



## MONARCH WATER

### News release

#### **MONARCH WATER'S INSTALLERS CLUB GETS A NEW YEAR BOOST!**

Monarch Water is rolling out its highly successful 'installer support' programme, the *Monarch Water Installers Club*, for plumbing and heating professionals.

The programme will form part of Monarch's on-going initiatives to further support its installer network to help maximise their sales opportunities when discussing the damaging effects of limescale with customers.

Established for over 50 years Monarch has continued to support its loyal installer and plumber base through its installer club. During this time it has successfully launched initiatives such as WASH, the industry-wide water softener helpline in 2010 that has helped provide product specification and technical advice for installers and merchants in support of future sales. Monarch has achieved other notable firsts, including the first company to offer a non-electric softener to the merchant trade. More recently Monarch became the first in the UK market to use ceramic bead technology (CBT) in its innovative Scaleout product, providing significant protection from the effects of new and existing limescale formation, whilst ensuring pH stability and corrosion control in all types of water.

As well as the technical advice line the company plans to offer trade mornings to be undertaken in conjunction with key merchants as well as regular market updates covering industry news to help installers' target new sales.

Kevin Johnson, MD at Monarch Water commented 'Since the company's foundation in the early 1960's, we have always known that the secret to our success was offering loyal installers and merchants reliable products to sell and fit with the support to match.

We have only been able to build upon our success through offering the right product, but just as importantly the right advice and sales service which has helped our network of installers fit our water softeners.

To help us further concentrate on our installers club we have decided as a company to bring all our past efforts and programme initiatives under a single banner. It is from here that we expect to continue to service our network of installers with free advice and support to ensure they build the best business for themselves in the future.'

#### **Benefits of the Installer Club include:**

- Exclusive merchant led trade mornings
- Priority technical support contact
- New product updates and market news
- Dedicated installers club web page with information & guides
- Market leading product and guarantees

For any installer wishing to find out more about the installers club or to sign up to become a member, just go to <http://www.monarchwater.co.uk/installersclub/> or call the installer club hotline on 01986 784759.