



Press release

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BEAUMONT BEATS THE RECESSION WITH FREE DHW GENERATORS

Britain's leading industrial boiler manufacturer, Beaumont Water Heaters, has come up with the ultimate answer to the recession – DHW generators absolutely free.

The offer comes with the launch of a new division, Bation Hire & Leasing Limited. Developers fitting out new builds or property managers seeking to replace existing DWH units directly from Beaumont won't have to pay a penny upfront. All they'll have to do is sign a service agreement, a plain simple English no-strings warranty-backed service agreement, with Bation Hire & Leasing Limited.

"Equipment service agreement has its advantages over capital purchase at the best of times," said Beaumont Water Heaters General Manager Jim Fallon. "For a start, it's much more tax-efficient because you can write off the whole service agreement rather than just the capital depreciation. And, of course, there are cash-flow benefits as well.

"But in difficult times like these it has the added advantage that you don't have to find a way of raising the necessary capital – no easy task when bank finance is so hard to come by."

But he said the real beauty of the Bation Hire & lease deal was that effectively it made replacement DHW generators available at no extra cost... at all!

"Most property managers are already paying monthly fees for service contracts or maintenance agreements," he said. "What we're saying is that basically, if you switch your service contract or maintenance agreement to Bation Hire & Leasing Limited, we'll replace your existing water heating equipment into the bargain, however old it is, whatever condition it's in.

"We can do this because of the outstanding design and build quality of our units. They're justly famed for their longevity and they very, very rarely break down. So in offering this recession-busting service deal we're proving our confidence in our products in the only way that counts ... by putting our money where our mouth is."

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BEAUMONT WATER HEATERS

designed for a lifetime of reliability and efficiency



Continuation sheet

Note to Editors:

Beaumont Water Heaters was founded in 1968 by former Merchant Navy engineer Maurice Maton, whose vision was to create the Rolls-Royce of industrial boilers and DHW generators founded on the highest standards of design and manufacture. The company has been at the forefront of technical innovation ever since, and has never wavered from the founder's commitment to quality, reliability, and efficiency in hot water generation. A testament to this is that many Beaumont boilers continue to provide excellent service despite being installed over 30 years ago. Beaumont boilers and DHW generators are manufactured exclusively at its factory in Landford, Wiltshire.