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See page 16 for details

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2024 proved to be an extremely tough year. It is really easy to forget some of the massive outside factors which had a big impact on our market. Energy price volatility, general inflation, the early general election and the October budget all caused big bumps in the road for us. The end result was an extremely disappointing financial performance well below requirement and expectation. This is a really difficult message to communicate as whilst this was going on, you still managed to make a significant impact on improving our business.

It is always difficult to list, as I am sure to miss someone out so apologies if I do not mention you/your department. Warehousing made massive inroads in all areas – goods in, goods out, picking and general stock control; manufacturing, planning and production have improved customer delivery (product availability) and quality hugely; purchasing, planning and manufacturing have worked together reducing our stock values to the lowest I have ever seen whilst maintaining customer delivery; and our service teams (office and field based) have really

smashed it out of the park and are well on top of service calls, making a huge difference - reflected in our 4.2 Trustpilot score. In the face of really tough trading conditions, our sales and customer service teams have maintained focus and commitment in trying to close orders. Thanks to everyone for your continued efforts in the face of poor trading and therefore tight cost controls.

Enough of that now!

Looking ahead to 2025 – I am hugely optimistic. I think we have some exciting product launches which will put us back onto the front foot. This, coupled with last year's process improvements, will ensure we return to our 'normal' financially strong performances. I also hope to see the back of the external influences which have consistently undermined consumer confidence.

I think it is worth leaving you with a taste of our longer-term vision by sharing some of our key collective goals for 2025 and beyond. Thanks once again to all of you for your hard work and commitment - Alistair.



Open  
**Communication**



Value our  
**People**



## Our collective goals

- Be the manufacturer of choice
- Drive sustainable customer partnerships
- Increase UK market share
- Fresh and innovative product portfolio
- Increase export sales
- Strategic business alignment

# Long Service Awards



Congratulations to the following employees who have reached milestones of long service. Thank you for your dedication to the company.

<b>Marc Berry</b>	Warehouse Manager	30 years
<b>Shane Rattenberry</b>	Team Leader	10 years
<b>Kevin Ferguson</b>	Senior IT Systems Developer	10 years
<b>Craig Marks</b>	Area Sales Representative	15 years
<b>Johnathan Gale-Walker</b>	Production Operative	10 years
<b>Mandy Brook</b>	Senior Commercial Analyst	10 years
<b>Michael Cousins</b>	Set Builder	20 years
<b>Craig Williams</b>	Prototype Engineer	30 years
<b>George Fagan</b>	Warehouse Operative	35 years
<b>David Norman</b>	Senior Buyer	15 years
<b>Chris Struthers</b>	Area Sales Representative	15 years
<b>Steve Thompson</b>	National Accounts Sales Manager	15 years

# Significant Birthdays

A big happy birthday to the following staff who have reached milestone birthdays since the last issue.

## Turning 21...

**Noah Muscutt**, Warehouse Operative, who turned 21 in June.

## Turning 30...

**Zack Jones**, Manufacturing Engineer, who turned 30 in May; **Pavels Ivanovs**, Development Engineer, who turned 30 in August; and **Tamara Dunstan**, Customer Services Advisor, who turned 30 in September.

## Turning 40...

**Cory Schultze**, Commercial Business Analyst, who turned 40 in May; **Gavin Russell**, Quality Engineer, who turned 40 in July; **Cristina Galan**, Production Planner, and **Jacob Cherian**, IT Systems Developer, who turned 40 in October; and **Jamie Wengradt**, Creative Marketing Manager, and **David Jones**, Production Operative, who turned 40 in December.

## Turning 50...

**Norris Nodoro**, Metal Shop Team Leader, who turned 50 in June; **Reza Nejad**, Service Engineer, and **Natalie Boyce**, Senior Customer Service Advisor and Company Trainer, who turned 50 in September; **Jason Sandford**, Senior Production Operative, who turned 50 in December and **Marc Berry**, Warehouse Manager, who turned 50 in January.

## Turning 60...

**Richard Ellis**, Assembly Team Leader, who turned 60 in October; and **James Bradley**, Area Sales Representative, who turned 60 in November.

# Staff Suggestions

We encourage you to submit your suggestions to improve business practices and potentially be awarded £25 or £10. The amount of award is dependent on:

- The level of benefit/improvement to the business;
- Whether it could be deemed to form part of someone's role;
- Whether it is a good suggestion, but for various reasons may not be implemented, but should be recognised.



Therefore, not all approved suggestions will be awarded £25 and some will be £10 awards.

Name	Suggestion & Award
Joseph Wollerton	Provide additional bicycle parking in the bike shed, as there aren't enough spaces coming into the summer months. (£25)
Edward Freer	Pens similar to those used in a bank to be installed at reception to prevent them going missing. (£10)
Natalie Boyce	To reduce call, email and chat volumes. Host the product registration form on the support area of the website as that is where most people seem to be looking for it (£25)

Submit your staff suggestions to the postbox in the ReFuel Lounge, or general company feedback.



# THE APPRENTICES

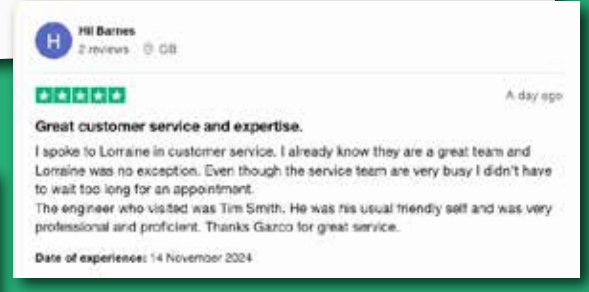
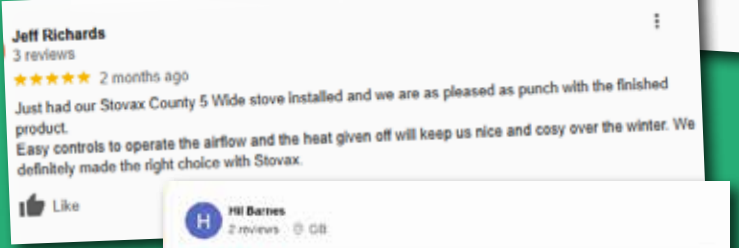
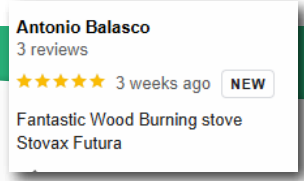
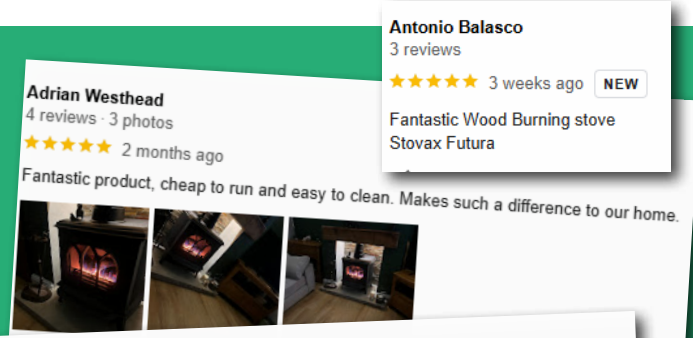
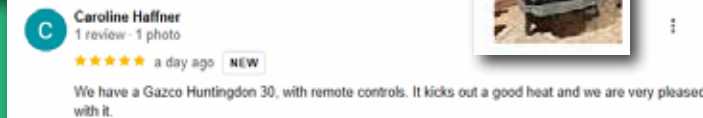
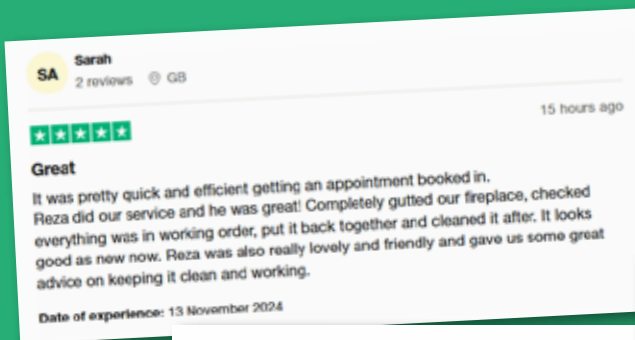
Congratulations to the following valued employees who have successfully completed their apprenticeships!

Isa Justo, Customer Services Advisor, passed her Customer Service Practitioner Level 2 with Distinction, and Chris Connick, Social Media & Digital Content Coordinator, completed and passed his Marketing Executive Level 4, with a Distinction in the final professional discussion.



# Super Service

We appreciate the consistent effort and quality service provided by our customer service teams and engineers. Below are some of the positive comments from customers that have contributed to our reviews on Google and Trustpilot.



# Operations Update

*Here's the latest from John Myhill, Operations Director, across the warehouse function and production.*



As we start a new year, it's a good opportunity to reflect on 2024, which was a challenging year for our business, marked by a significant decline in sales that drove changes in our operations, leading to some difficult decisions.

While it is easy to dwell on the challenges, it is important to acknowledge the numerous improvements that have been implemented across various departments over the course of the year. From an operations standpoint, it has been encouraging to observe Marc and the warehouse team as they continue to refine their processes, successfully navigating the numerous obstacles to meet their targets with a greater sense of calm than in the previous year.

A collaborative project with the IT department has resulted in a new and enhanced method for managing picking, which will not only improve stock control but also enhance visibility for other departments. Thanks to Abbie, Rael, and Rodney for delivering this.

The last few months of 2024 were busy in the metal shop. I have thoroughly enjoyed working with Steve Cain and the wider metal shop team to restore production quality and delivery timelines. Although I will not miss the early mornings, I will certainly miss being involved in the daily operations of the metal shop as we transition leadership to the capable hands of Tom, Norris, and Sean.

Keith and the assembly team worked tirelessly to overcome a year of significant challenges. For those who may not engage with this area, product quality issues affecting assembly posed

major difficulties, often resulting in hours of uncompleted work being stuck on the lines.

The assembly function has a well-established track record of delivering volumes far exceeding our current requirements, so my focus must now shift to ensuring they receive the correct parts at the agreed quality standard.

The quality team have driven us forward by concentrating on our internal quality engagement. They have embedded themselves into the metal shop, collaborating with our production operators to ensure quality standards are achieved; it's been rewarding to see the mutual alignment as well as a notable improvement in output quality.

The engineering team, while also supporting various operations within the organisation, has concentrated on enhancing shop floor documentation and work instructions. They have explored new paint types, revamped our digital tools such as the Preactor scheduling system, and navigated the numerous challenges presented by daily operations.

Collaborating with Michelle and her teams to analyse our methods and mindsets related to customer delivery has been a rewarding experience, revealing numerous opportunities for improvement in our service to customers for this year. Looking ahead positively towards 2025, we will place a greater emphasis on new product development to get some exciting products launches, aligning with our expectations for increased sales.

## Sweet Success

Last September, you may remember we set an incentive: if both the Assembly and Metal Shop functions met or exceeded their daily targets and the picking team delivered a zero-pick-error day within the same week, the company would provide donuts. We anticipated this would be quite a challenge, but the target was achieved! Here are a few snaps of our staff enjoying their sugary treat ahead of the season.



# Latest Awards & Achievements



## WINNERS - French Design Award Onyx Fusion 150RW



It was our first time entering the French Design Awards, with the Onyx Fusion electric fire. The French Design Awards is an international competition that showcases and acknowledges the pinnacle of creative brilliance in interiors, architecture, and product design.

We were honoured with a win, scooping the Silver Award in the Product Design category! This fantastic achievement bolsters our exciting new electric sales plans in France. Plus, the weight of this win will go a long way in supporting our domestic market and global sales as well – a truly superb achievement.

A huge thanks and well done to all involved in this successful awards pitch!

## Made in the UK Awards

### - Manufacturer of the Year

Following our win in 2023 at the Made in the South West Awards, we were over the moon to have made it all the way to the finals of the Made in the UK Awards, as a runner-up in the Manufacturer of the Year Award (over £25m). The winners were unveiled at a glamorous event in Liverpool, hosted by Insider Media Ltd, and although we did not win the title, we are elated to have got so far in this in this fiercely competitive category that sees top manufacturers from the whole nation come together.



## Build It - Shortlisted Stovax Huntingdon, Studio and Gazco eMotiv

We were thrilled that three products made it into the final at the Build It Awards 2024. Joining the top runners were our Stovax Huntingdon solid fuel range, Stovax Studio range, and the newly launched Gazco eMotiv electric fire collection. Although we didn't take home the win, getting this far in the awards process carries significant PR kudos and ongoing industry recognition that bolsters our reputation.



## Energy Awards – Shortlisted Stovax Futura Range

Marking their 15th anniversary, the Energy Awards 2024 celebrates outstanding achievements within the energy industry.



The awards recognise the excellence, innovation, and ambitions of individuals and businesses dedicated to delivering high-level service and operations across the energy supply chain. For 2024, the event received a record number of entries, showcasing the extensive involvement and competitive spirit of the energy sector's key players.

We were thrilled to announce that Stovax Heating Group was shortlisted for the Physical Heating & Cooling Category, with the Stovax Futura range recognised for pushing the boundaries of design and technology. Although we didn't take home the win this time, we were delighted to have stood proudly among the top contenders.

## BKU Awards - Best Heating Brand (Onyx)

We were delighted that Onyx was shortlisted in the Best Heating Brand category for the BKU Awards. Launched by Bathroom & Kitchen Update, the BKU Awards recognises excellence in the sector.



## H&V Awards - Stovax Huntingdon Range

We were thrilled that our Stovax Huntingdon solid fuel stove range was shortlisted for the prestigious Domestic Heating Product of the Year category at the 2024 H&V Awards! This recognition highlighted the exceptional innovation, efficiency, and performance of our Huntingdon wood burning and multi-fuel stove range, which was designed to meet the heating needs of modern homes while maintaining the traditional charm of a log burner.



# Say hello to our Purchasing Team



*Michelle Bowler, Group Purchasing Director, shares what the Purchasing team have been working on, the challenges they face, and what lies ahead.*

The past few years in the world of Purchasing have been a rollercoaster, battling unpredictable swings in demand with associated stock holdings, supplier capacity constraints, volatile costs, shipping lead times, and various political and economic obstacles. Navigating through these challenges has required constant adaptation and resilience.

In 2024, the focus for Purchasing was clear. The team worked diligently to rationalise the number of suppliers, prioritising the most strategic partnerships in a year marked by diminishing volumes. They faced the dual challenge of battling cost increases while achieving savings wherever possible, resulting in an impressive £350k in offset savings for the year. Notably, Becky topped the leader board, contributing over one third of the savings!

Efforts have also concentrated on reducing stock levels across both finished goods and component levels, with a purchased raw materials reduction target of 25%. This target has been smashed, with a remarkable 40% reduction, equivalent to just over £2 million achieved. Simultaneously, the team has made a significant push to identify and remove obsolete products, freeing up valuable warehouse space at Skypark.

The team also prioritised insourcing existing products to bolster internal manufacturing capacities, introducing new supply contracts, and extending payment terms. Throughout the year, they tackled serious and potentially show-stopping supply issues, such as those involving clips, paint, and burner mesh, with tremendous support from internal colleagues.

Achieving these goals has been no small feat, and the entire Purchasing team stepped up to meet the challenge. A heartfelt thank you is extended to everyone for their hard work and dedication.

However, there is no time to be sitting on our laurels, as the new year is certain to bring about its own challenges, and the focus remains on maintaining momentum and pushing forward.

Looking ahead, while there is hope for less volatility in the industry in 2025, the ability to adapt and react swiftly will continue to define the department. This flexibility is what makes working in Purchasing both diverse and exciting.

Here's who makes up this hard-working team!



## Putting a face to a name

### **Michelle Bowler** – Group Purchasing Director

Michelle is almost at the 20-year service mark (March this year) and has held every job role within the Purchasing department. She's fiercely passionate about what she does, a stickler for detail, notorious for her impatience and has a memory like an elephant (especially when it comes to part numbers and product codes).

### **Mark Brookman** – Purchasing Manager

Apart from being all-round marvellous... Mark undertook an open university degree in Humanities with Classical Studies to become a history teacher, but got distracted by the bright lights of manufacturing instead! His *main* job (of course) is every other Saturday, and some Tuesdays, selling programmes for the mighty Torquay United.



### **Bridget Floodgate** – Stock Control Analyst

Bridget is all things inventory and obsolescence. Fanatical about tidy groups – if you stand still too long, she'll put you in a box. She loves upcycling, recycling and any way to save the planet. She's sure her colleagues might have better, more accurate descriptions of her!



### **David Norman** – Senior Buyer

David lives in Plymouth and has commuted to Exeter for the past 15 years to be part of our business (estimated 200,000 miles covered). He's knowledgeable for all things purchasing Stovax related, and also works very closely with some of our key external partners, managing and planning component stocks and bought in stoves. On the occasional sunny day, you can often spot him kayaking (sinking) in Plymouth Sound.



## Nicky Elliot – Buyer

It was recently pointed out to Nicky that she's worked here almost as long as Nikol's (Production Planner) been alive! After 23 years, she's the longest serving (and as Mark reminds her, the oldest) member of purchasing. She's all things packaging and chocolate – particularly Maltesers!



## Will MacLaurin – Buyer

Will is the newest member of the Purchasing team, and is predominantly responsible for ordering glass, fixings and metal work for internal manufacture. He looks like Hagrid (big and hairy) and has a pet dragon called Norbert.



## Becky Cocker – Buyer

Becky has meticulous attention to detail, keeps the department in check, and will bend over backwards to help. However, keep on the right side of her...



# Burgers & Bangers

Last Summer, we hosted a fantastic BBQ which saw a great turnout. It was wonderful to see everyone coming together, enjoying good food and great company. Hopefully, everyone had the chance to enjoy a burger or two. Here are some pictures from the day!



# Wrapping Up with Festive Rolls

Last month, we marked the festive season by serving up bacon and veggie rolls for everyone to enjoy before the year came to a close. Hopefully you had the chance to enjoy one!



# New Lock-Up Procedures

With the closure of the Late Shift, the building will now be unoccupied after 5:30 pm. Please follow these updated lock-up steps:

**Step 1 - 4:30 pm:** Warehouse and Assembly will lock the yard gates and associated doors.

**Step 2 - 5:10 pm:** All doors will be locked except the side staff entrances (near clocking machines) and the main front doors.

**Step 3 - 5:35 pm:** Only the front doors will be available for exit.

**Step 4 - 5:35 pm:** Bollards to the main car park will be raised. Staff finishing at 5:30 pm should park in the smaller car park. If leaving earlier (e.g., 4:30 pm), please park in the larger car park to free up the smaller one for later finishers.

**Step 5 - 5:45 pm:** Front doors will be locked, alarms set, and bollards to the smaller car park raised.

A Tannoy alert will notify staff before lock-up.

## Working Late:

If you need to stay beyond 5:45 pm, please arrange/clear this with your head of department, who will need to agree alternatives to Step 5. Steps 1–4 will still apply.



# Home Ground Report

## - UK & Republic of Ireland Sales

The overall snapshot from the UK and Ireland paints a challenging picture for the current market. The economic climate remains tough, with ongoing budget uncertainties continuing to dent consumer confidence. As a result, 2024 orders have struggled to match the levels seen in 2023. However, it is encouraging to see that the close of the year showed signs of improvement as the season arrived. We hope that this is a faint indication of normal trading to come.



The Stove Industry Alliance (SIA) has reported a significant decline in the woodburning and multi-fuel stove market following the boom in sales seen in 2022 and early 2023. In this context, we find ourselves performing in line with the overall market, though there are positive signs for certain products within this sector. Notably, the Futura and Huntingdon stoves have gained more popularity.

The warranty promotion performed well (see page 13), contributing positively during this challenging period. Much of the focus has been on driving sales of our existing products while also laying the groundwork for the year ahead. With exciting new additions planned for the range, these innovations are set to bolster our position and inject renewed energy into the market.

### Sales & Retailer Support

Although 2024 has been tough on the industry, we continue to make strategic investments to support our retailers, our sales efforts, and strengthen our presence in time for the season.

We've enhanced our retailer support through exhibitions and shows that not only generated valuable leads but also showcased our products to a wide audience.

One example is our collaboration with Raven Stoves, where we provided bespoke imagery, videos, and press content to promote their stand at the East Anglian Game & Country Fair ahead, and during, the event. You may also have seen our support on social media of Rangemoors, where Craig Marks attended their 50th Anniversary event, and we engaged with them online to celebrate.

Our support of retailers also extends to our 'shop-in-shop' programme, where we offer bespoke visual transformations inside retailers' showrooms, to represent our brands. We're delighted to have had a raft of positive feedback, in particular commenting on the work of Elric Flint and Michael Cousins, and their efforts around the country.

Elric and Michael have gone above and beyond with their showroom builds, including their exhibition support in partnership with Inspirational Fires at the Grand Designs Show. The stand was commented on as "one of the best Grand Designs had ever seen," and was run by Inspirational Fires as a lead-generation exercise. While this partnership focused on a specific retailer, the event's high footfall and significance to the self-build sector ensured representation of our brands on a national scale, reinforcing our position in the industry.

Thank you to everyone who was involved in the build, including Scott Kirkum and all those in Marketing.



**GRAND DESIGNS LIVE**



# New Product Launches

## Gazco eMotiv



In November, the Gazco eMotiv electric fire range launched into the UK and Republic of Ireland – redefining style and convenience with its innovative tapered design for quick, easy installation.

Whilst the eMotiv makes a superb companion to the media wall, it really excels when modernising existing fireplace openings, and is engineered for complete ease of both use and installation – coupled with a competitive retail price for end-users.

Available in three sizes, it features Chromalight® LED technology, lifelike Oak log visuals, and beautiful flame effects. The eMotiv brings 2kW programmable heating, app control, and year-round use with or without heat, offering both versatility and elegance.

## Onyx Fusion Luxury Logscape



In June, the Luxury Logscape Real Woodland Log Set became available for the Onyx Fusion 150RW electric fire for the UK, followed by Republic of Ireland. This premium addition provided an enhanced in-store experience for our retailers, adding another layer to the Onyx line-up.

For customers interested in a highly realistic electric fire, the Fusion Luxury Logscape model offered a remarkable upgrade, blending our established woodburning craftsmanship with cutting-edge electric flame technology.

Handcrafted from sustainably sourced British hardwood, the log set added the natural beauty of real woodland to the Fusion's Authentic Flame Technology, creating an exceptional visual appeal that stands out among electric fires.

**Scan QR codes to watch launch videos**

## Driving to success!

Grace Moorhouse, Warehouse Operative, is proud to have recently completed her training on the VNAs (very narrow aisle forklifts). After taking part in a three-day course covering theory, machinery operations, and hands-on practice navigating the aisles, Grace successfully earned her qualification.

“It’s great to be trained to use the VNAs after just a year here,” Grace shared. “The course even included a final test from FTT, which made the achievement feel even more rewarding. I’m also thrilled to find out I am the first female to have been trained on the VNAs.” Grace’s accomplishment showcases the inclusive opportunities across the business, and reflects the positive shift in employee interest towards traditional roles that have historically lacked diversity.



# Your Charity Involvement

We know that our passionate employees are often involved in fundraising events, taking part in raising money for worthy causes year-round. Here are just a few that we know have taken place in the last year.

## Savoury Tea Success for NSPCC

A big well done to Tracey Lewis, Customer Services Operative, for hosting a successful Savoury Tea in support of NSPCC! With a combination of cash and online donations, along with a follow-up bake sale, Tracey has raised an impressive £385 for this important cause.



## 5K Race for Life for Cancer Research

In July, Agnes Beregi, Customer Services Advisor, completed the 5K Race for Life at West Point, raising over £400 for Cancer Research UK. Inspired by her mother's successful recovery from breast cancer, detected early through regular health tests, Agnes dedicated her run to supporting lifesaving research and raising awareness. Agnes says, "I just wanted to say thank you for all the support from work, and thank you to all who donated."



## Rowing the Thames for Lia's Wings

Lucy Cadbury, Customer Care Representative, took on an incredible challenge, raising £750 for Lia's Wings as part of a team effort that collectively raised over £2,500 for charity. Competing in a pilot gig boat towed all the way from Teignmouth, Lucy and her team rowed 21.6 miles up the River Thames from Millwall to Richmond, passing under 28 bridges and some of London's most iconic landmarks.

The race itself took 2 hours and 57 minutes to complete, with an additional hour of rowing just to reach the starting line. Out of nearly 300 boats, Lucy's team finished in 176th place.

Reflecting on the experience, Lucy described it as one of the hardest but most rewarding challenges she's ever undertaken – an unforgettable achievement, even if the blisters lasted longer than the buzz!



## Half Marathon Triumph for Sir Bobby's Foundation

Steve Thompson, National Account Sales Manager, set his sights on the Great North Run, training hard with a group of friends to prepare for the challenge. However, just days before the race, a stomach bug forced him to withdraw, leaving him determined to find another way to justify the sponsorship money he'd already raised.



Undeterred, Steve and his friends decided to complete the half marathon themselves, following as much of the official route as possible and ensuring they hit the full 13.1 miles.

"It's not the way I imagined doing the run," Steve said, "but I'm glad we did it. I was really proud to wear my Sir Bobby vest and raise money for such an important cause."

Steve ran the distance in 2 hours and 7 minutes, raising over £750 in memory of his mother-in-law, who was lost to cancer. He plans to take on the official Great North Run again in 2025.



## Cookie Jam for Hospiscare



Last year marked the 15th anniversary of Cookie Jam, a charity BMX event in aid of Hospiscare Exeter. Abbie Grange, Production Engineer, has been supporting the event almost since the beginning, and helped the charity to raise an impressive £4,659.46. Founded in memory of Jamie Bruce, a local BMXer who tragically passed away at just 21, the event has grown from its grassroots beginnings at local skateparks into a major highlight of the BMX calendar. To date, Cookie Jam has raised an astounding £28,491.74 for charity.

Stovax & Gazco supported the event with 100 lanyards, which were sold at the merch stand for £3 each. The lanyards were a huge hit and made a significant contribution to the day's fundraising efforts.

Abbie said, "It's super close to my heart, and I'm immensely proud to be involved. Alistair also allowed me to 3D print some keyrings to sell, adding another £200 on top of the £300 raised from the lanyards! It was a laborious task, with plenty of trimming and polishing required post-print to get them to a sellable standard. In the end, I printed 100 keyrings, selling them for £2 each. Here's to Cookie Jam 2025!"

## Supporting Ballynahinch FC

Hailing from the town of Ballynahinch, Dax Graham, Area Sales Representative, has a long-standing connection to the local football club. Not only did he play for the team "back in the day," but his son, Stefan, now serves as both the club captain and goalkeeper.

The club, which competes in the Northern Amateur Football League in Northern Ireland, fields three teams: the firsts, seconds, and thirds. When the club needed support with match day gear, Dax stepped in to help – showing his support for Stovax & Gazco too, with our logo featuring on their kit.



## 5 mins with...

### Zack Jones, Manufacturing Engineer

**How long have you been working for Stovax & Gazco?** 5 years.

**Describe a typical working day.**

The role in the Engineering department varies every day.

This could include anything from responding to manufacturing issues, work on longer term manufacturing projects and capital investments, CAD design for production jigs and fixtures, production improvements and assisting with the new product development program.



Value our  
**People**

**Which of our company values do you most related to, and why?**

Mutual Respect and Value Our People.

Working in the Engineering department allows you to collaborate with various departments and cross functional teams on projects, so it's important to respect others' opinions and ideas across the business.

**What's a hidden talent or fun fact about yourself that your coworkers might not know?**

I recently ran a marathon.

**If you could have a superpower to help with your job, what would it be?**

Something memory based – the Engineers will agree I often put something down and forget where I've left it. If someone can't find something, I usually get the blame!

**Favourite fast food restaurant, and your order?**

Anything from Efes in Exeter, I recommend it for anyone that likes Turkish food!

# We're proud of our **safe, inclusive environment**

A safe, inclusive working environment is something everyone deserves. We're also letting staff know that a new Sexual Harassment Policy & Procedure is now available on Public Folders, and will be included in the next edition of the Employee Handbook.

- Inclusive
- Diverse
- Respectful
- No to Bullying
- No to Sexual Harassment



Value our  
**People**



Mutual  
**Respect**

## **Everyone deserves a safe space**

Any behaviours that contravene our values should be reported immediately to HR

## **Bupa Healthy Minds Employee Assistance Programme**

A reminder that as a company, we fully believe that mental health is just as important as physical health. Should you ever need support, don't forget, we have trained Mental Health First Aiders across the business who are available to guide you towards mental health support should you need it: **Caroline Carr** (HR) & **Keith Pike** (Assembly)

Aside from our First Aiders, we also subscribe to the BUPA Healthy Minds Employee Assistance Programme. This Service is also available to our Employees' immediate families, or partners and their dependants who are aged 16 years or older and living in the same household.



### **EMPLOYEES CAN ACCESS THIS HELP BY CALLING HEALTHY MINDS ON:**

0800 269 616 (UK) • 0800 650 138 (ROI) • +44 131 588 0321 (International)

OR ONLINE AT **[BUPA.CO.UK/HEALTH-INFORMATION/MENTAL-HEALTH](https://bupa.co.uk/health-information/mental-health)**

LOG IN AT **[BUPA.COM/CBT](https://bupa.com/cbt)**

Using your email address and PIN which is BupaHM

The company is provided with information regarding the number of users, user focus, user session durations and time of usage.

We are NOT provided with detail of individual Employee Names/Depts etc.

# What have you missed on Social Media?

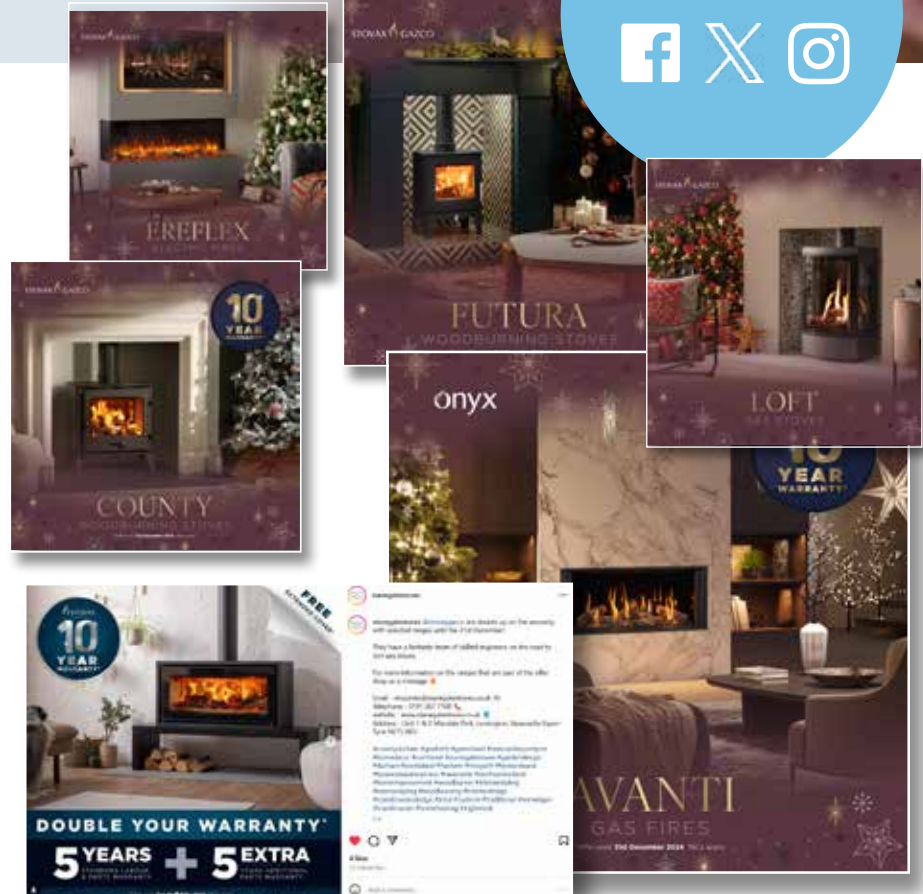
Our channels have been full of activity, especially as we reached the peak of the festive season. Here's a quick roundup of some of the eye-catching campaigns we have been running, including content shared by our retailers online.

Follow us  
@StovaxGazco



## Christmas Campaign

Our 2024 Christmas campaign saw the launch of a host of new images with a festive theme, providing our retailers with these assets for their online channels. As a gift to our retailers, and to encourage engagement online, we also launched a competition to UK and Republic of Ireland retailers, giving one lucky retailer the chance to win the ultimate showstopper hamper.



## Double Warranty Promotion

In time for the season, we launched an exclusive promotion, designed to give customers extra peace of mind and support sales over the heating season. When customers chose Stovax solid fuel and woodburning products, or electric and gas products from Onyx, they received double extended warranty protection, when they registered.

A raft of material was provided to maximise impact when we launched this promotion, including:

- Striking posters
- Wide variety of social media images
- Social media videos
- Host of website graphics for display on retailer websites

Since the promotion went live, we then further enhanced its presence by capitalising on key points in the calendar, including a Halloween-inspired image pack, followed by the recent Christmas-themed take on the promotion.

# Export Report: A New Chapter



*As we are all aware, Matt Beckenham, who has led our Marketing department in his role as Director for many years, has now taken on the additional mantle of Export Sales Director. This new role builds on his existing responsibilities and opens up new avenues for strategic leadership in our global markets.*



– homing in on providing the right heating solution with the right USPs to our export markets. Naturally major changes and introductions like these take months and years to bring to fruition, so to help with new shoots of growth in the meantime, we are really focusing on export-specific niches, and expansion of reach using the current products we have to sell. I'm pleased to say that some of our strategic shifts have seen some early success already. A small example is launching the Stovax Huntingdon 20 and 40 stoves, alongside a price adjustment to the existing Huntingdon 30 to help better position this range within the market. When twinned with a new display strategy, this has already garnered some good results, with a significant increase in getting models out in showrooms across Europe.

Equally, our French sales are largely reliant on the Stovax Studio, so to keep this top of consumer choice, it has had a big marketing support push, with new images that reflect the true reality of French installations, along with the creation of high quality videos that were missing from the collection – all designed as a dedicated French content pack, revitalising the presence of the product in this market. Feedback so far is that this has gone down well with our retailers, and we are now exploring the idea of fresh point of sale displays for representing the product in-store.

I've also been out in the field, with more key visits planned ahead. There's nothing quite like meeting customers face-to-face and experiencing firsthand the environments our sales team navigates daily. It's given me invaluable insights into tailoring our approach to fit distinct market needs, and I look forward to how these trips manifest in strategy changes over time, and am keen to see how this comes together for 2025 and beyond – with exciting product developments and new sales strategies now in the pipeline!



Much like the UK and Republic of Ireland, it is important to acknowledge that our export markets are also facing a tough climate currently with the industry affected globally. There has certainly been a lot to get my head around these last few months, and I've been devoting a lot of time into understanding the intricate nuances of each of the export markets – and one thing for sure is that one size doesn't fit all when it comes to product placement around the world.

I've also been getting to better know our export sales team, who visited Exeter for a number of days as a great chance to physically be in the office together, and hash out everything from strategy to tackling market challenges. It was more than just meeting about targets and forecasts; it was about syncing up as a team and addressing any support they need to keep driving sales effectively on the front line. For a few, this was the first time seeing the new Skypark facility, and each left with a powerful impression of our business that they in turn can convey to their retailer accounts. The time together proved really beneficial, and also gave an opportunity for blending with other departments – so a big thank you to all who assisted with training, presentations, and support over these few days. More to come later in the year!

We have been spending a huge amount of time on market reports, identifying market gaps and opportunities for all-new product development to really drive an uplift in our export offering



# Sustainability and Health & Safety Updates

SAFE ATTITUDES • SAFE PLACES • SAFE PEOPLE

**Sean Warren, Sustainability Manager, shares the company's progress and journey towards a more sustainable future, along with health & safety updates.**



As we reflect on 2024, it reminds us of the changes that have taken place and some of the challenges we have faced. It also gives us an opportunity to look at how we continue to adapt and improve in our workspace.

Some of this is reflected in our performance against our sustainability objectives. During 2024, we saw improved recycle and reuse rates of our waste. This increased to over 87% and is the highest level we have recorded for several years. In addition to this we also saw a reduction in overall waste, which we measure against our production hours. Whilst there are a number of factors that have resulted in this, it is certainly positive, and means we continue to reduce the level of waste we are sending to landfill or for energy recovery.

NIBE has set a target to reduce energy use by 40% (measured against sales) by 2030 when compared with

2019 usage. Whilst our turnover is lower than in previous years, when we compare our energy usage against this, it is still around 35% lower than in 2019. Looking ahead to 2025, we will continue our focus in this area, as it also has an impact on some of the costs the organisation incurs.

During the course of the year, we also saw a decrease in the number of accidents and incidents that are being reported. This was down 30% on the previous year and we also saw a drop in the significance of these incidents.

Our Lost Time Incident rate remains a challenge to achieve, and whilst we have put an action plan in place, which has helped us lower this compared to 2023, we must continue to review our work practices and support we offer. This can only be achieved with the help of everyone in the organisation. You can play your part by continuing to follow safe work practices and the training you have received, but also by highlighting any issues you experience or suggestions you may have.

You can highlight these through your Safety Group members, your line manager or by using the QR code on the H&S noticeboards.

## Christmas Jumper Day

Over £130 raised!

On 12th December 2024, the company proudly supported 'Save the Children' through Christmas Jumper Day. Every December, millions of people across the UK don festive knits at their workplaces, schools, or with friends to help give children the magical future they deserve.

It was great to see staff participating by wearing their Christmas jumpers to work and contributing a £2.00 donation. Between us all, we managed to raise over £130 for this worthy cause.



**Save the Children**

# Spot The Difference!



10 lucky staff members have the chance to each win a box of Maltesers, to either enjoy all to themselves or share!

Circle the 10 differences between these two images of our new eMotiv Electric fire, and include your details below. Then, submit into the staff suggestion box in the ReFuel Lounge by 2pm on 30th January! Winners will be drawn shortly after.

Name

Department



**10 Boxes of Maltesers!**

\*Alternatives will be provided for those with dietary requirements.

## Have a story for Ignite?

Contact Annabelle in Marketing  
on [acarvell@stovax.com](mailto:acarvell@stovax.com)

**2025**