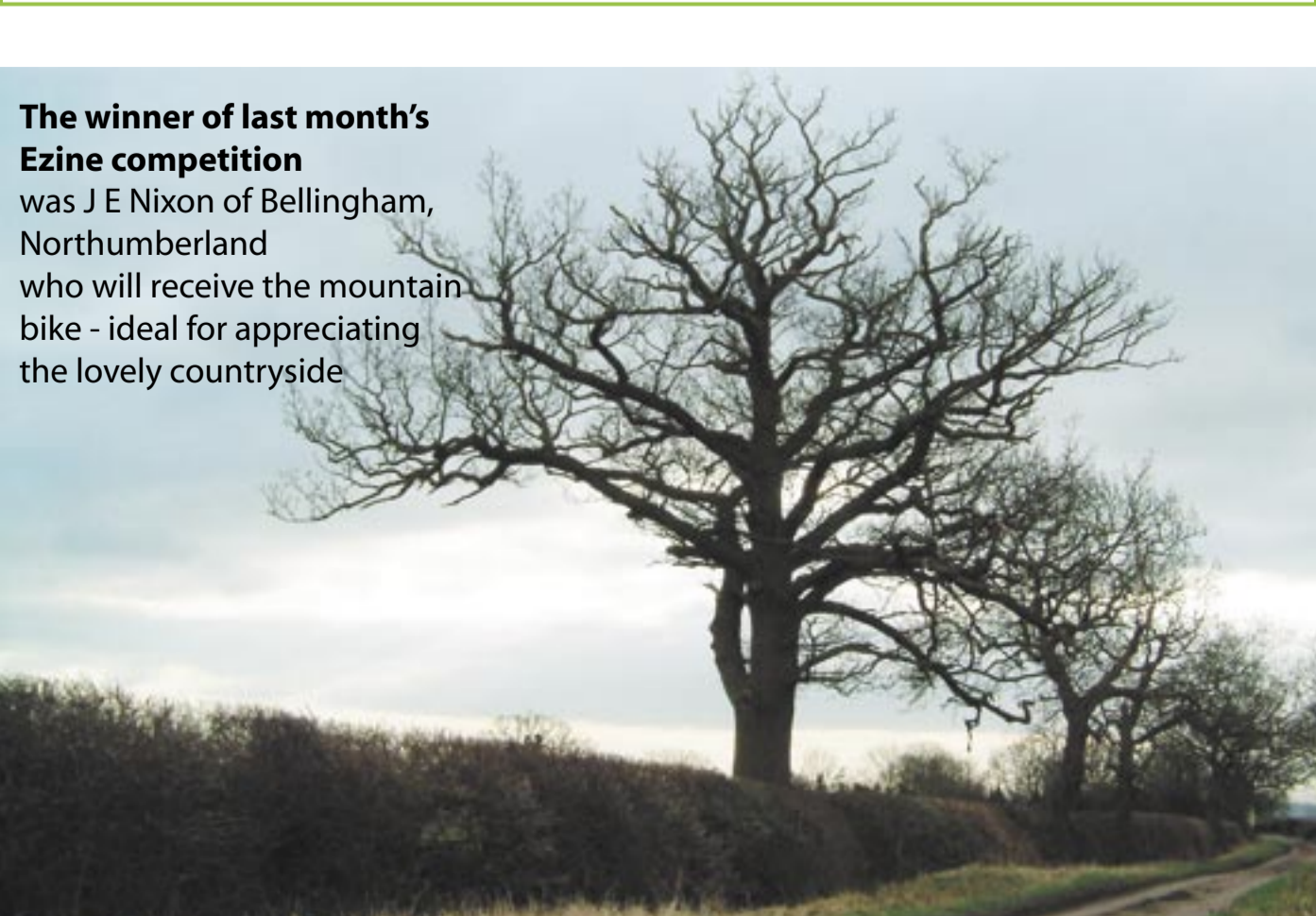
..... a high quality digital camera.

Samsung PL100 Compact Digital Camera with 8GB Memory Card and Case.

Simply give the correct answer to the question

In what year was Firebird established?

And you could be the lucky winner of this highly desirable prize. Just email your answer by 20th August to firebirdboilers.co.uk to register your entry and a winner will be drawn from all the correct entries.



The winner of last month's Ezine competition was J E Nixon of Bellingham, Northumberland who will receive the mountain bike - ideal for appreciating the lovely countryside

For further information on all Firebird products please contact:
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