

May 2011

The Newsletter of Drugasar Ltd UK



designed to be different

DRU News

The DRU Innovations Roadshow – less than 2 weeks to go!

**DRU Fires and Dik Geurts
to launch innovative
new fires and stoves at
spectacular UK Roadshow
in Oxford and Thirsk,
May 16 – 20, 2011.**

DRU Fires is Europe's leading manufacturer of contemporary gas fires, electric fires and stoves. In 2009 it acquired Dik Geurts, a specialist wood stoves manufacturer. Together, they form a European centre of excellence for fireplace design and production, with subsidiary companies in the UK and Belgium.



DRU is expanding its production facility in the Netherlands. There is a new 1300 square metre extension opening shortly, ensuring increased production and shorter lead times



**Introducing
PowerVent®, the
revolutionary new
flue system for
complete flexibility
of installation!**

Contemporary gas fires, such as this DRU Metro Tunnel model, can now be located in almost any location in the home, thanks to the innovative new DRU PowerVent® flue system

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The DRU Roadshow will display and explain the many new products and innovations in fireplace design to be introduced by both of its companies this year.

Locate your fire almost anywhere

Homeowners are now expecting more flexibility and versatility from their fires and heating appliances. Although the traditional chimney is still important, there is a demand for appliances that can be located in kitchens, bedrooms, dividing walls or even suspended from the ceiling!

The balanced flue system addresses this problem to some degree, but now DRU has gone a step further by introducing PowerVent®, a device that transforms the way gas fires are used.

The secret lies in the Powerbox that is on the outside of the home. A control unit measures the pressure difference in the flue and compares it with the recommended setting for optimum burning. The control unit is connected to the Powerbox and, if necessary, activates a ventilator to continue the flow in the flue.

In effect the system ensures that there is always sufficient draught in the flue channel. DRU is thus introducing an innovative system that greatly increases the possibilities for installing gas fires.

The Roadshow is to hold special seminars about PowerVent® for the benefit of gas fire retailers, installers, builders and architects. There will also be a full working model on display based on an existing DRU gas fire.



By appointment
of the Court of the
Netherlands



DRU Agua, which as well as being an attractive gas fire can also provide supplementary central heating capability



Dik Geurts Store H20, a powerful and elegant wood-burning stove that also provides central heating for the entire house

New hybrid models with combined central heating functions

Another innovative new system will be demonstrated with the new DRU and Dik Geurts hybrid models, which are capable of combining visually appealing fires with supplementary central heating for the home.

DRU Agua, which is available as either a built-in gas fire or freestanding stove, provides heat to a buffer tank that feeds the central heating system, or can be connected directly to the home plumbing. This system supplies enough energy to heat 2 additional living rooms.

The Dik Geurts Store H20 acts both as a wood burning stove and

a central heating device. The stove is designed so that water circulates in a chamber around the stove and also benefits from additional heating from the flue gases. In total around 60% of the heat output is devoted to water heating, enough to provide central heating for an average sized house.

Both of these new models meet the growing consumer demand for contemporary fires and stoves that look good, perform efficiently and serve a dual purpose for conserving energy and enabling properties to achieve Grade A Energy Performance Certificates. This is an essential requirement for selling homes or for the new-build property market.



New Dik Geurts wood stoves, such as the Mats (pictured) will benefit from the introduction of the Ecolight® particle emissions detector

New Ecolight® detector helps reduce wood stove particulate emissions.

Another new innovation launched at the roadshow is the Ecolight® system available on the new Dik Geurts Mats wood stove. This is an LED indicator that measures the density of particulates in the stove's emissions and indicates green when the combustion has reached optimum level. When used correctly, the Ecolight® system can help to reduce particulate distribution to safe atmospheric levels.

DRU dealers are on the money with ipad promotion



DRU UK general manager Niall Deiraniya presents an iPad to Rachel Hinchliffe of The Stone House in Harrogate. They were one of many successful dealers that reached their sales targets for the recent Autumn/Winter promotion

12 good reasons to become a DRU Fires dealer:

- middle to high range product portfolio of high efficiency gas fires (powerflue, bf & cf)
- new middle range global series fires, fireplaces and combination packages
- low to high range steel designer, insert and cast iron stoves
- high range electric fires and designer surrounds
- anti internet discounting policy
- regular installer and dealer training days
- deliveries directly from stock
- national technical response teams
- effective and efficient customer services function
- regular sales leads, marketing support and incentive programmes
- exclusive territorial areas
- individually tailored account management and mentoring by our highly trained sales managers

New DRU mid-priced gas fire suites. Affordable for the customer and profitable for the retailer!



DRU Cara, a complete gas fire suite based on the DRU Global 70XT with contemporary micro-grain marble surround. RRP only £2495.00

With the UK retail fireplace sector in mind, DRU is launching two new gas fire 'suites', known as Cara and Grace.

These are based on the popular mid-priced DRU Global 70XT fire, which is available in balanced flue and conventional flue versions. Both packages offer a choice of smooth black or classic brick interiors. The Cara has a contemporary micro-grain marble



DRU Grace, a complete gas fire suite based on the DRU Global 70XT with period-style solid limestone surround. RRP only £2795.00

surround, while the Grace has a more traditional solid limestone surround. Priced at RRP **£2495.00** and **£2795.00** respectively, these new suites have been devised with the average household budget in mind. They also offer a very saleable package for fireplace retailers or a ready-made solution for architects and builders.



Metro 150, a new 1.5 metre wide gas fire for larger homes, hotels, pubs and leisure premises

DRU Metro 150, a contemporary gas fire on a grand scale!

DRU Metro 150 is a new 1.5 metre-wide version of the popular Metro gas fire that is designed for spacious living rooms and hospitality premises. Its widescreen letterbox format enables it to be installed as a simple hole-in-the-wall fire or combined with original surrounds and tiling effects to produce a eye-catching feature in hotels, pubs or homes.



DRU Milo Small, a new compact version of this unusual 3-sided glass-fronted gas fire

Milo Small. Proof that small is beautiful!

Milo Small is a new compact version of the Milo 3-sided glass-fronted fire that can be installed in smaller living rooms, kitchens, bedrooms or studies. It's SmartVent® flue system, the predecessor of PowerVent®, enables flexibility of location.

Book your ticket now to the DRU Innovations Roadshow, May 16 – 20, 2011

Venues and dates

Southern England, South Midlands and South Wales:

May 16 & 17
9.30 am – 4.30 pm

The Kassam Stadium, Grenoble Road, Oxford OX4 4XP
www.thekassamstadium.com

Scotland, Northern England, North Midlands and North Wales:

May 19 & 20
9.30 am – 4.30 pm

Thirsk Racecourse and Conference Centre, Station Road,
Thirsk, North Yorkshire YO7 1QL
www.thirskracecourse.net



Venue, date and time (please tick):

Venue	Date	Times	
Kassam Stadium, Oxford	May 16	<input type="checkbox"/> 9.30am - 1.00pm	<input type="checkbox"/> 1.00pm - 4.30pm
	May 17	<input type="checkbox"/> 9.30am - 1.00pm	<input type="checkbox"/> 1.00pm - 4.30pm
Thirsk Racecourse, North Yorkshire	May 19	<input type="checkbox"/> 9.30am - 1.00pm	<input type="checkbox"/> 1.00pm - 4.30pm
	May 20	<input type="checkbox"/> 9.30am - 1.00pm	<input type="checkbox"/> 1.00pm - 4.30pm

Booking Form

Fax back on 0161 727 8057

To take full advantage of this unique opportunity, please book your company's personal consultation in advance by completing the reply form below. If you have already replied please do not resend.

Name _____

Organisation _____

Address _____

_____ Post Code _____

Telephone _____

Fax _____

Email _____

Names of people attending _____

All venues have ample parking space.
Buffet and refreshments will be provided.

RSVP to:



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