

## Vent-Axia On-Air Newsletter September 2010

### Welcome From Ronnie George

Welcome to the September issue of On-Air, Vent-Axia's newsletter.

With the new revisions to Part F and Part L of the building regulations due next month, Vent-Axia will continue to provide the product, sales and technical service needed to succeed in the specification of energy efficient and reduced carbon emission solutions.

I am personally pleased to announce the completion of our refurbishment team through the recruitment of Joanna Smith as Product Marketing Manager. It has been some time since we have filled this role, which will be key in driving the benefits of our Lo-Carbon residential products through the distribution channel.

Our continuous innovation is highlighted in this issue with the introduction of two new products for the refurbishment sector, the Lo-Carbon PoziDry and PoziDry Compact.

### Product Spotlight: Lo-Carbon PoziDry

The PoziDry offers a quick and simple solution for controlling condensation, particularly in the refurbishment sector.

Featuring a specially developed LoWatt DC fan / motor, the unit delivers incredibly low running costs as well as having an ultra low sound level. The unit works by the loft mounted positive input fan drawing fresh air from the atmosphere, filtering it and pushing it into the dwelling via a ceiling mounted diffuser. All stale air in the property is then forced out through the natural forms of ventilation, such as window mounted trickle vents.

The unit includes a filter with up to 5 years maintenance free to reduce the number of call outs needed throughout its life span, as well as a time elapse meter to enable precise running information. An optional comfort heater is available for operation when the incoming air temperature becomes low.



### Product Spotlight: Lo-Carbon PoziDry Compact

For those properties that do not have a loft, the LoWatt PoziDry Compact provides an easy to install solution. The duct mounted unit can be fitted in a number of locations around a single floor flat or apartment.

Air is drawn into the unit via an external inlet and through a short length of duct. The specially developed fan / motor assembly draws the air through an integral, high capacity, washable filter. The backward curved impeller guarantees lower sound levels and better performance.

The system automatically provides fresh, tempered airflow into the home. There is minimal power consumption and costs as little as one penny a day to run. The Lo-Carbon PoziDry creates an environment where the damaging effects of condensation find it hard to exist, benefitting both the occupants and the structure of the home. The unit can be used for air replacement in conjunction with an extract fan.

### New Appointments at Vent-Axia

Vent-Axia has strengthened its new build Climate Systems team with the appointment of Carl Stuijt as Area Business Manager.

Joanna Smith also joins the company as Product Marketing Manager – Refurbishment, having spent 4 years as Marketing Manager at Plumbing Trade Supplies, one of the UK's leading plumbing and heating merchants.

Responsible for all of the company's Lo-Carbon Refurbishment products, Joanna will be instrumental in driving the product changes to comply with Part F and Part L of the new building regulations.

"Joanna's appointment is a key building block in our future business strategy, helping us to strengthen our position in the refurbishment market," says Lee Nurse, Marketing Director at Vent-Axia.



Carl Stuijt



Joanna Smith



### Ventilation For The Self Build Market

With approximately 20,000 self build starts in 2009, the self build market is growing year on year and Vent-Axia is seeing a growth of sales in this sector.

Pete Smith has been appointed as Self Build Sales Manager to look after the potential in this sector and to work alongside self builders and small developers.

Self builders are driven to install renewable and sustainable products in their properties and Vent-Axia's energy efficient products tick all the right boxes.

Mechanical Ventilation with Heat Recovery (MVHR) is now being installed in 90% of self build projects and Ground and Air Source Heat Pumps are fast becoming the heating strategy of choice.

The Sentinel Kinetic and Kinetic Plus with low carbon motors and high thermal efficiencies are the ideal offering in this market and cover a wide range of house types and sizes up to 7 bedrooms and even larger when multiple systems are installed.

Electrical contractors are getting more calls to install MEV and MVHR ventilation systems, which means we can enjoy an increase in sales of these products through the electrical wholesale channel.

Visit <http://www.vent-axia.com/sector/self-build> for more information.

**VENT-AXIA CONTACT NUMBERS** Free technical, installation and sales advice is available

**Sales Centre: Domestic & Commercial**

Sales Tel: 0844 856 0590

Sales Fax: 01293 565169

Tech Support Tel: 844 856 0594

Tech Support Fax: 01293 539209

**Industrial**

Sales Tel: 0844 856 0591

Sales Fax: 012 93 534898

Tech Support Tel: 0844 856 0595

Tech Support Fax: 01293 455197

**Web:** [www.vent-axia.com](http://www.vent-axia.com)

**Email:** [info@vent-axia.com](mailto:info@vent-axia.com)

# Vent-Axia®

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### Vent-Axia Literature

Vent-Axia's new Product Selector and Price List has now been published, and contains the increased trade prices effective from 1<sup>st</sup> September, as well as an update on the forthcoming changes to both Part F and Part L of the building regulations.

An updated version of the Industrial Price List has also been printed.

If you would like us to send you any literature, email [marketingdept@vent-axia.com](mailto:marketingdept@vent-axia.com) with your requests, or simply download the pdf files at <http://www.vent-axia.com/downloads>

### Vent-Axia Exhibitions

Vent-Axia are pleased to announce that they will be exhibiting on Stand C71 in Hall 11.1 at ISH 2011. The exhibition is taking place from 15<sup>th</sup> to 19<sup>th</sup> March at Ludwig-Erhard-Analge 1, Frankfurt, Germany.

### Vent-Axia Sponsorship News: Tommy Hill Leads BSB Championship

Tommy Hill overcame difficult weather conditions and technical set backs at the penultimate round of the BSB Championship at Silverstone to retain his lead in the title standings. The Worx Crescent Suzuki rider rode to eighth and fifth in the two wet races and takes an 11 point lead into the final round taking place on the first weekend of October.

MCE Insurance 2010 BSB Championship standings after Silverstone:

1. Tommy Hill (Worx Crescent Suzuki) 589
2. Josh Brookes (HM Plant Honda) 578
3. Ryuichi Kiyonari (HM Plant Honda) 574
4. Michael Laverty (Relentless Suzuki by TAS) 570
5. Michael Rutter ([ridersmotorcycles.com](http://ridersmotorcycles.com) Ducati) 546
6. Alastair Seeley (Relentless Suzuki by TAS) 529



### Case Study: Vent-Axia Upgrades School With Sentinel Energy Recovery Ventilation

Vent-Axia has retrofitted its state-of-the-art Sentinel Totus D-ERV (Demand Energy Recovery Ventilation) system with a lphw heater to provide heating and ventilation, saving energy in classrooms and admin offices as part of a major refurbishment programme at Aberdeen's Oldmachar Academy.

Oldmachar Academy is a six year comprehensive, non-denominational school located in the large suburb of Bridge of Don in the north of Aberdeen. Established in August 1982 and opened on its current site in April 1983, it consists of seven blocks built to form an irregular quadrangle and serves just over 1,000 pupils.

Within these buildings, the school was experiencing major problems with temperature control and the ineffective circulation of air, resulting in 'stale' air being trapped within the classrooms. Aberdeen-based building services consultants CCDP appointed Hutcheon Services to manage the project and installation of 50 Sentinel Totus Midi units. This new mechanical Demand Energy Recovery Ventilation system now regulates the room temperature whilst providing the required amount of fresh air, keeping CO2 levels below the prescribed 1500 parts per million level for schools as set out in Building Bulletin 101 (the regulatory framework for the Building Regulations). The double skin acoustic lining offers quiet performance from the Sentinel Totus, essential in a classroom environment.

"This new energy efficient ventilation system has given us better control and allowed us to introduce fresh air to bring the rooms up to current standards", explains Martin Leiper, Mechanical Design Director at Hutcheon. "The Sentinel Totus not only ensures the Academy benefits from energy efficient ventilation, but also saves the client on running costs with its very high, heat recovery efficiency."



The system's precise control capabilities are key to providing the required amount of fresh air to the internal rooms while maintaining CO2 levels. Depending on room occupancy, a change in CO2 levels is measured by sensors located in each space which then trigger the Sentinel Totus's fan speed to increase or decrease to ensure good ventilation is maintained to meet demand.

The Sentinel Totus unit also recovers maximum energy (hot and cold) from the extracted air, transferring it into the fresh air supply via the unit's integral high efficiency counterflow heat exchanger. In fact, integrating Vent-Axia's proven on-demand control concept with efficient EC/DC motor technology and the counterflow heat recovery cell releases up to 90% energy recovery giving Sentinel Totus the highest performance of any system on the market, and the UK's first D-ERV system to be independently rated and tested to EN308. The result is a system which achieves required airflow rates and ventilates according to precise needs, significantly reducing fuel consumption, energy costs and cutting the carbon footprint of a building by up to 30% compared to conventional crossflow energy recovery ventilation devices.

Sentinel D-ERV is part of Vent-Axia's award-winning Sentinel demand ventilation range of commercial and residential applications. For those seeking expert advice on how to achieve the best outcomes for their public buildings, schools or offices, Vent-Axia offers practical advice on HVAC installation and selection. This is supported by guidance on the best solutions to meet legislative requirements, project management, after sales support and maintenance information.

Click <http://www.vent-axia.com/range/sentinel-demand-ventilation> for full details of the Sentinel range.

Editor: Carlyn Angus  
Email: [carlyn.angus@vent-axia.com](mailto:carlyn.angus@vent-axia.com)

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