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■ NEW LOOK HALSTEAD MAKES ITS MARK

Halstead Boilers has announced a number of changes to its business as part of a major re positioning strategy for 2008.

Central to this activity is a new commercial team headed up by chief executive Eddie Stanton in conjunction with marketing director Gren Ward and sales director Paul Strudley. With a combined 50+ years experience in the heating industry, all three were formerly with the Baxi Group. Other leading names within their career portfolios include Potterton, Main, Wolseley, Thorn EMI Heating and Myson and between them they can also claim to have true 'hands on' experience of heating installations and product design.

Halstead has also undergone a complete re-branding this year, which the company says now reflects the ownership by the Glen Dimplex Group and portrays a more modern image while at the same time retaining the traditional values and reputation of the brand.

Central to the company's plans is to engage with and support installers who are new to the industry as well as those with more established businesses. Halstead is also keen to work more closely with independent builders' merchants of all sizes throughout the UK, enabling easier access to products and to enable next day delivery. In line with this, a new arrangement has also been agreed with F&P Wholesale, which is now stocking the entire Halstead range.

Eddie Stanton, said: "These are exciting times at Halstead, as well a bringing in a new team and undertaking the re-branding we're announcing the arrival of a number of new products this summer, including high efficiency boilers and renewable solutions. We're also launching several initiatives designed to put us at the forefront of the installers and independent builders' merchants' minds when seeking heating equipment.

“Our focus is to work more closely with our customers and we’re taking steps to significantly improve and expand our service and training offer.

“Additionally, we’ve made a number of new appointments and changes to our external sales team as part of our overall strategy to add value and underline the benefits of working with Halstead.”

Ends

Notes to editors:

Halstead Boilers is based in Halstead in Essex and has been manufacturing heating appliances since 1975. The company was acquired by the Glen Dimplex Group in November 2004 and also has a commercial centre in Leamington Spa, Warwickshire.

Issued on behalf of Halstead Boilers Ltd by **Red Box PR**. For further information please contact Kim Barnes at Red Box PR on Tel: +44 (0) 1905 670333 or Email: kim@red-box-pr.co.uk.
