



**CALOR**

## Calor jumps through hoops for Specifier's gym club customer



**“It’s massively important to me to know that Calor will give my customers a good service as we pride ourselves on our customer service and reputation. I view Calor as being almost an extension of our team.”**

**Mark Stephenson, Managing Director, OKEL**

Heating equipment supplier OKEL's priority is for its customers to feel valued and have trust in everything the company says and does. As Managing Director Mark Stephenson says, “If our customers are happy then we’re happy.” The OKEL team strongly believes in taking a personalised approach to finding the most effective solution for each customer’s business.

OKEL has long advocated LPG as a lower-carbon, cost-effective heating fuel compared to other fossil fuel alternatives. Mark explains, “LPG is such an easy solution and a far better alternative to oil. It’s also more environmentally-friendly, which is becoming more and more important to people.”

**Customer:** OKEL and Milford Haven Gymnastics Club

**Application:** LPG to heat premises of off-grid gymnastics club

**Location:** Milford Haven, Pembrokeshire, Wales

### Project highlights:

- 🔥 Specifier OKEL recommended Calor LPG to Milford Haven Gymnastics Club when it moved into cavernous new premises and needed a cost-effective way to heat the space, being off the mains gas grid.
- ⌚ Speed was of the essence as the club was due to open shortly and any delay to classes starting would result in loss of revenue for its owner.
- 👍 Calor’s quality of service was hugely important to OKEL as most of its business comes through word of mouth and recommendation. OKEL’s customer is delighted with Calor’s service.
- £ OKEL specified LPG as it is cheaper than electricity, better for the environment than oil and there’s no risk of fuel theft.



Milford Haven Gymnastics Club is one of OKEL's customers. When it moved into new, poorly insulated premises owner Sarah McGillivray turned to OKEL for help. She urgently needed to get an effective heating system installed within a few weeks before its popular after-school gym classes restarted for a new term.

Knowing LPG appliances are highly efficient and easy to install, Mark recommended an LPG-powered heating system. He explains, "I knew the club didn't have time to wait months for a mains gas connection and heating such a large, poorly insulated space with electricity would have been prohibitively expensive to run."

The risk of fuel theft is a serious consideration in rural areas and the fact LPG is virtually impossible to steal was another point in its favour. Mark confides, "I know of one small business that had 800 litres of fuel stolen and they weren't insured. I felt really sorry for them but, sadly, this is not an uncommon occurrence."

### Huge cost-savings

OKEL calculated that Calor LPG-powered heating would work out around 65% cheaper than electricity and, once Sarah McGillivray saw the running costs comparison, she needed no convincing.

However, installation timing was a crucial consideration. Sarah recalls, "It was only a few weeks before classes began again.

If Calor had missed the deadline, we wouldn't have been able to start them on schedule, particularly with winter coming up, and we'd have lost money."

Recognising the urgency, OKEL and Calor pulled out all the stops. Mark says, "That's what we do as a business. If someone needs heating quickly, we can prioritise our installation teams. It was important we got the job done. But I knew I could rely on Calor because I've recommended Calor LPG several times before and found them really easy to deal with."

To Sarah McGillivray's relief, Calor got the club's LPG heating system up-and-running well before classes started. "I'd used a diesel heater in another property many years ago and really didn't want to go back to that because of the mess, cost and safety issues. Our new LPG heater is keeping the kids and coaches nice and warm and everything's running smoothly."

OKEL installed a destratification system at the same time to prevent heat escaping through the roof, this is estimated to reduce the running costs by a further 30%.

### Speedy service

Mark values the responsive service he gets from Calor. "It's really important when we pass an enquiry on to Calor that they deal with it quickly to enable a much-needed speedy turn around for the customer."

He describes the process, "We introduce them to our customer, Calor rings to make an appointment for the survey and the surveyor gets out to site quickly to advise which size tank they need. Calor takes it from there - it's painless. Then once the customer has their first delivery of LPG, OKEL receives an incentive to thank them for their business."



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