

January 18, 2007

SENTINEL – ENERGY EFFICIENCY IN A BOTTLE OR A TUBE!

Quality water treatment simply makes sense

At Sentinel we're proud to be a Business Initiative supplier. Our water treatment products have been recommended by Worcester for years and our relationship is based on a mutual understanding that quality in our business is vital and agreement that energy efficiency is our business.

Let's have a quick look at the products on offer to installers from Sentinel that will help you to meet your obligations under the Building Regulations Part L and as importantly, help you to ensure that your customers Worcester boilers and heating systems run 'trouble free' and as energy efficiently as its possible for them to do.

Sentinel provides a range of high quality products for the cleaning, protection and noise reduction of domestic heating systems which improve system reliability, increase fuel saving and extend system life. Its products are now recognised and trusted by heating engineers, installers and specifiers right across Europe.

Sentinel offers a wide range of specialist domestic water treatment products for heating systems, under its popular and easily recognised 'X' series branding. Its X400 sludge remover that eliminates a build up of magnetite sludge in a system and its X100 inhibitor which provides protection against scale, corrosion and bacteria growth are the two products you're probably best acquainted with but there's also X200 noise reducer, X300 universal cleaner for new systems and those up to 6 months old, X500 inhibited antifreeze – ideal for solar panel installations, and X800 – a powerful highly active cleaning agent that many installers use in conjunction with the Sentinel Jetflush 4 flushing device. X100, 200 and 400 are also available in concentrate tubes and are proving increasingly popular with installers.

Independently carried out research by GasTec for Sentinel recently has confirmed that sludge build up in radiators on a normal domestic heating system can reduce their overall effectiveness by as much as 15%. In addition, it says that proper cleansing of a system using a chemical additive to 'break-up' sludge deposits combined with a power-flush of the system will result in greater uniformity of radiator temperature and result in a reduced risk of system hydraulic imbalance. This in turn should lead to an increase in overall boiler energy efficiency of 2%.

Worcester recognises that the reliability of its products are most at risk from faulty installation and poor quality circulating water and are convinced of the benefits of the application of Sentinel products. Indeed, virtually every major boiler manufacturer across Europe endorses and encourages the use of Sentinel products.

BI members will welcome the opportunities that Sentinel is willing to offer them. All new BI installers will receive a Sentinel 'Welcome Pack' which provides lots of useful information for them about water treatment. There will be a special Worcester BI scheme promotion every year – that's available only to BI members. And the recently released Sentinel Training Programme CD which retails at £29.95 will be yours for free. Sentinel will also provide additional sales aid information and for every Sentinel Jetflush 4 unit you buy, Sentinel will contribute to the BI members marketing fund to help fund more promotional activity.

To find out more about Sentinel and its products why not visit our website at www.sentinel-solutions.net or call our technical helpline on 0800 389 4677 (UK) or 1800 882374 (Republic of Ireland).

Sentinel Performance Solutions

Sentinel is a leading manufacturer of products designed to clean and protect residential central heating systems. Sentinel's products improve system efficiency, reduce gas consumption and carbon dioxide production, and prolong the life of residential heating systems in the UK and Europe. Sentinel sells its products through European distributors of HVAC and plumbing products. Founded in 1988, Sentinel is headquartered in Runcorn, England. For more information, please visit www.sentinel-solutions.net

For further information, please contact:

***Mark Walker, European Marketing Manager, or Hannah Thompson, Marketing Communications Manager, Sentinel – 01928 588 330
or Steve Paddock or Michele Turner, Market Link PR – 01905 726 575***