Heatrae Sadia and WaterCoolersDirect Join Forces

Monday 7 October, 2013

WaterCoolersDirect (WCD) has been appointed as an accredited supplier for UK manufacturer Heatrae Sadia's drinking water products that include the flagship Aquatap hot and chilled instant tap range and the Supreme wall kettle brands. In an exclusive deal, this partnership sees WaterCoolersDirect add the Heatrae Sadia prestigious lines to its portfolio of hydration solutions and is proud to represent this British brand. As an accredited partner, WCD will focus on selling the popular instant hot and chilled Aquatap® and the drinking water boilers into the facilities management, hotel, catering and hospitality sectors.

Over recent years there's been an upward trend in the use of instant, energy efficient electric drinking water units such as the Aquatap. Now used in an endless number of commercial and hospitality applications, they are simple to install and use, have low energy usage and maintenance requirements and can save vast amounts of time when compared to waiting for a kettle to boil. Securely mounted onto a wall or counter top, they are also considered safer than kettles and urns, as they cannot be knocked over.

Instant boiling water units, whether steaming hot taps or drinking water boilers are also energy efficient, delivering the amount of water required and replacing it as it is used. Not only does this technology satisfy the modern instant and convenience world that we live in, hot taps and water boilers are also applauded for their environmental values and contribution, a key consideration for any construction or development.

Fred Cairns Palmer, managing director at WaterCoolersDirect, said: "In recent years our business has seen real growth in boiling water units and hot taps – not only for commercial and public sector premises but also in the residential market, where the hot tap is the latest kitchen must-have. Stamping out water wastage as every drop of water is dispensed at the specified temperature, they also remove the need to manage uncertified, non PAT tested kettles and deliver measurable time savings within the work force at break time."

"We pride ourselves in offering a best in class range of drinking water products, backed by our focus on delivering outstanding customer service and care. Adding the prestigious Heatrae Sadia taps and boilers to our portfolio meets the demand we are seeing for high performance, energy saving products in domestic and commercial settings, particularly with the steady growth of breakout rooms in corporates and offices. Plus the case for drinking enough water to remain sufficiently hydrated is well-documented for health and wellbeing reasons."

Steve Rickards, commercial director at Heatrae Sadia, said: "The introduction of stylish boiling and chilled taps for both home and office has really opened up the market. The appointment of WaterCoolersDirect.com as an accredited supplier extends our position and reach in the market and we look forward to a longstanding partnership, impressed by their specialism and excellence in sales and installation engineering." For further information on Heatrae Sadia please call 01603 420 220 or visit www.heatraesadia.com.

About WaterCoolerDirect.com - WaterCoolersDirect.com (WCD) is a leading UK online water cooler company, and boasts an extensive installed base of 50,000 products in use across the UK; from schools, universities and sports clubs, to blue chips, corporates, offices and homes. With an ever-growing product portfolio WCD specialises in everything hydration, from plumbed in and bottled water coolers; under sink chillers filters and fountains; to water boilers and taps. Starting from a small loft in Dursley, Gloucestershire in 2004, the WCD Group operates from new office and warehouse premises on the prestigious Gloucester Business Park. For more information please visit our website: www.watercoolersdirect.com

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